

# TOP 5 FEATURES TO LOOK FOR IN AN ESM SYSTEM

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**Are you tired of juggling multiple service requests, departments, and vendors, all while trying to maintain a positive customer experience? You're not alone. A 2021 Axelos survey revealed that [68% of organizations](#) already have enterprise service management (ESM) strategies in place to get a handle on their service delivery and improve the service experience for everyone. Getting the best technology to support this goal is crucial.**

But with so many ESM systems on the market, how do you choose the right one? In this blog, we'll be sharing the top 5 features to look for in an ESM system, so you can make an informed decision and take your service management to the next level.

## 1. Customizable workflows and approval processes

When it comes to managing services, workflows and approval processes are the backbone of any successful ESM system. These processes allow businesses to standardize their service delivery and ensure that requests are handled efficiently and effectively. However, not all ESM systems are created equal. The best ESM systems offer customizable workflows and approval processes that can be tailored to your business's unique needs.

As more businesses incorporate [chatbots and virtual assistants](#) into their service desks, customizable workflows and approval processes are more critical than ever. With an easy-to-configure ESM system, you can automate and optimize service requests, reduce response times, and improve customer satisfaction.

## 2. Low-code/no-code technology

One of the most exciting developments in the world of ESM is the rise of [low-code/no-code technology](#). This technology empowers businesses to create powerful applications and workflows without the need for specialized programming skills. According to Gartner, low-code/no-code technology is becoming increasingly popular, with the [market expected to grow to \\$26.9 billion](#) this year.

Low-code/no-code technology offers many benefits to businesses looking to streamline their service management processes. Firstly, it allows for rapid application development, enabling businesses to respond quickly to changing service needs. It also makes it easier for non-technical users to create and modify applications and workflows. This means that businesses can involve a wider range of stakeholders in the development process, including end-users, business analysts, and subject matter experts. With more people involved in the process, businesses can ensure that their applications and workflows meet the needs of their users and are optimized for their specific business processes.

## 3. Self-service tools

Self-service tools empower customers and employees to find the answers they need, submit requests, and track their status without the need for human intervention. They offer many benefits to businesses, including improved customer satisfaction, [reduced service desk workload](#), and lower operational costs.

With a self-service ESM system, businesses can offer a range of tools, including knowledge bases, FAQs, chatbots, and online forms. These tools allow customers and employees to find the information they need quickly and easily. By encouraging customers and employees to submit requests online, businesses can reduce the number of phone calls and emails received by their service desk. This, in turn, reduces response times, improves service quality, and frees up service desk staff to focus on more complex requests.

#### 4. Integration with other systems

Integration with other systems is a critical feature to look for in an ESM system. In today's complex business environment, it's rare to find an organization that operates on a single platform, with [85% of enterprises using multiple cloud providers](#).

Integration with other systems allows businesses to connect their ESM system with other business-critical applications, such as CRM, ERP, and HRM systems. This enables businesses to leverage the data and functionality of these systems, improving efficiency and reducing errors. For example, integrating an ESM system with a CRM system can enable automatic ticket creation when a customer contacts the company.

Integration also allows businesses to extend the capabilities of their ESM system beyond their own organization. By integrating with third-party systems and services, businesses can leverage a wider range of tools and technologies to support their service delivery processes. For example, integrating an ESM system with a monitoring tool can enable [proactive problem detection and resolution](#).

#### 5. Smart automation

Smart automation is a game-changing feature to look for in an ESM system. Automation allows businesses to streamline their service delivery processes, reduce manual effort, and improve accuracy.

Smart automation takes this a step further by using advanced technologies such as artificial intelligence (AI) and machine learning (ML) to automate complex tasks and processes. This enables businesses to achieve even greater efficiencies and reduce the risk of errors. For example, a smart automation system can automatically route tickets to the most appropriate team member based on their skills and availability.

#### How to find the right ESM solution for you

We've covered some of the top features an ESM system should have, but there are still various things to consider when looking at the one that fits best for your organization. That's why we've created a comprehensive buyer's guide ebook that covers further considerations when looking for your ESM system.

[Download the buyer's guide.](#)

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