

ServiceNow Virtual Agent

The business challenge

Customers and employees expect to easily get what they need, whenever they need it. But they don't have the patience to navigate portals and they struggle to find what they need in knowledge bases, requiring them to request assistance from a live agent anyway.

In the end, it's not a good experience for anyone because your live agents are continuously overloaded, answering repetitive and routine requests. And your employees and customers are frustrated because they have to wait for a response to their service request.

It's become increasingly clear that businesses must embrace intelligent automation to drive new levels of operational efficiency while simultaneously improving employee and customer satisfaction.

The ServiceNow solution

ServiceNow® Virtual Agent is an end-to-end, intelligent conversational experience that enables your organization to instantly resolve common requests, increase employee and customer satisfaction, and keep agents focused on more pressing issues.

Virtual Agent makes it quicker and easier for everyone to resolve routine IT, HR and customer service requests by taking chat from conversation to resolution. Workers can use simple, everyday language to get exactly what they need, whenever they need it. It's also natively available on your Service Portal and in your ServiceNow mobile apps, so help is always a few clicks or taps away.

Purpose-built conversation topics

Virtual Agent ships with out-of-the-box templates and pre-built NLU models for the most common IT, HR, and customer service conversations, enabling organizations to quickly build and deploy self-service experiences. Employees and customers can then use natural language to get help, like shown in this preview of example phrases:

IT Service Management

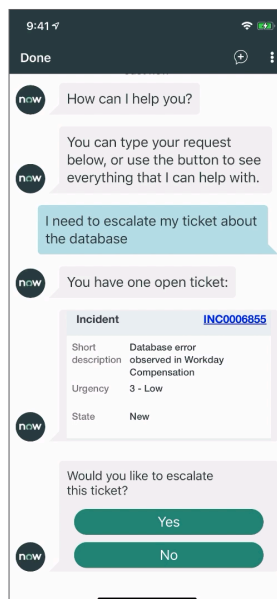
- "I need to reset my password."
- "How do I order a new monitor?"
- "Do we have any outages right now?"
- "I need help with my laptop."
- "How can my guest connect to the Wi-Fi?"

HR Service Delivery

- "I need to add a new emergency contact."
- "I have a problem with my paycheck."
- "How do I request a leave of absence?"

Customer Service Management

- "I have a problem with my last order."
- "What is the status of my case?"



Benefits

Improve service

Make it easy for employees to ask for help and resolve issues using simple, natural language – without having to contact the service desk.

Rapid deployment

Quickly deliver purpose-built, out-of-the-box conversations for the most common IT, HR, and customer service requests.

Increase operational efficiency

Automate routine requests – IT incidents, HR tasks, and customer inquiries – across the enterprise.

Personalized experiences

Deliver anytime, anywhere service that uses the context of Now Platform® data to deliver conversations that are unique to each user's needs.

Single, secure platform

Avoid business data privacy and control risks – conversations and model training all stay within a single, secure digital platform.

Multi-channel support

Integrate with any channel that supports conversational experiences to connect with users wherever they are.

Deliver anytime, anywhere service experiences

Being a part of the Now Platform allows Virtual Agent to natively access your ServiceNow data and provide a personalized experience across desktop, web, and mobile platforms. Virtual Agent uses your existing service catalog, knowledge base articles, and Now Platform data to quickly solve common requests.

Virtual Agent Designer

ServiceNow Virtual Agent Designer provides a graphical interface that enables anyone to rapidly build, maintain, and deploy conversations without any coding. The entire experience is simplified through drag and drop functionality that makes it easy to visually see the conversation flow.

Developers also have the tools they need to build advanced scenarios with support for previews, testing, branching, looping, and scripting that connects to third-party APIs.

NLU Model Builder

Create and tune sophisticated models that are specific to your organization's vocabulary and acronyms without writing a line of code. Enable anyone to define intents and connect entities to your Now Platform data by entering sample sentences and synonyms.

Live agent handoff

Chat history and conversation context can be seamlessly transferred to a live, human agent so experts for each topic can jump into the conversation with a full understanding of the situation and quickly resolve the request.

Conversation analytics

Virtual Agent comes equipped with powerful reporting capabilities that give administrators insights into how each conversation aligns with business goals. These real-time dashboards and KPIs come from a single data source that enables executives and business service owners to make quick, informed decisions at a glance.

- Quickly gain visibility into ticket deflection rates and cost avoidance
- Determine which topics are being escalated to live agents
- Understand how Virtual Agent is impacting your company's resolution time

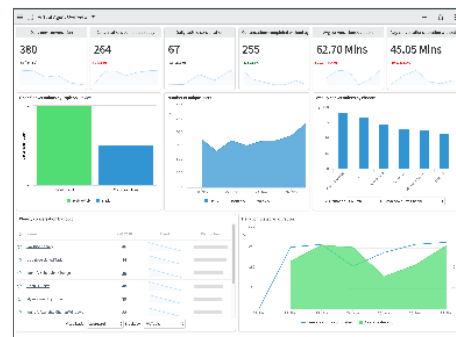
Meet employees and customers where they are

Leverage out-of-the-box integrations with Slack, Microsoft Teams, Facebook Messenger, and Workplace by Facebook that natively extend Virtual Agent or build custom integrations with any channel. Custom integrations allow you to:

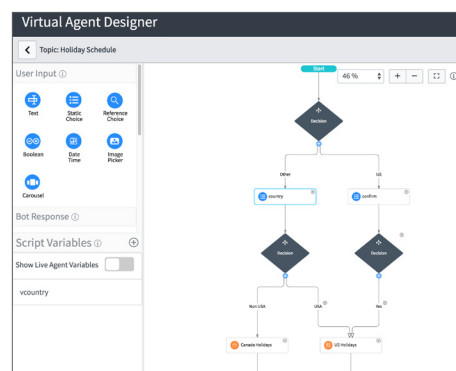
- Bring the power of Virtual Agent directly to users by integrating with any chat or messaging interface
- Provide a seamless experience to users by integrating with a primary bot that manages communication with Virtual Agent

Find out more

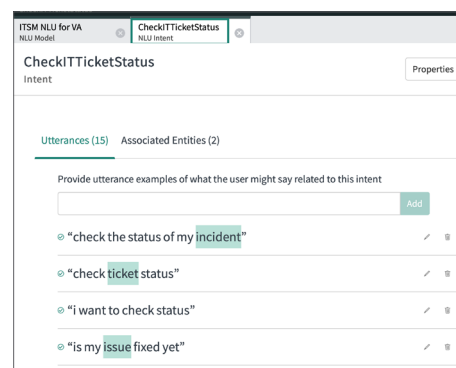
www.servicenow.com/products/virtual-agent.html



Get insight into how users are interacting with Virtual Agent



Quickly build and customize conversations without writing any code.



Create natural language understanding models for your organization's vocabulary.



Easily connect to the most popular enterprise messaging services with out-of-the-box and custom integrations.

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