

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 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 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 instant resolution to common requests, increases employee and customer satisfaction, and keep agents focused on more pressing issues.

With guided setup and pre-built components, Virtual Agent is quick to deploy and makes it easier for everyone to resolve routine IT, HR and customer service requests. 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 natural language understanding (NLU) models for the most common IT, HR, and customer service conversations to build and deploy self-service experiences for immediate business value.

Want a head start? Virtual Agent has tools to identify critical topics through machine learning analysis of incident data, then recommend pre-built conversations which can be added with a single click. Employees and customers can then use simple language to get immediate help, like shown in this preview of example phrases:

IT Service Management

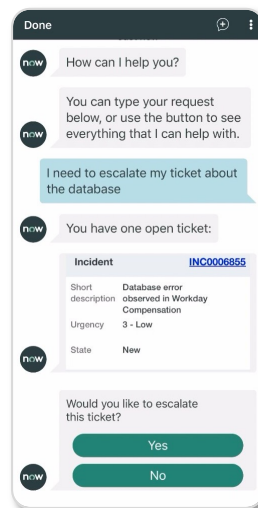
- "I need to reset my password."
- "How do I order a new monitor?"
- "I need help with my laptop."

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?"
- "Is there a service outage right now?"



Benefits

Redefine your support experience

Give your employees and customers an experience they'll love by automating resolutions to common issues.

Provide self-service anytime

Let users get resolutions in seconds—no need to wait for an available agent.

See immediate business value

Get instant ROI with guided setup, pre-built conversations, integrations, and configuration tools.

Increase deflection and agent productivity

Route issues to a chatbot automatically, reducing call volumes and increasing efficiency.

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.

Omnichannel support

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

Single, secure platform

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

Meet employees and customers where they are

Being a part of the Now Platform allows Virtual Agent to natively access ServiceNow data and provide a personalized experience across desktop and mobile. Virtual Agent uses your existing Service Catalog and knowledge base articles to quickly solve common requests. Leverage out-of-the-box integrations with Slack, Microsoft Teams, Facebook Messenger, Workplace by Facebook, and WhatsApp or build custom integrations with any channel.

Virtual Agent Designer

Virtual Agent Designer provides a graphical interface that enables anyone to build and test conversations with a simple drag and drop designer, then customize the look and feel to match your company's brand identity.

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

NLU Workbench

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.

Multi-language support

Dynamically detect and translate conversations to enable end-users to interact with Virtual Agent in most of the languages of their choice.

Conversational IVR

Deflect customer cases and inquiries and save your agents time by using Virtual Agent for conversational interactive voice response (IVR). Reuse existing investments in Virtual Agent by enabling select topics to be used as a conversational IVR.

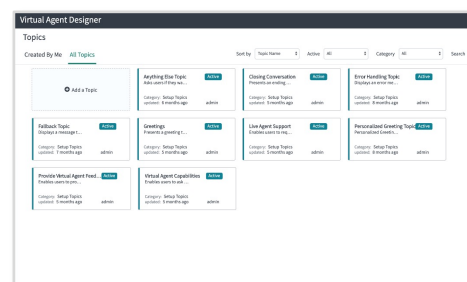
Live agent handoff

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. Agents and users also have the ability to communicate asynchronously, easily pickup where you left off with unread messages

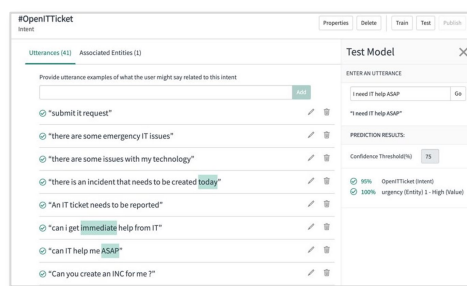
Conversational analytics

Virtual Agent comes equipped with powerful and fully customizable analytics capabilities that give administrators insights into user interactions. These real-time dashboards come from a single data source that enables executives and business service owners to make quick, informed decisions at-a-glance.

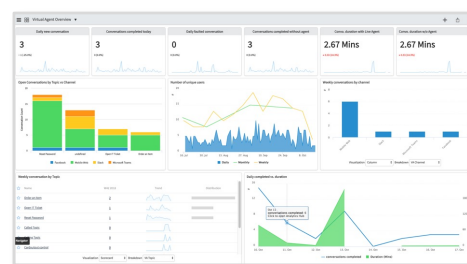
- Quickly gain visibility into ticket deflection rates and cost avoidance
- Determine which topics are being escalated to live agents
- Understand how Virtual Agent is impacting your company's resolution time



Quickly build and customize conversations without writing any code.



Create NLU models that match your organization's vocabulary.



Get insight into how users are interacting with Virtual Agent.



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

Learn more

servicenow.com/products/virtual-agent.html

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