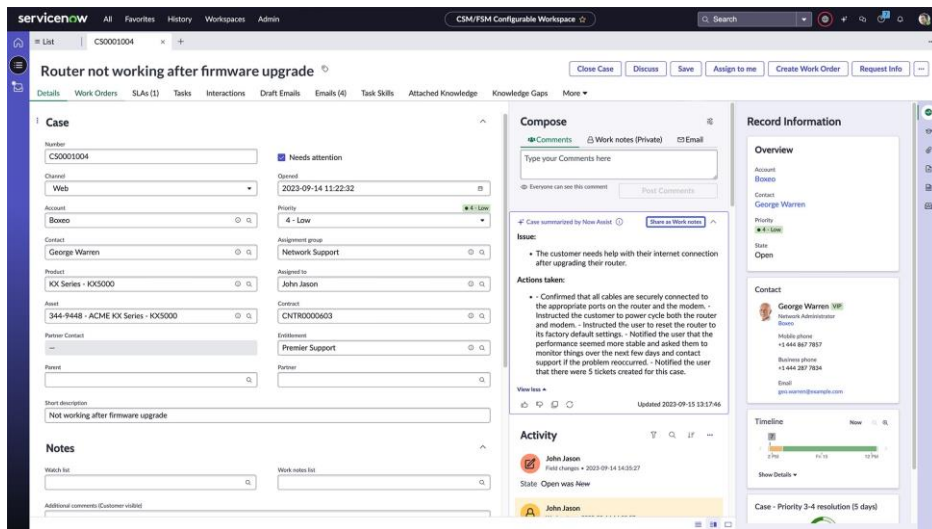


# ServiceNow Now Assist for Customer Service Management

*Accelerate customer service productivity with generative AI*

Now Assist for Customer Service Management (CSM) reshapes the customer service landscape when it comes to agent productivity and the customer experience. Customers can easily access solutions without searching extensively, while agents can reduce manual effort with summaries and context to better serve customers.



Now Assist for CSM provides agents with a concise summary of case work notes and history, helping agents get up-to-speed and resolve issues quickly.

## Benefits

### Improve Customer Experience

Now Assist for search enhances the self-service experience in portal and Virtual Agent searches. Instead of simply returning a list of search results that customers need to spend valuable time navigating through, Now Assist for search generates more precise answers based on relevant knowledge sources, helping customers act on the information immediately and resolving their issues faster with less effort.

### Increase Agent Productivity

Previously, agents and managers needed to read entire chat transcripts and case work notes to understand a customer's issue, which are time-consuming to both write and read through and can contain inconsistencies. With Now Assist for CSM, the agent can generate a complete summary with the click of a button when ending a chat or closing a case, helping other team members review pertinent information at-a-glance and get up to speed on the customer's issue quickly.

Agents can also use a Now Assist panel, a conversational interface within their workspace, to request summaries and update their assigned cases, ask follow-up questions, and more, improving agent responsiveness and productivity.

## Key Features

**Now Assist in AI Search:** This next evolution of enterprise search generates actionable answers and resolutions from knowledge articles via Global Search, Service Portal, or Virtual Agent. By providing customers more useful and consumable answers, customers can act on information faster, improving the customer experience and reducing case volume.

**Case summarization:** Now Assist for CSM improves agent productivity by summarizing case activity. Agents can provide feedback on the summary for continuous improvement. When the case is resolved, Now Assist for CSM generates the resolution notes, saving agents manual work and generating relevant, consistent resolution notes.

**Chat summarization:** Now Assist for CSM improves agent productivity by summarizing chat interactions when the agent first engages in a chat and when the chat ends. With quick access to all the customer's prior interactions on the portal and Virtual Agent, the agent can spend less time reviewing the interaction history and can address the customer's issue faster.

**Now Assist panel:** Agents can leverage a conversational interface embedded within their workspace to ask questions, request summaries and get insights about cases using natural language. This saves time and allows agents to focus on helping customers.

**Now Assist Admin:** This console provides quick and easy access to the important information that admins need to set up, configure, and monitor Now Assist applications and features.

**Put Now Assist for CSM to work for your organization**

Now Assist for CSM streamlines the customer service process from beginning to end, leading to higher agent productivity, potential cost savings, and improved customer experience. By rapidly generating summaries for cases and chats, Now Assist for CSM reduces manual work and allows agents to resolve customer issues faster. Customers also benefit from an improved self-service experience, with access to resources that help them find answers quick, leading to higher case deflection and cost reduction.

Leverage Now Assist for CSM to transform your customer service organization, improve customer experiences, and drive business growth.



...At one company with 5,000 customer service agents...generative AI increased issue resolution by 14% an hour and reduced the time spent handling an issue by 9%.

Report: The economic potential of generative AI: The next productivity frontier

- McKinsey & Company, June 2023

