

ServiceNow Virtual Agent

The business challenge

Customers and employees expect businesses to resolve their requests immediately. As a result, live agents are often overloaded answering repetitive and routine requests, or rerouting issues to other departments. This leaves little time to focus on more complex or high-value work.

Companies also rely on self-service online support material like knowledge bases, but these resources can be difficult for customers to find and navigate, requiring them to request assistance from a live agent in the end.

Businesses must embrace intelligent automation to quickly resolve high volume and common requests while increasing customer and employee satisfaction.

The ServiceNow solution

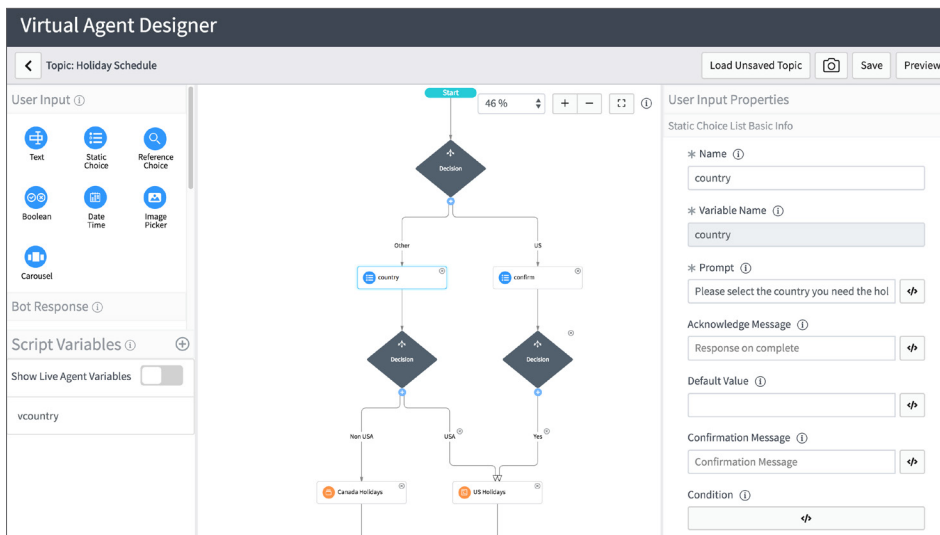
ServiceNow® Virtual Agent is an enterprise chatbot solution native to the Now Platform® that enables your organization to resolve common requests, increase customer satisfaction, and keep agents focused on more pressing issues.

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 easily open incidents or request new hardware from IT, customers can get help with specific products or check on their case status, and employees can update their own HR information or investigate payroll discrepancies.

Virtual Agent Designer

ServiceNow® Virtual Agent Designer provides a graphical interface that enables anyone to rapidly build, maintain, and deploy enterprise chatbots. The entire experience of building conversations 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 for functionality such as natural language processing (NLP), content storage, or location services.



Quickly build and customize conversational workflows using an intuitive chatbot designer

Improve service

Provide customers and employees instant answers through 24/7 automated support.

Reduce agent workload

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

Scale business efficiency

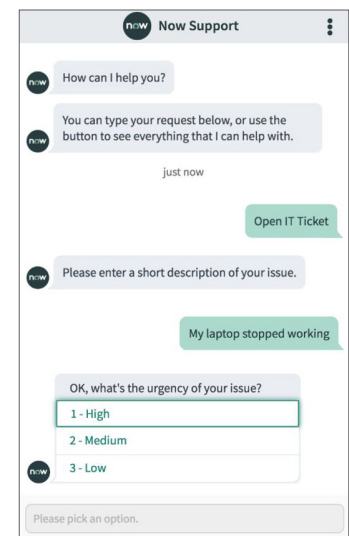
Reduce costs while handling increased volumes of routine tasks.

Develop and deploy quickly

Visually build conversations and use pre-built templates for IT, HR, and customer service topics to rapidly deliver change to the enterprise.

Create personal experiences

Use data from the Now Platform® to build context-driven chatbots and personalize the conversation.



Find information and resolve routine requests using the messaging interface of your choice

Native to the Now Platform

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

Pre-built conversation topics

Virtual Agent ships with over 20 out-of-the-box templates for IT, HR, and customer service conversations, allowing organizations to quickly build, customize, and deploy chatbots. Users can select topics from a menu or by engaging the Virtual Agent with configurable keywords and phrases.

IT topics include:

- Open a new ticket
- Order an item
- Reset password
- Approve outstanding requests
- Check system status
- Search knowledge base
- Update assigned task

HR topics include:

- Request a leave of absence
- Troubleshoot a pay discrepancy
- Update employee profile

Customer service topics include:

- Get help with a product
- Check case status
- Report an issue with an order

Enterprise messaging channels

Out-of-the-box integrations with Slack, Microsoft Teams, and Workplace by Facebook allow users to connect with the Virtual Agent where they already get work done.

Developers and administrators can also use custom scripting to work within the messaging interface of their choice.

Conversation analytics

Virtual Agent comes equipped with powerful reporting capabilities that give administrators insights into how each chatbot conversation aligns with business goals. This dashboard provides a graphical view of conversation trends, allowing executives and business service owners to make quick, informed decisions at a glance.

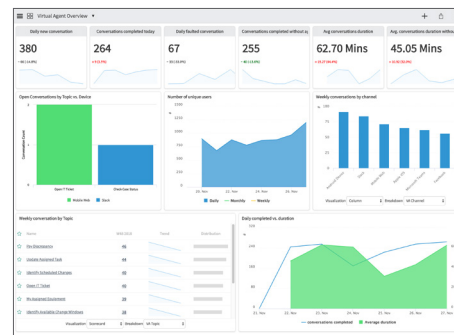
- Determine which topics are transferring to live agents
- Understand how Virtual Agent is impacting your company's resolution time

Live agent handoff

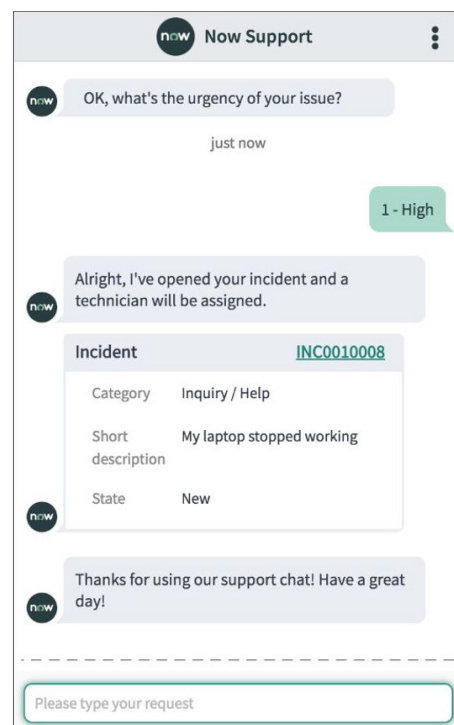
Chat history and conversation context can be seamlessly transferred to a live human agent if Virtual Agent is unable to resolve a request. Experts for each topic can jump into the conversation with a full understanding of the situation and quickly add value.

Find out more

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



Get advanced statistics on how users are interacting with Virtual Agent



Use pre-built conversation topics to quickly resolve routine service requests



Virtual Agent can be deployed to multiple enterprise messaging channels

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