

# Self-service in ServiceNow Customer Service Management

## The challenge

Customers expect prompt and personalized service when using digital channels for assistance. What they find only adds to their frustration.

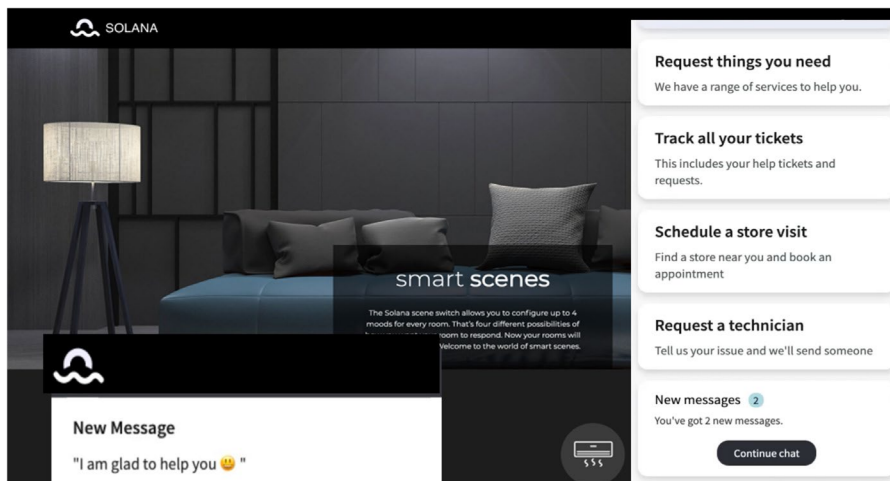
Customers often don't have access to a single starting point for finding answers, with solutions scattered across multiple locations. This is only a moderate improvement over simply offering an FAQ. Lacking any personalization, customers must weed through unrelated information in their search for relevant guidance. If several self-service options are available but they don't reside on the same platform, sharing and refreshing knowledge across channels just adds to the burden—for customers seeking answers and service teams trying to maintain up-to-date solutions.

## The ServiceNow solution

ServiceNow® Customer Service Management (CSM) offers flexible anytime, anywhere self-service in a variety of ways:

**Service Portal** – Customers can maintain their profile, including products and services in-use, to personalize the self-service experience across channels. New cases can be opened online, case status can be checked and updated, and prior cases can be reviewed. The service portal also functions as the launch point for all other self-service options, including knowledge management, chatbot, and more.

**Engagement Messenger** – extends the ServiceNow customer self-service experience to third party web and mobile web portals, providing an in-context setting for accessing services. Support can be integrated through no- or low-code configuration. Customers can use Virtual Agent or AI Search – now supercharged with generative AI (GenAI) – to find answers, manage cases, schedule appointments, and submit requests using Service Catalog. And they can connect with live agents in real-time or asynchronously via messaging and chat.



Engagement Messenger embeds robust self-service on third-party portals to enable AI search, Knowledge Management, Virtual Agent interactions, case and work order management, appointment booking, live or asynchronous chat, and service catalog.

## Benefits

### Automate solutions to common questions and requests

Address typical customer issues quickly using workflow. Collect any information required, then trigger action in systems (for example, restart a cable modem) or with another department (for instance, request a replacement credit card).

### Help customers get answers with an AI-powered chatbot

Make it easy for customers to ask questions and resolve issues using simple, natural language. Connect the conversation with a live agent with full chat history, if needed.

### Connect customers with peers and experts

Resolve common issues and crowdsource new solutions. Guide the business with visibility into customer and employee needs and issues.

### Speed time to value

Deploy self-service quickly on any web site. ServiceNow's service portal provides rich out of the box self-service capabilities, include guided process-based customer experiences. And Engagement Messenger delivers low- and no-code configuration to enable self-service on third party or mobile web sites.

Both the service portal and Engagement Messenger serve as the starting line for all other self-service options.

**Service Catalog**

Using simple forms powered by workflow behind the scenes, customers can seek solutions to common issues. Guided processes can lead customers through the case lifecycle, from intake to completion. Requests can completely bypass customer service, and route directly to the departments that can assist. And because they are using workflow, cases can be monitored for progress and delays, and analyzed for performance improvements.

**Knowledge Management**

Personalization and search faceting helps customers locate relevant articles quickly. AI search provides intelligent query features such as search suggestions, typo handling, and genius results summaries.

Companies can easily identify article gaps and trigger workflows to develop new articles, with built-in Knowledge-Centered Service (KCS®)<sup>1</sup> v6 supporting a structured approach to content curation. Article feedback ensures information is clear, helpful, and actionable.

**Virtual Agent<sup>2,3</sup>**

Use out-of-the-box conversations to address common questions or design custom conversations and elevate user experiences with Now Assist, our GenAI technology.

Natural Language Understanding allows customers to engage in their terms. Virtual Agent can answer questions directly, book and manage appointments, or direct customers to solutions in knowledge articles, community posts, or the service catalog. If necessary, seamlessly transfer the entire conversation history and context to the right human agent. Integrate with Facebook Messenger, WhatsApp, LINE, Apple Messages for Business, or Google Business Messages to provide self-service in these channels. Agents chatting with customers can also use Conversation Autopilot to have Virtual Agent handle common interactions. Analyze Virtual Agent’s performance with included KPIs to continuously improve.

**Communities**

Provide customers with online forums to share ideas, experiences, and solutions. Encourage participation with gamification. Using rules, automatically create and assign cases to agents for unanswered questions. Harvest answers to create new knowledge articles.

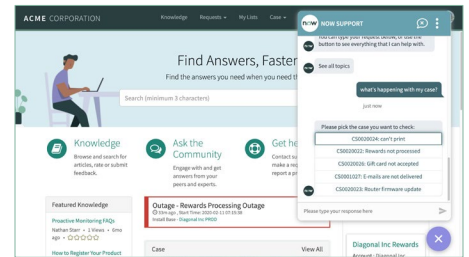
<sup>1</sup>KCS® is a service mark of the Consortium for Service Innovation™.

<sup>2</sup> Virtual Agent is included in the Customer Service Management Professional and Enterprise packages.

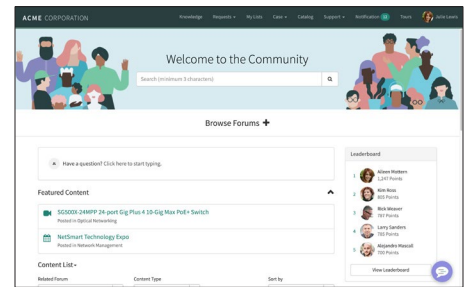
<sup>3</sup> Now Assist capabilities are available with Customer Service Management Professional and Enterprise Plus packages.

**Learn more at:**

<http://www.servicenow.com/products/customer-service-management>.



Virtual Agent allows customers to chat their way to an answer. It is shown here on the service portal.



With Communities, customers can ask questions, post media, and write blogs.