Engagement Messenger in ServiceNow Customer Service Management

The challenge
Organizations make large investments in their web presence to support the customer journey. Pages are designed specifically to help customers discover new products and services, evaluate them, make purchases, and receive service and support. Questions along that journey may occur at any time prior to purchase, and while service options may only be one hyperlink away, that extra step can disrupt the experience. Though the organization might invest heavily in resources for self-service, customers may not consider a side-trip to the service portal and abandon their journey. It’s clear that providing service options across the entire landscape is critical, yet time-consuming and expensive customization is a barrier.

The ServiceNow solution
Engagement Messenger, available in ServiceNow® Customer Service Management (CSM), makes it easy to extend self-service across an organization’s web properties. With its low-code, embeddable approach, self-service truly becomes anytime, anywhere. Engagement Messenger can launch from a webpage or through custom links in other content, such as an email. It allows organizations to add any or all of the following to virtually any web page:

- **Proactive Recommendations** offers help to customers preemptively based on time thresholds and page context, increasing engagement by automatically displaying relevant content so customers don’t have to search manually.

- **Configurable Cards** empower companies to enrich the customer experience by including third-party and ServiceNow content together, extending value beyond service, to support use cases such as cross-sell and up-sell.

- **Intelligent AI search** allows customers to search across all available self-service options for a solution.

- **Knowledge Management** enables customers to search or browse for answers in knowledge base articles. Specific articles can be displayed by passing context details, for example, product return articles on a product page.

- **Virtual Agent** is a chatbot using Now Assist, our generative AI technology, to answer questions or deliver customers tailored solutions produced from knowledge articles or the service catalog.

- **Service Catalog** uses simple forms powered by workflow to deliver solutions to common issues, routing requests directly to departments that can assist.

- **Chat and Messaging** supports customers who choose to chat directly with an agent, either live or asynchronously.

- **Case Management** empowers customers to open and manage their cases through resolution.

- **Appointment Booking** supports scenarios where customers must schedule time with an agent or technician or book a walk-up appointment.

Learn more at: [servicenow.com/products/customer-service-management.html](http://servicenow.com/products/customer-service-management.html)

Benefits

**Reduce effort in customers’ journeys**
As customers browse, questions may arise. With embedded service options available in desktop and mobile web pages, an answer is never far away.

**Easily extend self-service across web properties**
All available service options supported in use by an organization can be offered through Engagement Messenger. With its low code/no code configuration, it’s easy to extend customer service options to practically any webpage.

**Increase self-service ROI**
By extending self-service—Knowledge Management, Virtual Agent, Service Catalog, and more—to other points on the customer journey, that investment pays off further.