

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 how these products and services satisfy their needs, make the purchase, 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 one click or tap can disrupt the experience. Though the organization might provide an outstanding service experience and invest heavily in resources for customer self-service, customers may not consider a side-trip to the customer 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, 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 web page 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:

- **Intelligent AI search** allows customers to search across all available self-service options for a solution.
- **Knowledge Management** offers customers the option of searching or browsing for answers in knowledge base articles. Specific articles can be displayed by passing context details, for example, a product return article can be displayed automatically if the customer accesses Engagement Messenger from the returns page on a retail site.
- **Virtual Agent** uses an AI-powered chatbot to answer questions or direct customers to solutions in knowledge articles or the Service Catalog. The entire conversation history and context can be transferred to a human agent, if needed.
- **Service Catalog** uses simple forms powered by workflow behind the scenes to deliver solutions to common issues. Requests can completely bypass customer service and route directly to departments that can assist.
- **Live Chat and Messaging** supports customers who choose to chat directly with an agent, either live or using supported messaging platforms. A chat can start with a specific topic and language based on page context parameters.
- **Case Management** empowers customers to open and manage their cases.
- **Appointment Booking** supports scenarios where customers must schedule time with an agent or technician or book a walk-up appointment.

Learn more

Visit servicenow.com/products/customer-service-management.html

Easily extend self-service across web properties

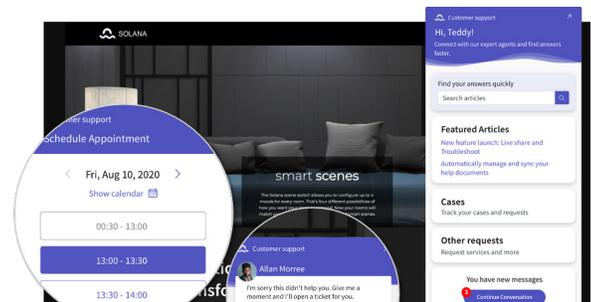
All available service options supported in use by an organization can be offered through Engagement Messenger. With its low code/no code configuration, it's easy to extend customer service options to practically any web page.

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.

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.



Embed Engagement Center into existing pages to offer customer assistance at any point.