

# Self-service in ServiceNow Customer Service Management

## The challenge

Customers are accustomed to going online when they need assistance. What they find might only add to their frustration.

Customers lack a single starting point for finding answers, with solutions scattered across multiple locations—which is only a moderate improvement over simply offering an FAQ. Lacking any personalization, customers must weed through unrelated information in their search for answers. If more than one self-service channel is available, when they don't reside on the same platform, sharing and maintaining solutions across the channels also adds to the burden—for the customer seeking answers and the business trying to maintain up-to-date solutions.

## The ServiceNow solution

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

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

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

### Automate solutions to common 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 example, request a replacement credit card).

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

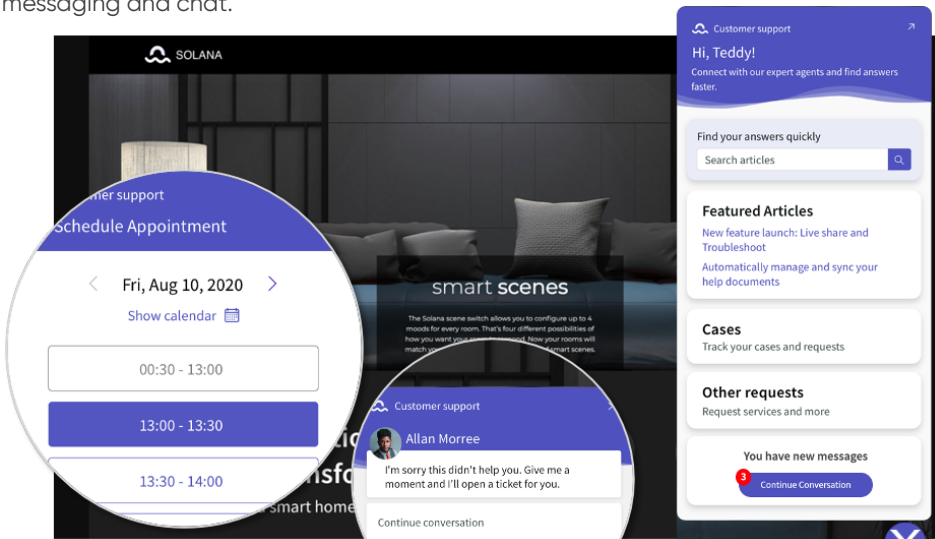
Make it easy for customers to ask questions and resolve issues using simple, natural language. Connect the conversation with a live agent with full chat history, if needed.

### Connect customers with 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. And Engagement Messenger provides no and low code configuration to enable self-service on third party web or mobile web sites.



Engagement Messenger embeds self-service on third-party portals to enable AI search, Knowledge Management, Virtual Agent interactions, and case management.

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

### 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 and helpful.

### Virtual Agent<sup>2</sup>

Use out-of-box conversations to address common questions or design custom conversations. Natural Language Understanding allows customers to respond in their terms. Virtual Agent can answer questions directly, book and manage appointments, or direct customers to solutions in knowledge articles or the Service Catalog. If necessary, seamlessly transfer the entire conversation history and context to the right human agent so they can quickly address the issue. Integrate with Facebook Messenger, WhatsApp, or LINE 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.

### Service Catalog

Using simple forms powered by workflow behind the scenes, customers can request solutions to common issues. Requests can completely bypass customer service, and route directly to departments that can assist. And because they are using workflow, they can be monitored for progress and delays, detoured as needed, and analyzed for performance improvements.

### Communities

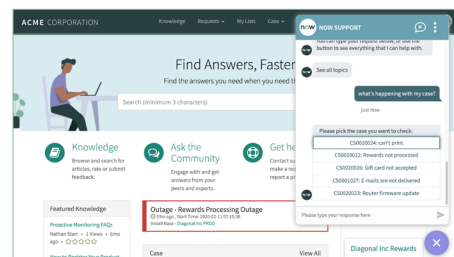
Provide customers with online forums to share ideas, experiences, and solutions. Encourage participation with gamification. Using rules, automatically create and assign cases to agents for unanswered questions. Harvest answers to create new knowledge articles.

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

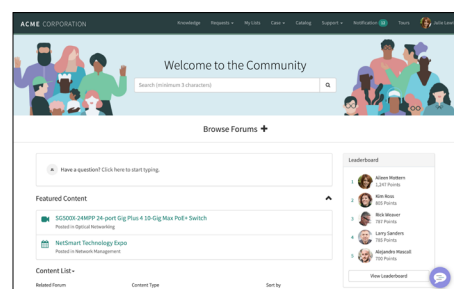
<sup>2</sup> Virtual Agent is included in the Customer Service Management Professional and Enterprise packages.

### Learn more

Visit [servicenow.com/products/customer-service-management.html](https://servicenow.com/products/customer-service-management.html).



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.