

ServiceNow Now Assist for CSM

ServiceNow Now Assist for Customer Service Management (CSM), part of ServiceNow's Vancouver release, is focused on automating and streamlining the front to middle to back office, empowering agents while enabling more opportunities for customer self service. The capabilities are enabled by ServiceNow's generative artificial intelligence (AI) platform capabilities, which can understand context and intent, synthesize information, and generate content.

- For customers, search provides them with a gen AI-generated summary of knowledge articles, reducing the need for virtual or real agents.
- Chat and case summarization for agents help an agent to quickly come up to speed on historical interactions on a case, or generate a case summary or work or resolution notes.
- The Now Assist panel's conversational interface allows agents to request a summary or adjust the tone, length, or time-context of that summary.
- The Now Assist admin console enables administrators to quickly configure and deploy Now Assist capabilities within the existing agent and customer experience.

FROM THE SUMMIT



Customer service can benefit from AI-driven automation, but service organizations have been slow to automate because of departmental silos. ServiceNow's platform focus means it can streamline workflows and the application of AI using data from multiple systems and data sources with less friction.

DEEP DIVE



Most generative AI customer service capabilities released to date have relied on large language models (LLMs) with limited specificity. ServiceNow's LLM approach addresses specificity and data privacy needs. Smaller industry-specific models will also be cheaper and faster to train and run.

LONG VIEW



This is ServiceNow's first release of generative AI for CSM. Expect a 2-month release cycle to continue to deliver more innovation. Now Assist's admin console includes telemetry to track effective usage and adoption to help platform owners identify areas to get more value from new and evolving capabilities.



MONEY: Now Assist for CSM SKUs are available as an add-on to ServiceNow Professional or Enterprise Plus licensees on a per-used basis with a set number of "assists."



MARKET: Key differentiators for ServiceNow include its ability to take action on LLM outputs via integration with workflows, and its ability to support the entire customer journey across front, middle, and back office.



PEOPLE: The Now Assist panel and case summarization enable customers and agents to get a summary of interaction history at any point in time, which is particularly beneficial in complex cases spanning multiple departments.



TECH: ServiceNow is one of the few vendors in the space that has explicitly invested in both general purpose and domain-specific AI models, with models developed with Nvidia and Hugging Face.