



NEWS RELEASE

ServiceNow Introduces New Messaging Service to Help Organizations Connect with Customers and Employees Wherever They're Located

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ServiceNow, with the help of Twilio's platform, makes it easier than ever to drive end-to-end service experiences – from issue to resolution

SANTA CLARA, Calif. — October 20, 2021 – [ServiceNow](#) (NYSE: NOW), the leading digital workflow company that makes work, work better for people, today announced ServiceNow Messaging Service to help organizations drive better service experiences from issue to resolution.

Leveraging the Twilio platform, ServiceNow Messaging Service allows organizations to purchase SMS and WhatsApp directly from ServiceNow, making it easier to quickly integrate popular messaging platforms with ServiceNow workflows. This gives organizations another channel to engage with customers and employees, regardless of their location, and help quickly solve customer requests for a more seamless end-to-end experience.

As the global economy expands at its **strongest post-recession pace** in 80 years, organizations must adapt to deliver compelling customer and employee experiences in any environment to thrive in a new economy and a hybrid world of work. **According to Gartner®**, "by 2025, 80% of customer service organizations will have abandoned native mobile apps in favor of messaging for a better customer experience."¹

ServiceNow Messaging Service helps organizations meet heightened customer expectations, enabling transparent, two-way conversations between businesses and customers. Customers can find answers, get help, and request

services through popular messaging services, and businesses can resolve issues fast, leveraging the power of the Now Platform to unite the front, middle and back office with digital workflows, break down silos and automate processes across teams. ServiceNow Messaging Service also helps organizations respond to employees wherever they are, allowing them to get help and request services across departments – including IT and HR – via WhatsApp and SMS.

"COVID reinforced the importance of putting the customer first, which is why today's organizations must deliver digital experiences that are seamless and effortless for customers," said John Ball, SVP and GM of Customer Workflows, ServiceNow. "With ServiceNow Messaging Service, we are improving customer engagement while supporting customers on the channels of their choice. This is a natural extension of ServiceNow Customer Workflows, which unite the front, middle, and back-office to create a great end-to-end customer experience."

ServiceNow Messaging Service is an expansion of Twilio and ServiceNow's ongoing and evolving partnership. The companies have worked together since 2019 to make messaging a core part of how businesses interact with their key stakeholders.

"Digital leaders in every industry have figured out that messaging with customers in transparent, two-way conversations is the most effective way to build strong customer relationships," said Molly Fischer, Senior Director of Strategic ISVs at Twilio. "More than 100 billion messages were sent across Twilio's platform last year and 97% of messages are read within 3 minutes! We're proud to further our partnership with ServiceNow and help businesses improve the way they reach their customers on this critical customer engagement channel."

The announcement comes on the heels of ServiceNow's Rome Platform Release, which includes critical **Customer Workflow** and **Employee Workflow** innovations to help companies deliver great end-to-end customer service experiences from anywhere, improve employee productivity and satisfaction, and scale automation across the enterprise. Rome updates include Conversation Autopilot, which allows an agent to transfer a chat to a virtual agent for repetitive tasks, Customer Service Playbooks: Focused layout, a new feature that pairs agents with a virtual coach to guide them through each step of a customer service request, and Rich Messaging, which elevates tasks such as appointment booking that require more than simple text to deliver a great customer experience. Also announced in Rome is Employee Center, a single, connected portal for employees to find personalized information, complete tasks, get help across departments.

Availability and additional information

- ServiceNow Messaging Service is generally available today.
- The **Now Platform Rome release** is generally available today.

¹ Source: Gartner Press Release "Gartner Predicts 80% of Customer Service Organizations Will Abandon Native

Source: Gartner Press Release, "Gartner Predicts 60% of Customer Service Organizations Will Abandon Native Mobile Apps in Favor of Messaging by 2025," January 12, 2021.

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About ServiceNow:

ServiceNow (NYSE: NOW) is making the world of work, work better for people. Our cloud based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise. For more information, visit: www.servicenow.com.

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