NEWS RELEASE

ServiceNow Named a Leader in the 2020 Gartner Magic Quadrant for the CRM Customer Engagement Center

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SANTA CLARA, Calif. – June 10, 2020 – **ServiceNow** (NYSE: NOW), the company that makes work, work better for people, has been named a Leader in the 2020 Gartner Magic Quadrant for the CRM Customer Engagement Center. ServiceNow was evaluated for its **Customer Service Management** (CSM) workflow product. The company improved its position on the ability to execute and completeness of vision axes compared to the previous year.

With CSM, ServiceNow is the only company that can deliver on both customer engagement and service operations with digital workflows. ServiceNow CSM unites front-, middle- and back-office teams to solve issues, fix problems before customers notice them, and simplify engagement to quickly take care of customer requests. ServiceNow CSM enables organizations to reimagine customer service operations by helping them break down silos, be more proactive and create instant satisfaction.

CSM is ServiceNow's fastest-growing workflow product. Of the more than 1,000 customers that use ServiceNow's CSM technology to modernize their customer-service operations and drive customer loyalty, more than 50 of these customers are greater than $1 million. And most recently, customers such as Disney+, 7-Eleven, State of Tennessee, Verizon, Vodafone, Ardent Leisure's Dreamworld, Basware, Deakin University, Howard County, Ingles Markets, KC South. Railway, Lloyds, Scripps Health, shared their experiences using CSM at ServiceNow's K20 digital conference.

"ServiceNow's leadership in CSM is the result of our innovative approach to creating exceptional end-to-end customer experiences," said Farrell Hope, senior vice president and general manager of Customer Workflows at ServiceNow. "Today's organizations need to re-think customer service for the 21st century. With ServiceNow CSM,

we’re helping to deliver workflows that unlock great experiences for our customers and their customers. ServiceNow's market position reflects our success digitizing both simple and complex workflows to enhance productivity and reduce operating costs.”

ServiceNow has continued to enhance and evolve its CSM offering, with innovations including:

- Artificial intelligence and Virtual Agent: ServiceNow has continued to enhance its AI capabilities. Specifically, ServiceNow Virtual Agent is a powerful conversational experience that is powered by NLU. This AI-powered chatbot can deflect tickets, reduce call volumes, and automate common requests to deliver great service experiences.
- The Now Platform: The “platform of platforms” is built on a single code base and helps to streamline work by integrating siloed systems and digitizes simple and complex workflows across the enterprise.
- Adobe Experience Platform Integration: Enables more seamless, connected customer experiences by enhancing Adobe’s Real-time Customer Profiles, with rich customer data and improved personalization of customer experiences across all touchpoints.

Additional Information

- The Gartner Magic Quadrant for the CRM Customer Engagement Center is available here: **https://www.servicenow.com/lpayr/gartner-magic-quadrant-crm-customer-engagement-center.html**

Gartner, Inc., "Magic Quadrant for the CRM Customer Engagement Center," Brian Manusama, Nadine LeBlanc, 4 June 2020.

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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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