

# ServiceNow Named a Leader in the 2021 Gartner Magic Quadrant for the CRM Customer Engagement Center

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ServiceNow Customer Service Management enables organizations to transform customer service and create great customer and employee experiences by helping them break down silos, be more proactive and quickly solve issues

SANTA CLARA, Calif. – June 22, 2021 – **ServiceNow** (NYSE: NOW), the leading digital workflow company that makes work, work better for people, has been named a Leader in the 2021 Gartner Magic Quadrant for the CRM Customer Engagement Center.<sup>1</sup> This is the second consecutive year that ServiceNow has been recognized as a Leader for its **Customer Service Management** (CSM) solution. According to a 2021 Gartner Market Share report, ServiceNow's market share in worldwide revenue grew 75.6% in the Customer Service and Support market in 2020.<sup>2</sup>

Transforming customer service requires looking at the end-to-end customer experience from initial engagement through issue resolution. Organizations traditionally focus on the engagement layer of customer service, which involves how customers make requests and how agents perform on the phone and in chats. Delivering great customer experiences also requires streamlining and automating the other critical aspect of customer service – fulfilling customers' requests - which is performed in the customer operations layer.

ServiceNow offers a unique set of capabilities, enabled by digital workflows, that unite front-, middle- and back-office teams to simplify engagement, solve issues quickly and fix problems before customers notice they exist.

"Speed, agility and efficiency are must-have requirements for customer service in today's environment," said John Ball, SVP and GM of Customer Workflow Products at ServiceNow. "Powered by the Now Platform, ServiceNow

delivers a complete solution for customer engagement and operations to improve the end-to-end customer experience and drive operational efficiency across industries.”

ServiceNow Customer Service Management is expected to be a \$1B annual contract value (ACV) business for the company with an ACV run rate of more than \$400 million as of the end of 2020. More than 1,500 customers use ServiceNow Customer Workflow products to modernize their customer service operations and drive customer loyalty, including AT&T, Capita Software, Lloyds Bank and Swarovski.

ServiceNow believes Gartner's recognition of its CSM portfolio validates its approach to enhancing customer experiences by connecting customer engagement and customer operations with digital workflows.

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

- Workforce Optimization provides clear visibility into performance, makes customer service operations more efficient and gives managers actionable tools to manage their most important resource—people.
- Process Optimization enables organizations to visually discover bottlenecks and inefficiencies where automation and streamlined workflows can improve the end-to-end customer experience.
- Engagement Messenger for CSM provides contextual services and allows customers to both natively embed self-service into any web application and have the ability to escalate to human assistance. This capability powers knowledge management, service catalog, live chat and virtual agents, all through a consumer-grade experience.

#### **Additional Information:**

- For more information on ServiceNow's Customer Workflows solutions, visit:  
<https://www.servicenow.com/workflows/customer-workflows.html>
- The 2021 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>

<sup>1</sup> Gartner, Inc., "Magic Quadrant for the CRM Customer Engagement Center," Nadine LeBlanc, Jim Davies, Varun Agarwal, 15 June 2021

<sup>2</sup> Gartner, Inc., "Market Share: All Software Markets, Worldwide, 2020," 14 April 2021. Calculations performed by ServiceNow based on Gartner report.

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## Use of Forward-Looking Statements

This press release contains “forward-looking statements” about the expectations, beliefs, plans, and intentions relating to ServiceNow’s customer service management products and customer workflows. Such forward-looking statements include statements regarding expected performance and benefits of such products and workflows. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make. We undertake no obligation, and do not intend, to update the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include: (i) changes in the regulatory and competitive landscape and (ii) uncertainty as to whether sales will justify these investments in customer workflows and customer service management products. Further information on factors that could affect our financial and other results is included in the filings we make with the Securities and Exchange Commission from time to time.

## 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](http://www.servicenow.com).

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