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ServiceNow Named a Leader in the 2024 Gartner® Magic Quadrant™ for CRM Customer Engagement Center

2025-01-15

Recognition based on Completeness of Vision and Ability to Execute

ServiceNow Customer Service Management (CSM) solution excels at automating and optimizing front, middle, and back-office processes

SANTA CLARA, Calif. — January 15, 2025 — **ServiceNow** (NYSE: NOW), the AI platform for business transformation, has been named a Leader in the 2024 Gartner Magic Quadrant for CRM Customer Engagement Center. This recognition was based on an evaluation of ServiceNow's Completeness of Vision and Ability to Execute.

ServiceNow entered the customer service and support market in 2016 to address a critical gap in traditional CRM systems, which mostly focused on capturing customer requests through omnichannel engagement. While engagement through front-end inputs is important, an exceptional customer experience also requires swift fulfillment and resolution of customer requests. ServiceNow CRM and Industry Workflows enable companies to provide seamless, end-to-end service — from the first customer interaction to efficient servicing and fulfillment across the middle and back office.

"What we believe sets ServiceNow apart is our ability to go beyond simple request intake to orchestrate the end-to-end customer service process through workflow automation, integrations, and data on an AI-powered platform, which is why CRM and Industry Workflows is our fastest-growing business," said John Ball, senior vice president, CRM and Industry Workflows at ServiceNow. "This recognition from Gartner, coupled with strong

year-over-year growth and market adoption, we feel validates our differentiated approach and mission to lead the transformation of customer service into a strategic advantage for businesses worldwide."

ServiceNow delivers a unified data layer, workflows, and integrations to orchestrate the entire customer service process. The Now Platform powers **AI Agents**, recently **launched** by ServiceNow, which work autonomously to manage processes, execute tasks, and collaborate with employees to get work done for customers. Organizations can model their products and services with ServiceNow Customer Service Management to deliver personalized, dynamic, generative AI-powered self-service and assisted service to their customers.

 Key solutions within ServiceNow CRM and Industry Workflows include:

- ServiceNow AI Agents: Autonomously solve complex business challenges and take decisive action, delivering measurable outcomes while reducing effort. AI Agents go beyond prompt-based activities to operate with deep contextual comprehension, enhancing existing AI capabilities within CSM, FSM, SOM, and industry solutions, enabling 24/7 productivity at scale, and setting new standards for speed and efficiency across the customer lifecycle. AI agent-powered case and chat summarization, post-call transcription, virtual agent, and AI agent search drive self-service and help boost live agent productivity.
- Customer Service Management (CSM): Enables organizations to streamline and personalize the placement and fulfillment of customer requests, empowering customers to self-serve, helping agents to respond quickly, and integrating processes across teams and systems to help ensure swift, accurate resolutions. ServiceNow CSM can seamlessly escalate requests to live agents through ServiceNow's Configurable Workspace, and integrations with Contact Center as a Service partners like Genesys and Five9, while maintaining the full context of a request.
- Field Service Management (FSM): Extends service capabilities to physical operations, allowing organizations to schedule, manage, and optimize field service tasks efficiently. FSM works seamlessly with CSM to provide connected service experiences.
- Sales and Order Management (SOM): Helps organizations increase revenue by streamlining lead and opportunity management and the configure-price-quote process, automating order fulfillment and proactively managing post-sales changes and renewals, uniting the sales and order lifecycles across front, middle, and back-office teams on the ServiceNow platform.
- Industry Solutions: Deliver purpose-built workflows extending CSM, FSM, and SOM for manufacturing, telecom, technology, retail, healthcare, the public sector, and financial services to address unique customer service challenges, enabling faster deployments and better outcomes. For example, **ServiceNow Disputes Management, Built with Visa**, provides a single, connected solution for disputes resolution.

ServiceNow's end-to-end AI-powered approach drives tangible business outcomes, can reduce resolution times, and ultimately improve customer satisfaction. Our recognition as a Leader in the 2024 Gartner Magic Quadrant for

CRM Customer Engagement Center is further proof of how we believe ServiceNow is continuing to expand its advantage in CRM innovation, while transforming middle- and back-office operations for a unified, market-trusted customer experience.

Additional Information

- Read the 2024 Gartner Magic Quadrant for CRM Customer Engagement Center **here**.
- Learn more about ServiceNow CRM and Industry Workflows **here**.

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Gartner, Magic Quadrant for the CRM Customer Engagement Center, Pri Rathnayake, Drew Kraus, Wynn White, 11 December 2024

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About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. For more information, visit: **www.servicenow.com.**

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