



NEWS RELEASE

ServiceNow accelerates agentic AI roadmap with acquisition of AI native conversation data analysis platform Cuein

2025-01-17

Acquisition will advance the development of next-generation AI agents on the ServiceNow platform, transforming data into actionable insights across systems

SANTA CLARA, Calif. — January 17, 2025 — ServiceNow (NYSE: NOW), the AI platform for business transformation, today announced it has signed an agreement to acquire Cuein, a leader in AI native conversation data analysis and insights. Cuein will help advance the effectiveness of **ServiceNow AI Agents** by enhancing their ability to understand, process, and transform data from siloed customer interactions across different channels and systems into a comprehensive analysis with actionable insights. This acquisition continues to fuel ServiceNow's roadmap in agentic AI and reinforces its role as the AI platform for business transformation.

Customers today engage with brands through various channels – chatbots, email, phone, and in-person – resulting in numerous conversations. However, companies often struggle to understand what actions were taken to resolve issues, leading to lack of organizational knowledge and slow service experiences. The ability of generative AI and autonomous AI agents to efficiently process vast amounts of both structured and unstructured data, identifying what customers want and which actions to take to resolve their problems, will enhance decision-making and make for more seamless customer experiences. In fact, Gartner® predicts that "By 2028, 30% of Fortune 500 companies will offer service only through a single, AI-enabled channel that allows communication through text, image, and sound."¹ Cuein accelerates this shift by bridging fragmented conversations, interpreting them in context, and enabling AI agents to act intelligently across systems to drive productivity and innovation.

"ServiceNow is at the forefront of the agentic AI revolution, redefining what human-centered AI can achieve across the enterprise, and the acquisition of Cuein is essential to our vision of creating more integrated, intelligent systems that connect AI agents, data, and workflows," said Dorit Zilbershot, group vice president of AI Experiences and Innovation at ServiceNow. "For AI agents to truly be effective, they need access to accurate, real-time insights. Cuein's ability to quickly process and transform data into actionable intelligence will enable customers to unlock the full potential of agentic AI, streamline operations, and accelerate smarter decision making."

"At Cuein, our mission is to help companies improve service experiences by analyzing conversation data to uncover deeper insights within business processes," said Mayukh Bhaowal, co-founder and CEO of Cuein. "With ServiceNow's innovative AI and workflow capabilities, we can build on this foundation, enabling AI agents to autonomously access and act on the right information at the right moment to drive meaningful success and productivity gains for customers."

ServiceNow's **Workflow Data Fabric** harnesses data from all corners of the enterprise, creating a unified, intelligent layer of insights that powers productivity and more informed decision-making. Cuein's AI native conversation insights complement this by carefully analyzing every customer interaction from any input source—whether with a bot or a human—and transforming them into actionable insights. With a comprehensive, integrated data approach, ServiceNow helps ensure that every piece of data works in concert to accelerate business outcomes, enabling organizations to deliver exceptional service at scale.

Cuein's ability to dynamically measure conversations between humans and between AI agents and adapt in real-time creates a continuous feedback loop that allows organizations to proactively address customer dissatisfaction and improve experiences at scale. Companies no longer have to wait for separate intent or impact analyses after customer interactions; rather, by leveraging Cuein's inferred Customer Satisfaction (CSAT) scores for each exchange, they receive real-time results from AI Agents' actions. These capabilities will ultimately enable ServiceNow AI Agents to break down complex data and tasks more effectively, with immediate learnings applied across multiple AI agents to meet evolving customer needs.

Cuein was co-founded in 2021 by Mayukh Bhaowal and Vignesh Ganapathy. The company is headquartered in Belmont, California, and is backed by Lightspeed Venture Partners, Khosla Ventures, and Webb Investment Network.

ServiceNow closed on the acquisition of Cuein in Q1 2025. Financial terms of the deal were not disclosed.

Use of forward-looking statements

This press release contains "forward-looking statements" about the expectations, beliefs, plans, intentions, and

strategies relating to ServiceNow's proposed acquisition of Cuein. Such forward-looking statements include statements regarding future product capabilities and offerings and expected benefits to ServiceNow. 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, without limitation, inability or delays in assimilating or integrating Cuein's technology into our platform; inability to retain employees of Cuein after the transaction closes; unanticipated obligations or liabilities related to Cuein's legacy business; potential adverse tax consequences; and disruption to our business and diversion of management attention and other resources. 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 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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¹ *Gartner, **Predicts 2025: Voice-Based Customer Service Isn't Going Anywhere**,

Patrick Quinlan, Brad Fager, et al., 6 December 2024 (Report accessible to Gartner subscribers only)

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