



NEWS RELEASE

ServiceNow and Qualtrics Combine Powerful Workflows and Experience Data to Help Companies Deliver Next-Generation Experiences

2021-04-06

Strategic partnership also creates new IT Management solutions to help IT teams deliver more effective digital experiences for employees

Companies to further leverage respective technologies in their businesses

SANTA CLARA, CA and PROVO, UT, April 6, 2021 — ServiceNow (NYSE: NOW) and Qualtrics (NASDAQ: XM) today announced a strategic partnership to help companies deliver next-generation employee experiences and customer service, leveraging the combined power of ServiceNow's digital workflows with Qualtrics' experience management technology on a single platform. With the new solutions, companies will be able to bring sentiment data from Qualtrics into ServiceNow Customer and IT Workflows to quickly act on customer insights with digital workflows, increasing employee productivity, and enhancing customer loyalty.

"Empathy at mass scale is the business differentiator of the 21st century," said Bill McDermott, President and CEO of ServiceNow. "The digital world demands tailored, seamless, and integrated experiences for every customer and employee. Our partnership with Qualtrics will help customers turn insights into action and redefine the experience economy."

"Businesses succeed or fail based on the experiences they deliver and experience data has become the most valuable data in every organization," said Zig Serafin, CEO of Qualtrics. "Our partnership with ServiceNow is the best of both worlds for our customers, who'll be able to use data and insights to drive real-time action and deliver



incredible experiences for the new way of work.”

Feedback-driven experiences for a new era of work

Great experiences drive customer loyalty and powerful **employee engagement**. Yet organizations still struggle with siloed systems that cannot deliver the modern, digital experiences employees want and customers expect. To address this challenge at scale, ServiceNow and Qualtrics will fuel great experiences and unlock productivity by making feedback actionable in the enterprise.

With the following new joint solutions, companies will be able to bring experience data from Qualtrics into **ServiceNow Agent Workspaces** to visualize performance, uncover key drivers of service satisfaction, and easily act on those insights.

- Experience Management for IT: Combining Qualtrics EmployeeXM™ for IT with ServiceNow IT Service Management to enable companies to connect their business-critical operational and service delivery data with employee feedback on a company’s internal IT services on a single platform. IT teams will be able to measure the effectiveness of their internal technologies, optimize service management processes, and provide seamless digital experiences as companies permanently shift to a remote or hybrid work model.
- Experience-led Customer Service: Bringing together Qualtrics CustomerXM™ with ServiceNow Customer Service Management will give service agents and managers the tools they need to automatically trigger workflows based on feedback, uncover drivers for customer satisfaction, improve cost-to-serve, and increase content effectiveness.

The new solutions will be available to joint customers through a phased joint product and go-to-market strategy.

As part of today’s announcement, ServiceNow and Qualtrics will also expand their use of each other’s solutions to unlock productivity across their respective companies.

Availability

- Customers can access Qualtrics and ServiceNow workflow integration today. New solutions available starting in the second half of 2021.

Additional Information

Learn more about the strategic partnership on [ServiceNow.com](https://www.servicenow.com) and [Qualtrics.com](https://www.qualtrics.com).

About Qualtrics

Qualtrics (Nasdaq: XM) the leader in customer experience and creator of the Experience Management (XM) category, is changing the way organizations manage and improve the four core experiences of business--customer, employee, product, and brand. Over 13,500 organizations around the world are using Qualtrics to listen, understand, and take action on experience data (X-Data™)--the beliefs, emotions, and intentions that tell you why things are happening, and what to do about it. The Qualtrics XM Platform™ is a system of action that helps businesses attract customers who stay longer and buy more, engage employees who build a positive culture, develop breakthrough products people love, and build a brand people are passionate about. To learn more, please visit qualtrics.com.

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.

© 2021 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.

#

Media Contacts:

Lindsay Capurro, ServiceNow PR

503.551.2655

press@servicenow.com

Jessica Jones, Qualtrics PR

801.871.9012

press@qualtrics.com

Investor Contacts:

Darren Yip, ServiceNow IR

925.388.7205

ir@servicenow.com

Steven Wu, Qualtrics Investor Relations

investors@qualtrics.com