ServiceNow introduces new generative AI solution, Now Assist for Virtual Agent, to create conversational experiences for more intelligent self-service

2023-06-13

Configurable in low-code, latest generative AI capability offers fast, more relevant answers in the Virtual Agent chatbot to help increase productivity without adding complexity

Solution builds on strategy to embed generative AI across the Now Platform, following recent partnership with NVIDIA

SANTA CLARA, Calif. — June 13, 2023 — **ServiceNow** (NYSE: NOW), the leading digital workflow company making the world work better for everyone, today announced its newest generative AI solution, **Now Assist for Virtual Agent,** designed to create truly conversational experiences for more intelligent self-service. Now Assist for Virtual Agent builds on ServiceNow's strategy to embed generative AI across the Now Platform so customers can easily harness intelligence at scale and simplify and optimize digital workflows, as **announced recently** at ServiceNow's signature Knowledge event.

"ServiceNow is leading the intelligence era. Years of AI investment have put us at the center of an undeniable movement," said ServiceNow Chairman and CEO Bill McDermott. "We're building generative AI into our platform so customers can maximize their ROI: 'return on intelligence.' This is all about thoughtful, high-trust co-innovation as we find the balance between machine speed and human judgment. Enhanced by our strategic partnerships with NVIDIA and Microsoft, we are engineering smarter, fully automated workflows. We help our customers innovate completely new business models on ServiceNow as the intelligent platform for end-to-end digital transformation."

Now Assist for Virtual Agent uses generative AI to deliver more direct, relevant, and conversational responses to questions—and to connect exchanges to digital workflows across the Now Platform. For example, if a user asks Now Assist for Virtual Agent a question, the solution will use generative AI to provide a straightforward answer within the conversation that helps users immediately get the information they need—such as internal pieces of code for product and engineering teams, product images or videos, links to documents, or summaries of relevant knowledge base articles. Because ServiceNow works across departments and systems, Now Assist for Virtual Agent converses accurately even if the user doesn't know who to ask or where to start, which helps increase productivity, creates higher self-solve rates, and drives faster issue resolution.

"Now Assist for Virtual Agent is a powerful organic complement to the generative AI capabilities ServiceNow has already started to roll out," said CJ Desai, president and chief operating officer at ServiceNow. "By embedding generative AI into the Now Platform, we are empowering our customers to radically improve productivity and realize the true potential of enterprise-grade AI."

With Now Assist for Virtual Agent, customers will also be able to:

- Easily configure intelligent conversational experiences powered by generative AI from Virtual Agent in a low-code, drag-and-drop environment with Virtual Agent Designer
- Embed direct access to general purpose large language models (LLMs), such as Microsoft Azure OpenAI Service LLM or OpenAI API, allowing end-users to safely supplement general answers as needed without having to scour through multiple knowledge base articles to find the right information
- Receive direct responses to user questions in real-time conversations, with information formatted to best suit the answer (i.e., text, links, images, videos, relevant portions of knowledge base articles)
- Achieve a more personalized, relevant, and contextual self-service experience from Virtual Agent

Now Assist for Virtual Agent is powered by the **recently announced** ServiceNow Generative AI Controller, which serves as the foundation for all generative AI functionality on the Now Platform. The Controller allows organizations to easily connect ServiceNow instances to both Microsoft Azure OpenAI Service LLM and OpenAI API and features and features built-in actions for faster intelligent workflow automation. Now Assist for Virtual Agent also leverages Now Assist for Search, which sits on top of the Controller and works with Now Assist for Virtual Agent to provide connected generative AI experiences across the Now Platform. Because Now Assist for Search pulls information from within a customer's environment, results can be more accurate, helping to reduce the likelihood of error or hallucinations.

"We are seeing extraordinarily rapid growth in organizations exploring potential use cases for generative AI in the enterprise," said Neil Ward-Dutton, vice president, AI, Automation and Analytics Europe, IDC. "Use cases relating to customer and employee experience improvement, together with knowledge management, are among those at the

top of the list for those organizations making the earliest moves. Generative AI advances are ushering us towards a future in which AI-powered capabilities are woven into processes, decisions, products, services, and experiences of all kinds."

Scaling the power of generative AI across the Now Platform

ServiceNow has been investing AI for years, embedding it into the Now Platform to simplify and optimize digital workflows right out-of-the-box. Other recently announced generative AI innovations from ServiceNow include a **partnership with NVIDIA** to develop custom LLMs for workflow automation, and additional features that apply generative AI to use cases across IT departments, customer service teams, employees, and developers. Additionally, through its partnership with Hugging Face, ServiceNow **announced** the open-access, open-science, open-governance 15 billion parameter StarCoder LLM on behalf of the BigCode community to make generative AI more transparent and accessible.

Availability

Now Assist for Virtual Agent and Now Assist for Search are available to a limited set of customers now and are expected to be generally available in ServiceNow's Vancouver release, coming in September 2023.

Use of Forward-Looking Statements

This press release contains "forward-looking statements" about the expectations, beliefs, plans, and intentions relating to Now Assist for Virtual Agent, a new generative AI solution for the Now Platform. Such 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, ServiceNow's results could differ materially from the results expressed or implied by the forward-looking statements made. ServiceNow undertakes no obligation, and does 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 AI regulatory landscape; (ii) changes to ServiceNow's AI strategic partnerships; (iii) delays and unexpected difficulties and expenses in delivering the solution; and (iv) uncertainty as to whether sales will justify the investments in the solution. Further information on factors that could affect ServiceNow's financial and other results is included in the filings ServiceNow makes with the Securities and Exchange Commission from time to time.

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow^{TM}. For more information, visit: **www.servicenow.com**.

Media Contact

Jacqueline Velasco

408.561.1937

press@servicenow.com