

Now Assist Requestor Bundle Best Practices

Accelerate your Requestor journey with proven best practices

Version: September 2025

Latest Release: Zurich Patch 1 / Yokohama Patch 6

Send your feedback to naaccelerationbundlefeedback@servicenow.com

Notice

♦ Audience

- Intended for approved ServiceNow partners and internal implementation specialists
- Not intended for customer-facing use

♦ Important Notes

- Provides implementation guidance, insights, and best practices based on early adopter experiences with recently released Now Assist capabilities
- Includes access to unsupported Catalyst tools in the Innovation Lab to help accelerate implementations, for use at your discretion
- Intended to complement, not replace, official ServiceNow documentation

♦ Version Snapshot (as of September 2025)

- Includes select updates from Zurich Patch 1 and Yokohama Patch 6
- Excludes content on Agentic AI, which is covered in the [AI Practitioner Bundle Best Practices](#)
- Feedback is encouraged to improve future iterations

Overview

- ✦ This document is designed to speed up and streamline the foundational understanding, implementation, deployment, and adoption of the out-of-box (OOB) Now Assist capabilities for the requestor persona, covering the following platform capabilities:

- [Now Assist in AI Search](#)
- [Now Assist in Virtual Agent](#)

- ✦ It provides a collection of requestor persona-based best practices, along with guidance through Acceleration Bundles to simplify the process.

- **General Best Practices for the Requestor Persona:**

Implementing Now Assist requestor capabilities requires an in-depth understanding of the skills before starting the implementation process. This can be achieved by getting familiar with common implementation best practices and troubleshooting guidance – which can be leveraged systematically, as linked below:

- [Best Practices for Understanding the Requestor Persona](#)
- [Best Practices for Implementing Conversational Catalog in VA](#)
- [Troubleshooting Guidance for the Now Assist Requestor Capabilities](#)
- [Requestor Architectural Considerations](#)

- **Acceleration Bundles covering the Requestor Persona:**

Both requestor persona-based acceleration bundles listed below provide in-depth implementation guidance covering Instance Readiness Assessment, Plugin Installation, Now Assist Implementation, User Adoption, and Customer Feedback areas as well as detailed tips and best practices for each capability:

- [Now Assist in AI Search Acceleration Bundle](#)
- [Now Assist in Virtual Agent Acceleration Bundle](#)

Release Highlights

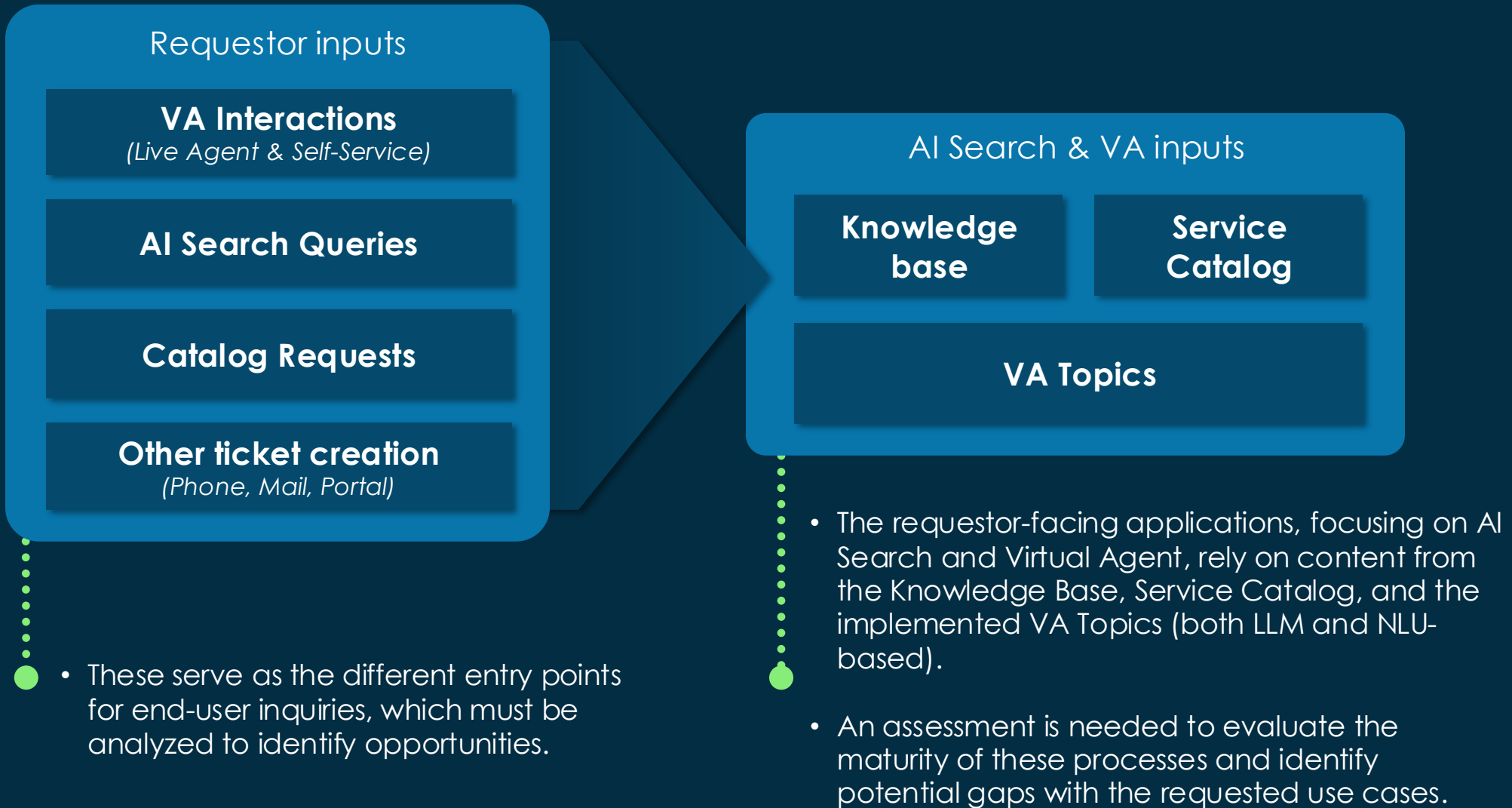
- ◆ This document highlights the [Sep '25 release features](#) available (GA) in the Zurich release for the Requestor persona
- ◆ Notes:
 - The AI Search and Virtual Agent skill bundles (linked on the [prior slide](#)) detail the features in the n and n-1 store updates. Stay updated on the latest available store updates and release upgrades, as capabilities are rapidly evolving with significant improvements in each release.
 - Please refer to the [AI Practitioner Bundle Best Practices](#) for AI Agent and Now Assist Skill Kit guidance.

General Best Practices for the Requestor Persona

For an end user, a bad experience may be the last one, so strive to get it right from Day 1!

- ◆ This section is designed to provide a comprehensive guide for implementing Now Assist for the Requestor persona, with the goal of facilitating self-service for end users requesting assistance.
- ◆ Here are key considerations and best practices to follow when developing and implementing Requestor use cases with *Now Assist in AI Search* and *Now Assist in Virtual Agent*:
 - [Tip 1](#): Understand the Requestor's context and how different capabilities within the platform interact together
 - [Tip 2](#): Gain an understanding of the requestor assessment process before starting the implementation journey
 - [Tip 3](#): Understand the use case identification and analysis process, including data collection and capability mapping steps
 - [Tip 4](#): Follow a Requestor use case design approach -- focusing on customer interviews, solution determination, and technical requirements
 - [Tip 5](#): Review and follow VA topic development best practices, including leveraging search for knowledge base articles, clarifying auto-populated fields, considering live agent transfer, and more
 - [Tip 6](#): Review and follow Now Assist Search tips and best practices in this section and in the [Now Assist in AI Search Acceleration Bundle](#)
- ◆ Watch the [Requestor bundle guidance demo](#) to get started with the Now Assist Requestor persona journey!

Tip 1: Understand the Requestor Context



Tip 2: Understand the Requestor Assessment process

- ◆ The Now Assist Requestor persona's assessment process involves:
 - Leveraging what is already available in the platform prior to beginning the implementation journey:
 - Understanding the current state of the Knowledge base to identify opportunities for improvement that enhance the search experience, referring to the relevant sections within the [Now Assist - Data Readiness Checklist](#).
 - Understanding the current state of the Service Catalog is key to understanding conversational improvement opportunities. Refer to the relevant sections within the [Now Assist - Data Readiness Checklist](#).
 - Assessing the most requested intents based on historical data using tools like Automation Discovery
 - Automate tasks by enabling AI Agents in Now Assist Virtual Agent to increase the productivity of live agents
 - Assessing the current state of self-service, particularly when VA is live, to identify VA topics to be migrated to Now Assist to benefit from LLM-powered capabilities
 - Review [Now Assist Requestor Discovery & Analysis](#) for insights, tips, and tools to support the assessment!
 - Access the acceleration bundles below for instructions on performing an Instance Readiness Assessment and guidance to fast-track your Now Assist Requestor implementations!
 - [Now Assist in AI Search Acceleration Bundle](#)
 - [Now Assist in Virtual Agent Acceleration Bundle](#)

Tip 3: Understand the Use Case Assessment process

Step 1: Data Collection & Analysis

Areas to analyze

- Any defined process KPIs
- Volume data in the Conversational Analytics dashboard
- Knowledge Base content
- Service Catalog content
- Virtual Agent topics
- Semantic clustering analysis from Automation Discovery

Expected outputs

- List of use cases requested by end users
- Relevant data points to help identify the most impactful use cases
- List of pain points derived from analysis of KPIs
- Gaps in knowledge or service catalog content

Step 2: Use Case Identification & Analysis

Inputs

- Relevant data points from Step 1
- List of use cases and potential content gaps from Step 1
- For each use case, identify a few data points (e.g. user wait time, agent time spent, etc.)
- Customer interviews
- Meet with the customer to align on the use cases identified and take their feedback

Expected outputs

- List of use cases and their aggregated data points
- Priority defined for each use case
- Success criteria for each use case

Step 3: Capability Mapping & Recommendation

Inputs

- List of prioritized use cases from Step 2

Expected outputs

- Problem statement and associated solution proposal, with a list of user stories, for each prioritized use case

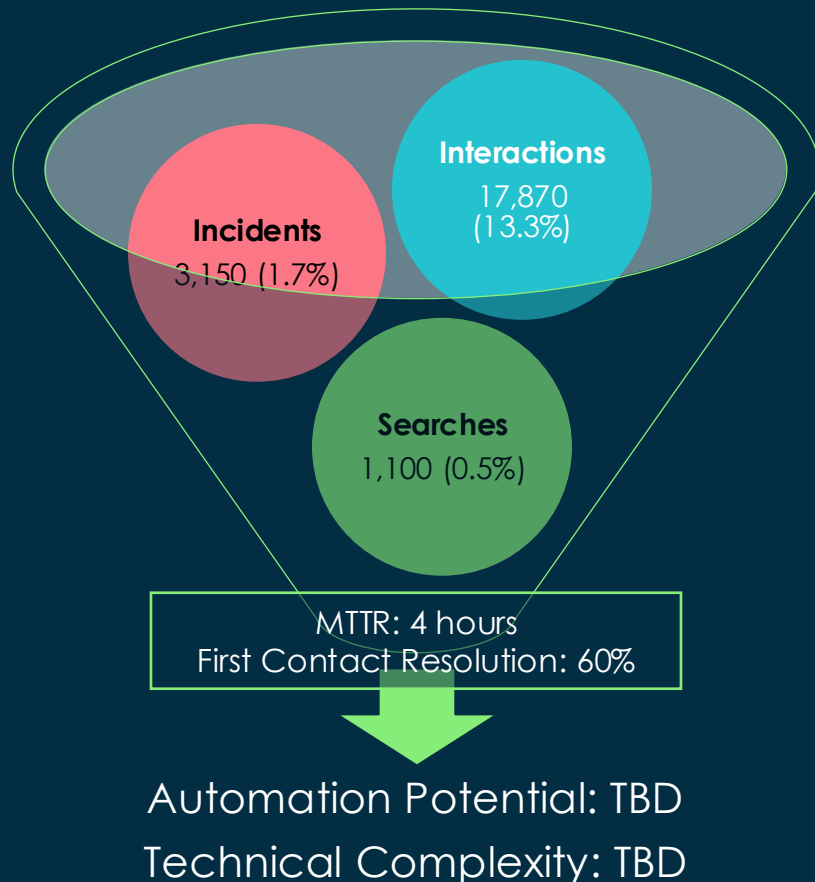
Tip 4: Know the Requestor Use Case Design Approach for Implementors

Conduct customer interviews	Determine the right solution	Review existing content in instance	Create use case design diagrams prior to development work to confirm designs	List technical requirements to include	Document Acceptance criteria
<ul style="list-style-type: none">• Meet with customer L1 support teams to understand common issues and resolutions• Check for top issues from incidents using Automation Discovery tool	<ul style="list-style-type: none">• Pick the optimal solution between VA Topic, AI Agents, KB or catalog via search as options	<ul style="list-style-type: none">• Review and simplify Service Catalog• Review and clean up Knowledge base content• Review existing user criteria to ensure needed content is available to end users• Existing VA customers should review live VA topics and plan to migrate self-solve topics using <i>NLU to LLM Migration</i> feature available OOB in VA designer	<ul style="list-style-type: none">• Leverage tools like Visio, Miro board etc. to iterate the use case design with customer stakeholders in review meetings and email• Finalize use case designs prior to beginning implementation work	<ul style="list-style-type: none">• Plugins requirement• Configuration changes,• Any additional workarounds or solutions needed.	<ul style="list-style-type: none">• Purpose and scope of work• Requirements listing• Approvals listing as needed• Sign-off criteria documented

Note: Refer to [Now Assist Requestor Discovery & Analysis](#) for more insights

Example Use Case Analysis - Password Reset

Data Collected



Analysis

- ✦ **Large impact on the Service Desk** through the usage of interactions
- ✦ **MTTR suggests high-end user impact** - unable to work for half a day
- ✦ **Reassignment rate** indicates potential improvement in assignment rule/complex process

Tip 5: Follow VA Topic Development best practices

- ◆ When addressing a troubleshooting topic, request the relevant knowledge base articles or the specific troubleshooting steps to resolve the issue.
- ◆ If a record (such as an incident record) needs to be created, ask about any default values for the fields that need to be filled in, especially mandatory fields. For instance, ask for the category, sub-category, assignment group, and channel.
- ◆ If specific fields are intended to be auto-populated, seek clarification on the logic behind them so that you can add them to that within the topic.
- ◆ Some customers implement assignment rules to auto-populate the assignment group field. Ask for their relevance regarding the topic.
- ◆ Ask If the customer would like to include live agent transfer in the topic and implement it accordingly.
- ◆ Provide a detailed, thoroughly tested description for each topic to ensure accurate discovery within the Virtual Agent.
- ◆ Avoid having multiple active topics which are intended to address the same issue.
- ◆ Review and be aware of known issues and solutions provided in the Requestor-related bundles.
- ◆ Finally, closely review tips and resources provided in the [Now Assist in Virtual Agent Acceleration Bundle](#) at every stage of the implementation journey!

Example topic diagram

◆ Example utterances

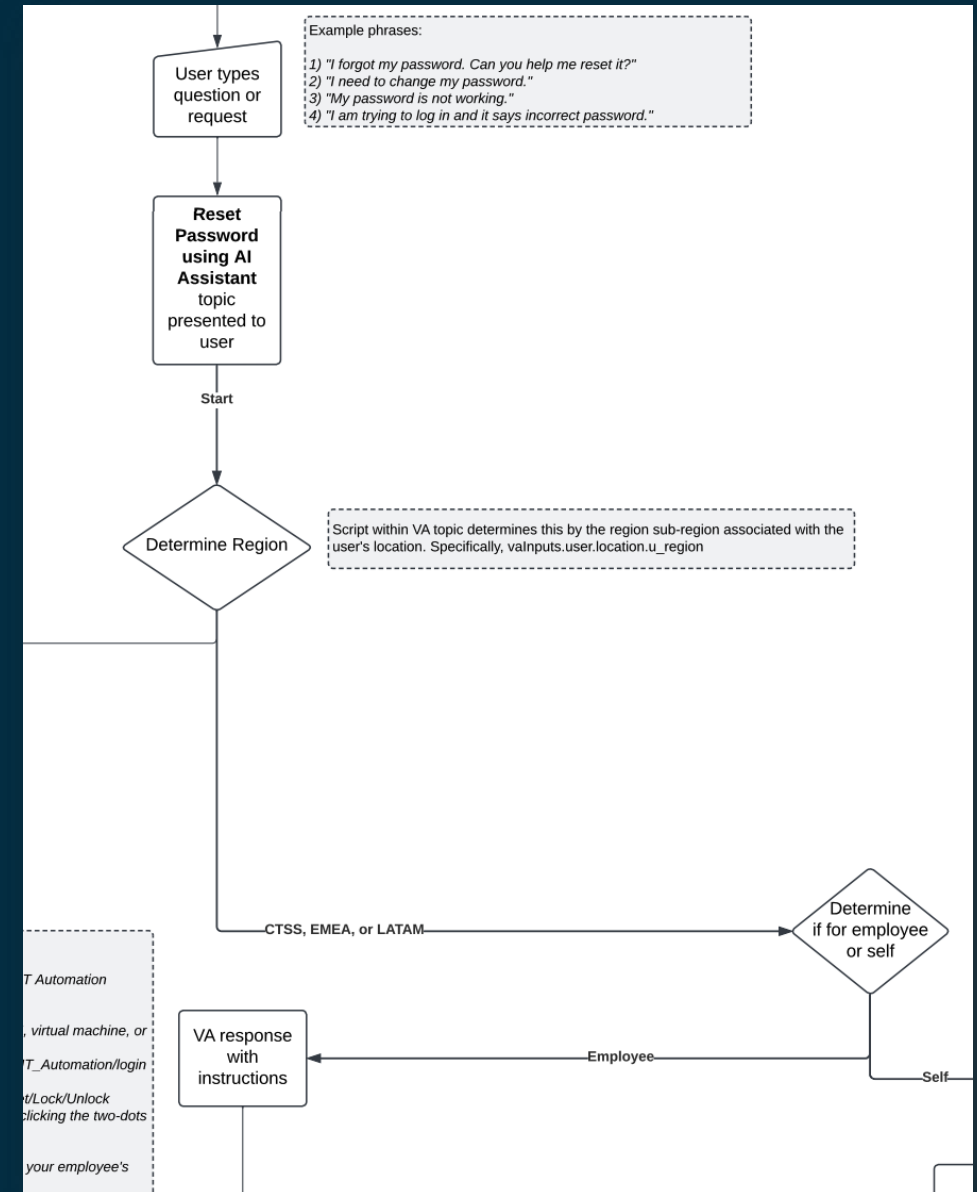
Customer stakeholders wanted to understand end-to-end process, including topic discovery.

◆ Customer-specific technical requirements

Make note of any customer-specific technical requirements needed so that customer tech leads can confirm.

◆ Step-by-step instructions

Customers prefer short, concise instructions to be given to users within topic. Linking to KB articles should be secondary.



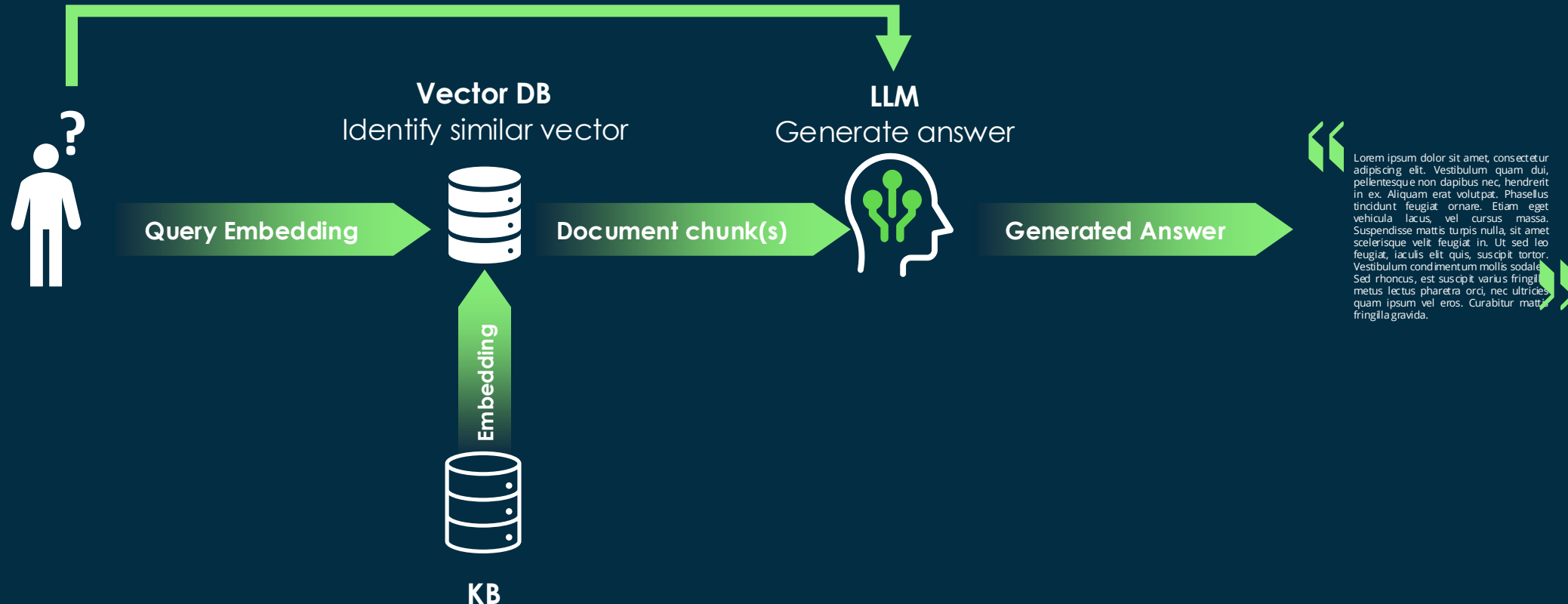
Tip 6: Follow Now Assist Search best practices

- ◆ Help the customer understand the technology (detailed on the [next slide](#))
- ◆ AI Search is only as effective as the quality of the underlying information (Knowledge Base, Catalog). Ensure content is consistently updated and accurate.
- ◆ Leverage the [Knowledge & Search Metrics](#) tool and OOTB AI Search & Knowledge dashboards to gain readiness insights
- ◆ Use clear titles, concise summaries, and relevant keywords in the KB articles and catalog items. Organize information in a logical format to make it easier for AI Search to deliver accurate results.
- ◆ Review and be aware of known issues and solutions provided in the Requestor-related bundles.
- ◆ Finally, closely review the tips and resources provided in the [Now Assist in AI Search Acceleration Bundle](#) at every stage of implementation journey!

How Now Assist Search works

- ◆ Help the customer understand the technology (In-depth architecture can be found [here](#))

RAG: Retrieval Augmented Generation



Best Practices for Now Assist Conversational Catalog Implementation in Virtual Agent

- ◆ This section is designed to provide a comprehensive guide for implementing the Now Assist Conversational Catalog in Virtual Agent, which helps to increase self-service and reduce operating costs.
- ◆ It covers essential tips and best practices to enhance the user experience and streamline the service catalog management process within Now Assist Virtual Agent.
- ◆ This section covers different areas such as:
 - [Tip 1](#): Understand Service Catalog basics, including variables, types, channels, and validations, to achieve an optimal conversational experience in VA
 - [Tip 2](#): Use Catalog Builder to create and manage the catalog, and harness Now Assist's Refine feature
 - [Tip 3](#): Understand the platform components that power the Conversational experience
 - [Tip 4](#): Follow Catalog Item best practices
 - [Tip 5](#): Leverage the Conversational Coverage Dashboard to gain insights into conversational catalog coverage and identify areas of improvement
 - [Tip 6](#): Inspect the catalog UI Policies carefully to help convert the catalog to conversational
 - [Tip 7](#): Use Conversational Label for question rephrasing

Tip 1: Understand the Service Catalog basic elements to elevate the conversational experience

01

Question Types

- Attachment
- Checkbox
- Custom
- Custom with Label
- Date
- Date/Time
- Duration
- Email
- Group of checkbox
- HTML
- IP Address
- List collector
- Lookup Multiple Choice
- Lookup Select Box
- Masked
- Multi Line Text
- Multiple Choice
- Numeric Scale
- Reference
- Requested For
- Select Box
- Single Line Text
- Table Variable
- UI Page
- URL
- Wide Single Line Text
- Yes/No

02

Validation & Dynamic Behavior

- Mandatory
- Read-only
- Hidden
- Validation (Regex)
- UI Policy
- Client Scripts
- Data Lookup
- Auto-populate*

Tip 1: Understand the Service Catalog basic elements to elevate the conversational experience

03

Types of Catalog Items

- Catalog Item
- Content Item
- Record Producer
- Composite Record Producer
- Order Guide
- Catalog Wizard

04

Additional Features

- Variable Set
- Cart Experience
- Save for Later
- Pricing

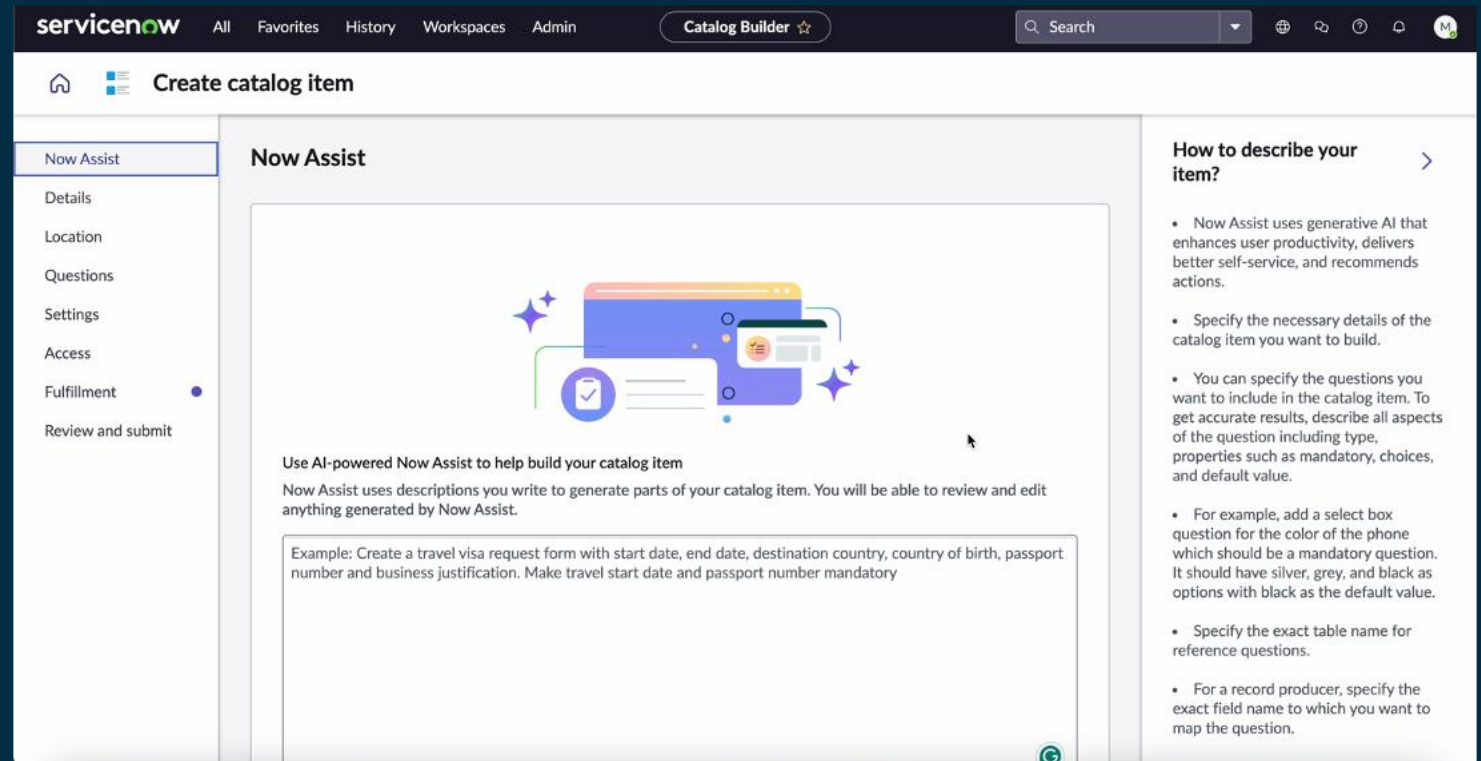
05

Channels

- UI16
- Service Portal
- Mobile
- VA
- Workspace
- API

Tip 2a: Leverage Catalog Builder to build the catalog using Now Assist

- Leverage Now Assist to build the Service Catalog and enhance the conversational aspect of newly created catalog content
- Refer to [ServiceNow documentation](#) and [this video](#) to know more about Now Assist in Catalog Builder



Tip 2b: Use the Refine Content skill in Catalog Builder for a better conversational experience

- The Refine feature in Catalog Builder, available for fields like Short Description and Description, helps improve the conversational experience by making the item more discoverable

Note: The **Refine Content** skill available for Now Assist for Creator must be enabled to be used within the Catalog Builder.

- Refer to this [ServiceNow documentation](#) to know more about the Now Assist Creator's refine skill and how it can be applied within the Catalog Builder application.

The screenshot displays the ServiceNow Catalog Builder interface for a catalog item titled "Request Laptop Replacement". The left sidebar shows navigation options: Details, Destination, Location, Questions, Settings, Access, and Review and submit. The main content area is divided into sections: "Details" (with a sub-header "Provide basic information and details about your item"), "Basic info" (containing a checked "Item is active" checkbox and a note about retiring the item), "Item name" (with the value "Request Laptop Replacement"), "Short description" (with the value "Request a replacement for your current laptop" and a "Refine" button), and "Item details" (containing an "Image" field with an "Attach File" button and a "Description" field with a rich text editor). A "Now Assist" pop-up window is open, showing an "Elaborate" suggestion: "Request a replacement for your current laptop through our catalog builder, which allows you to easily select and configure a new device that meets your needs." The pop-up also includes an "Insert" button and a "Check AI-generated content for accuracy" warning.

Tip 2c: Use the Refine Content skill in Catalog Builder for Questions and Labels

- The Refine Content skill in Now Assist for Creator can be used within Catalog Builder for **Questions and Labels** to improve the values of these variables, which will improve the item's understandability when requested conversationally in Virtual Agent.

Note: The **Refine Content** skill available for Now Assist for Creator must be enabled to be used within the Catalog Builder.

- Refer to this [ServiceNow documentation](#) to know more about the Now Assist Creator's refine skill and how it can be applied within the Catalog Builder application.

The screenshot displays the ServiceNow Catalog Builder interface for configuring a question titled "Please confirm your shipping address". The interface is divided into several sections:

- Question Type:** A dropdown menu set to "Text".
- Question Label:** A text input field containing "Please confirm your shipping address".
- Details:** A section for providing instructions to the user.
- Annotations:** A section for adding additional information or instructions.

The "Instructions" section is currently active, showing a rich text editor with a toolbar containing various formatting options (bold, italic, underline, link, etc.). The text area is empty, and a "Refine" button is visible on the right side of the editor.

Tip 3a: Understand the platform components in the Conversational experience

Conversational Catalog

Service Catalog

VA Platform

AI Search

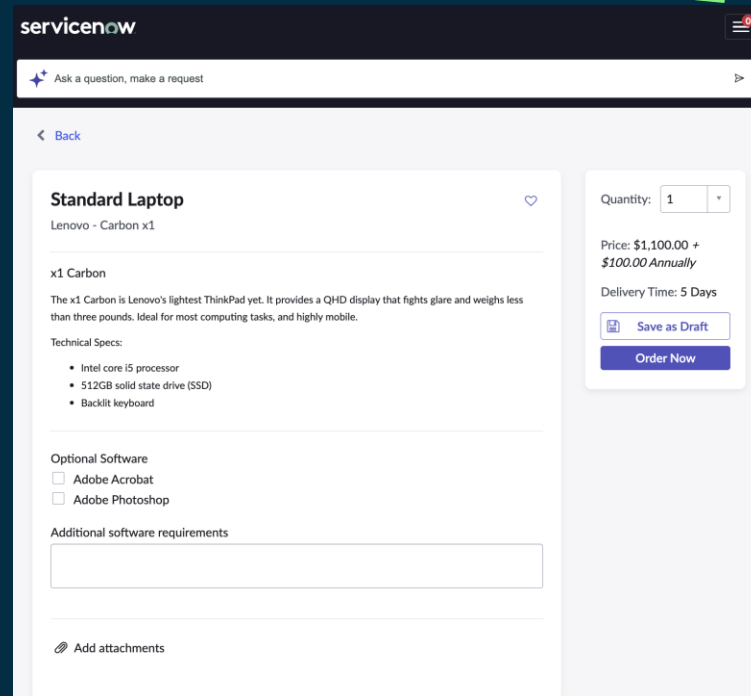
GAIC / LLMs

Glide

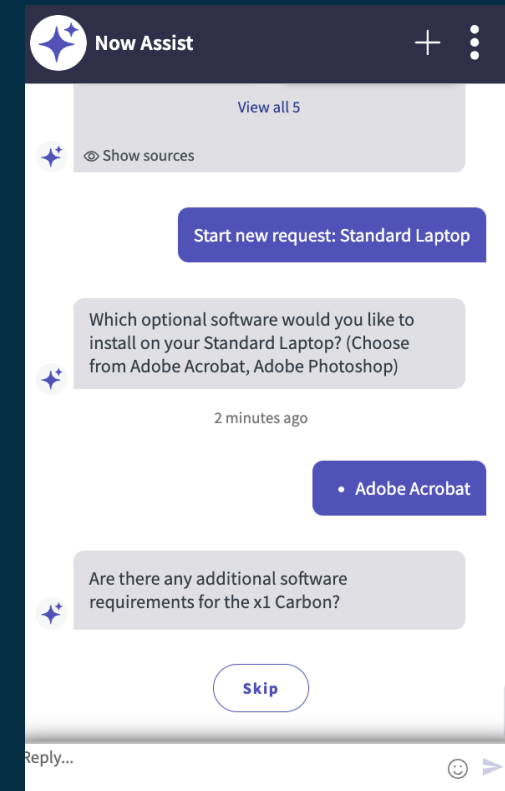
- The "sys_generative_ai_log" table (maint-only) offers valuable insights into the NowLLM's operation.
- Scrutinize the "Prompt" and "Response" fields .

Tip 3b: Understand Conversational Catalog basics

- Leverage Generative AI capabilities to provide a human-like and efficient catalog request experience over a conversational interface like ServiceNow Virtual Agent web experience, Microsoft Teams, or Slack.



The screenshot shows the ServiceNow user interface for a 'Standard Laptop' catalog item. The header includes the ServiceNow logo and a search bar. Below the header, there's a 'Back' button and the item title 'Standard Laptop' with a heart icon. The description mentions 'Lenovo - Carbon x1' and provides technical specifications: 'x1 Carbon', 'The x1 Carbon is Lenovo's lightest ThinkPad yet. It provides a QHD display that fights glare and weighs less than three pounds. Ideal for most computing tasks, and highly mobile.', and 'Technical Specs: Intel core i5 processor, 512GB solid state drive (SSD), Backlit keyboard'. There are checkboxes for 'Optional Software' (Adobe Acrobat, Adobe Photoshop) and a text field for 'Additional software requirements'. On the right, there's a 'Quantity' dropdown set to 1, a price breakdown ('Price: \$1,100.00 + \$100.00 Annually'), a 'Delivery Time: 5 Days', and buttons for 'Save as Draft' and 'Order Now'.



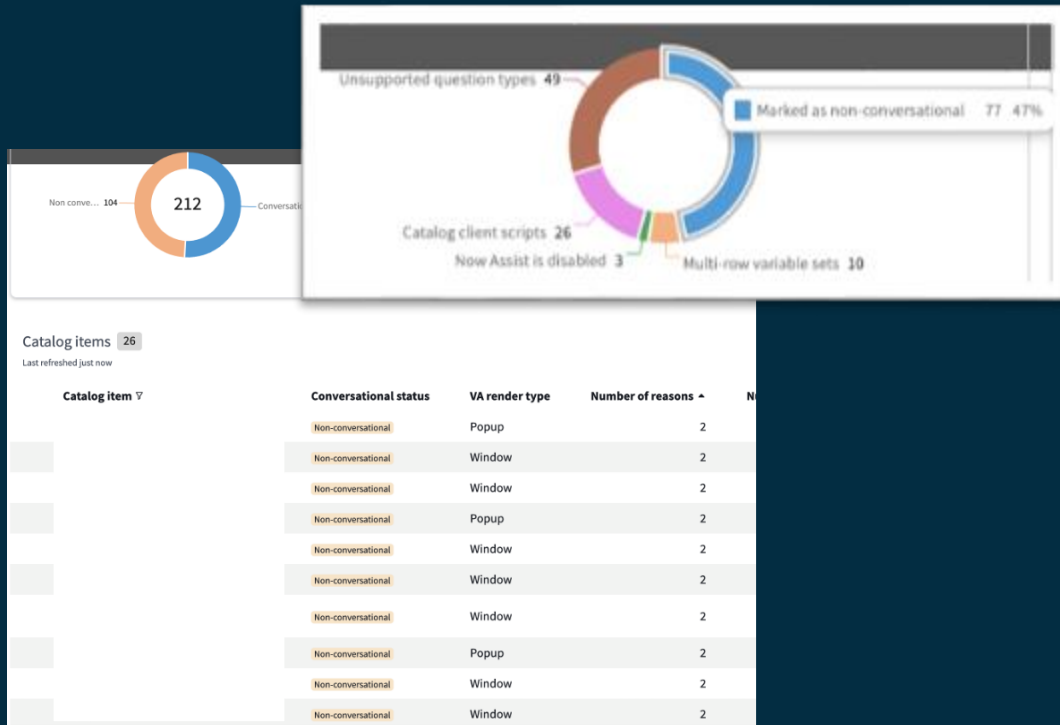
The screenshot shows the 'Now Assist' conversational interface. It features a header with the 'Now Assist' logo and a plus icon. Below the header, there's a 'View all 5' button and a 'Show sources' button. A blue button labeled 'Start new request: Standard Laptop' is prominent. The main area contains a conversation flow: a question 'Which optional software would you like to install on your Standard Laptop? (Choose from Adobe Acrobat, Adobe Photoshop)' followed by a response '2 minutes ago' and a selection '• Adobe Acrobat'. Another question 'Are there any additional software requirements for the x1 Carbon?' is shown with a 'Skip' button. At the bottom, there's a 'Reply...' input field with a smiley face icon and a right arrow.

Tip 4: Follow the Catalog Item best practices

- Below are some pointers to keep in mind when creating a catalog item to have the catalog as conversational. Refer to this Community link which provides guidance around [converting Catalog Items to Conversational](#).

- 1. Limit Variables:** Keep the number of variables (including variable sets) minimal.
- 2. Disable Conversational Mode:** Use the "Make non-conversational in VA" option for form-based requests.
- 3. Provide Clear Context:** Use distinct names, labels, and tooltips to help NowLLM understand item context.
- 4. Stick to out-of-the-box Variable Types:** Use standard variable types like Multiple Choice, Select Box, and Single Line Text.
- 5. Minimize Scripting:** Limit client-side scripting and use "Validation Regex" for validation.
- 6. Avoid Complex Dependencies:** Simplify variable relationships to ensure a smooth conversation flow.
- 7. Test & Iterate:** Test items in the conversational interface and improve based on feedback.

Tip 5: Leverage Conversational coverage dashboard



Use *Conversational Catalog Overview dashboard* to analyze the current Service Catalog - not all Catalog Items are good candidates for a conversational experience

- ✓ Focus on the top used catalog item
- ✓ Identify the reason for Catalog Items not being conversational
- ✓ Explore suggestions for making items conversational

Resources:

- ServiceNow DOCs: [Catalog Conversational Coverage](#)
- Community article: [Now Assist Conversational Catalog: Guidance around converting Catalog Items to Conversational](#)
- Now Assist VA Bundle: [Now Assist in Virtual Agent Acceleration Bundle](#)

(Note: Refer to the detailed coverage around Conversational Catalog in the Instance Assessment and Implementation sections)

Tip 6: Inspect catalog UI Policies carefully

- ✓ **Avoid Using OnLoad() for UI Policy Changes** to modify question attributes (e.g., mandatory, visible, or read-only).
 - **Solution:** Set the attributes directly on the questions to ensure efficient and reliable behaviour.
- ✓ **Avoid OnLoad() Conditions for Uninitialized Variables.** For example: If a variable doesn't have a default value and a condition tests its value at load time, the condition won't trigger.
 - **Solution:** Uncheck the "OnLoad" box for such conditions and initialize variables properly before checking them.

Variables (4)	Variable Sets	Catalog UI Policies (1)	Catalog Client Scripts	Available For	Not Available For	Categories	Cat
Assigned Topics							
Catalog item = New LDAP Server							
<input type="checkbox"/>	<input type="text"/>	Question	Mandatory	Visibility	Read only		
		Type of LDAP server	false	Always	false		
		Server name	false	Always	false		
		Server URL	false	Always	false		
		Starting search directory	false	Always	false		

When to Apply Script

Catalog UI policy actions are applied only if all the following conditions are met:

1. The catalog UI policy is **Active**
2. The items in the **Conditions** field evaluate to true
3. The field specified in the catalog UI policy is present on the specified catalog item

Catalog Conditions starts with somevalue AND OR X

Applies on a Catalog Item view ☒

Applies on the Target Record ☒

Apply the catalog UI policy actions when the ☒ On load

Community article: [Now Assist Conversational Catalog: Guidance around converting Catalog Items to Conversational](#)

Tip 7: Use Conversational Label for question rephrasing

- LLM-generated rephrasing of questions may not always be suitable for all questions
- Use the "Conversational Label" field to let VA know how to phrase this question to the user

Question	Annotation	Type Specifications	Default Value	Auto-populate	Permission	Availability
Specify the Question that explains the options available to the end user when ordering the item						
* Question						
* Name						
Conversational label						
Tooltip						
Example Text						

Common Issues with Requestor Capabilities

This section provides best practices for capturing, reporting, and resolving Now Assist Requestor-related issues, along with initial troubleshooting steps.

Typical Areas Where Issues Arise

- Lack of understanding of existing capabilities
- Configuration-related issues
- Query results lacking sufficient or relevant content
- Customer-specific customization issues
- Legitimate product issues

Key Details to Capture for Issue Reporting

- Detailed steps to reproduce
- User/persona experiencing the issue
- Location of the issue
- Issue observed in portal or assistant?
- Expected behavior
- Specific KB/Catalog Item/Topic expected in the response
- Expected outcome (sysIDs or KBs)
- Imminent customer deadlines

Troubleshooting and Debugging Tips for Requestor Skill Issues

- ✦ Below are links to ServiceNow Community, documentation, and Now Support KBs to assist with troubleshooting Now Assist Requestor skill issues:
 - [AI Search Tuning - Making AI Search Analytics Actionable](#) (Community article)
 - [KB1702609](#): Getting the Best Answers from Now Assist in AI Search
 - [KB1699553](#): Search result is missing or wrong in AI Search (SN Internal)
- ✦ ServiceNow Internal Links:
 - [Debugging Now Assist Requestor Logs](#)
 - [KB1947466](#): Troubleshooting Tips for Now Assist Synthesized Search
(Support Case may be needed for a few tips listed if MAINT access is needed)
- ✦ Additional known issues and resolutions related to Now Assist can be found in the next slide

Common Requestor Issues & Solutions

The articles listed below contain frequently encountered issues and their solutions for the Requestor persona's skills:

◆ [KB1966622](#)

- Now Assist in AI Search
- Now Assist Q&A

◆ [KB1966168](#)

- Now Assist in VA: Core
- Now Assist in VA: Conversational Catalog
- Now Assist in VA: Search issues specific to VA

Summary

The table below highlights some of the known issues around Now Assist Virtual Agent, Conversational Catalog, and search issues specific to VA as of July 2025 that could be encountered by customers, along with recommended steps to help resolve such issues.

NOW ASSIST VIRTUAL AGENT: CORE					
No.	Issue Scenario	Resolution or Workaround	Solution KB	Fixed in Release	Fixed Date
1	Actionable Notifications are not delivered with Multiple Active Conversations (MAC) enabled in Now Assist LLM powered virtual agent Web Client	Enabling Multiple Active Conversations setting is not supported with Now Assist Virtual Agent actionable notifications. This setting can be turned off to receive actionable notifications in Now Assist Virtual Agent.	KB1798155	N/A	N/A
2	Resolving Issues with Virtual Agent Topic Migration showing "Successful" but Topic is not created	Refer to KB1944934 for troubleshooting tips on this issue	KB1944934	N/A	N/A
3	In Xanadu Patch 1, customers may get stuck in a loop on the "Check ticket and Support Status" LLM topic if they initially choose to add a comment but later decide not to. There is no option to exit the topic.	Upgrade your instance to Xanadu Patch 3, which resolves this issue by allowing users to exit the topic smoothly, improving user experience.	N/A	Xanadu Patch 3	November 2024
4	Using carousel cards in Now Assist in Virtual Agent, users might face issues such as: <ul style="list-style-type: none">- The "End Chat" option is not visible in the carousel before the user clicks "Need something else".- The "Search something else" option does not appear in fallback topics after clicking "Need something else".	Upgrade to latest available Xanadu or Yokohama patch to resolve or apply the workaround in the linked KB.	KB1945192	Yokohama, Xanadu Patch 3, Washington Patch 9	November 2024

Requestor Architectural Considerations

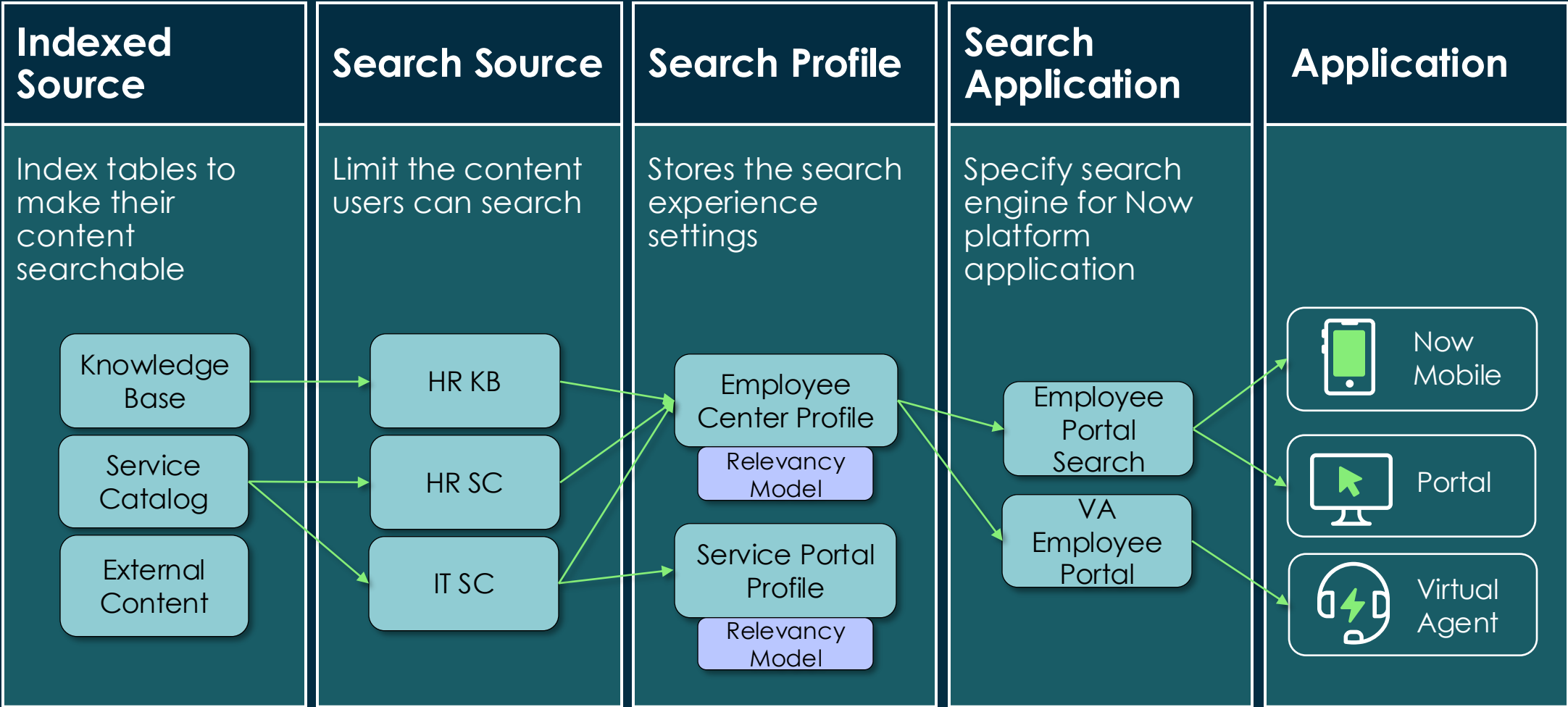
Awareness of the technical architecture and flow diagram for Search and Virtual Agent capabilities encompassing the Requestor persona is helpful for troubleshooting and understanding the behavior and functioning of the skills.

The next few slides provide an overview of the following:

- ❑ Search Configuration Overview
- ❑ Search RAG (Retrieval-Augmented Generation) flow powered by Now LLM
- ❑ Search Query/Utterance processing in the portal
- ❑ High-level architecture of Virtual Agent query/utterance flow

Now Assist Search Configuration Overview

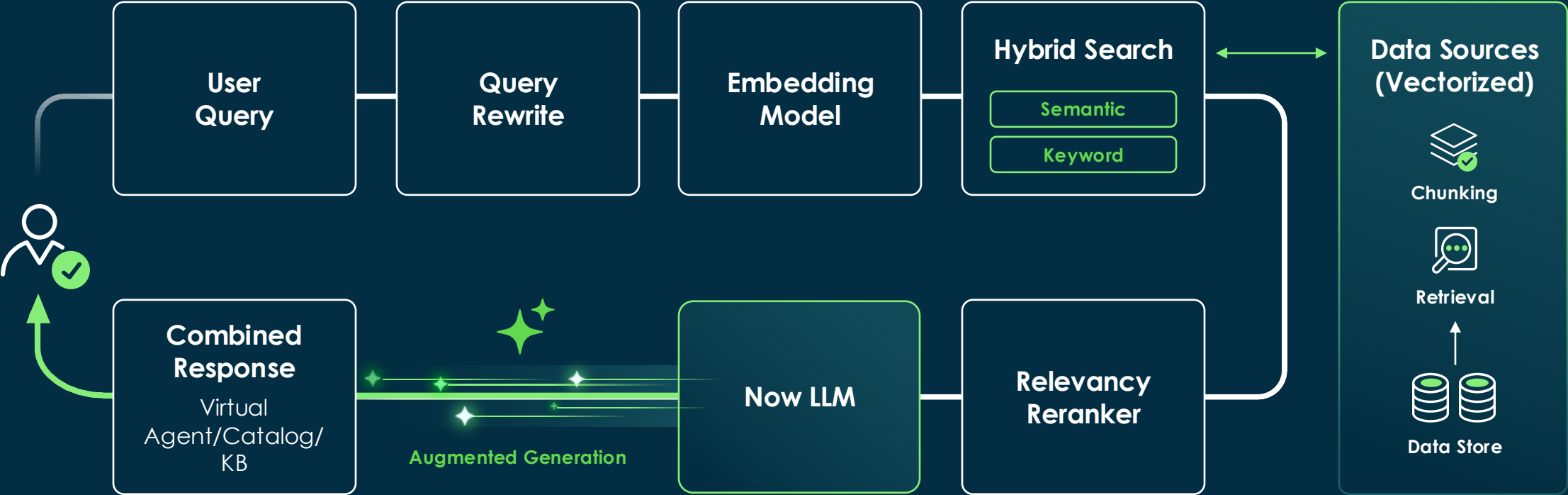
The different elements involved in identifying the content returned to a search query.



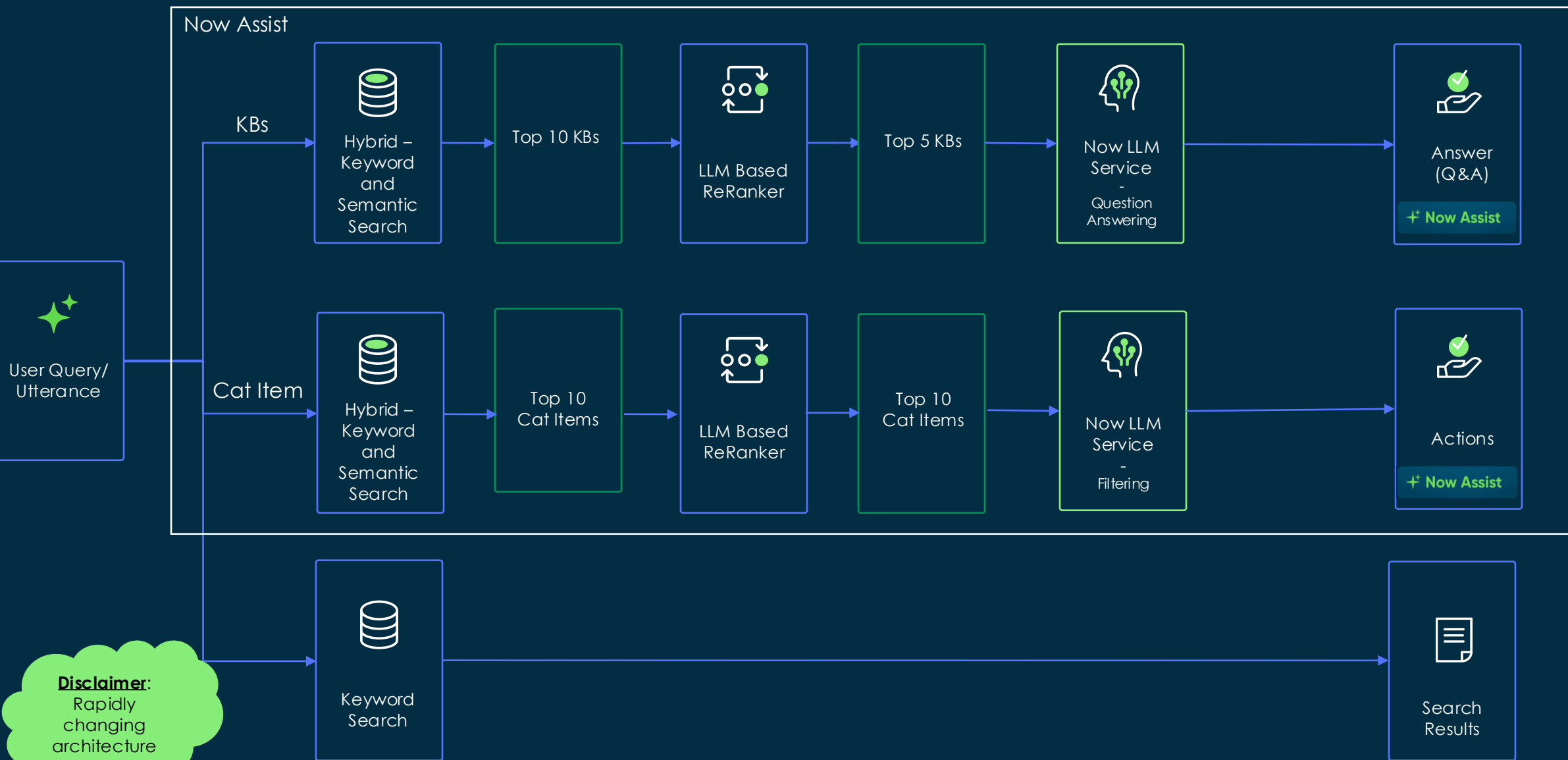
KB = Knowledge Base
SC = Service Catalog

Now Assist Search RAG (Retrieval-Augmented Generation) flow powered by Now LLM

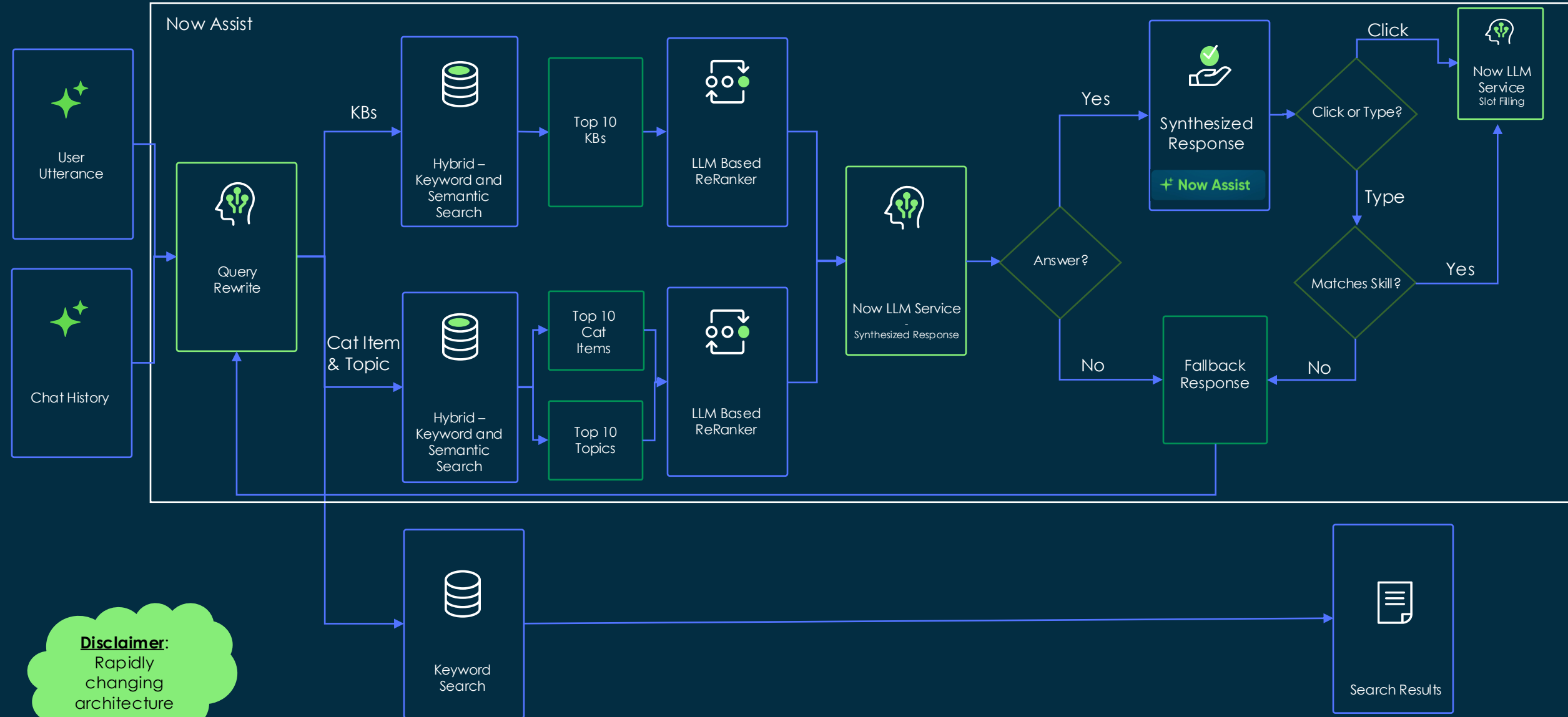
Disclaimer:
Rapidly
changing
architecture



Now Assist Search Query/Utterance processing in portal



High-level architecture of Virtual Agent Query/Utterance flow



Latest Release Updates

◆ Benefit from the latest and greatest ServiceNow has to offer

It isn't news to anyone reading this that AI innovation is happening rapidly. Therefore, it is highly recommended that the latest versions of the Now Platform be implemented and deployed to take advantage of the latest advancements.

These improvements not only unlock new AI capabilities but also improve previously released AI capabilities and the supporting (behind-the-scenes) functionality that aids with, among other things, configuration, monitoring, and maintainability.

◆ New workflow/product-specific updates

The links below highlight the major feature enhancements for ITSM, CSM, and HRSD workflows related to Now Assist, many of which are persona-related:

- [Now Assist for IT Service Management \(ITSM\) release notes](#)
- [Now Assist for Customer Service Management \(CSM\) release notes](#)
- [Now Assist for HR Service Delivery \(HRSD\) release notes](#)

◆ Check out the latest available Now Assist agentic workflows by product

ServiceNow's Now Assist AI Agents, introduced in the Yokohama and Zurich release, mark a significant advancement in enterprise automation. With each ServiceNow family and store release, new or enhanced agentic solutions may be included within each product that encompass different Now Assist personas, like Fulfiller, Requestor, and AI Practitioner. Therefore, it is recommended to review these latest [Now Assist Agentic Workflows](#) regularly to avail yourself of such capabilities to the fullest!

Now Assist Requestor Experience

Sep '25 Release features (Zurich Patch 1/ Yokohama P6)

Sep'25 (Q3)/Zurich Patch 1 or Yokohama Patch 6 Highlights

Now Assist feature enhancements

- Now Assist Panel enhanced dynamic chat for an enhanced and fluid chat experience
- Now Assist multi model provider flexibility for Now Assist skills and AI agents allows configuring other model providers (Now LLM Service, Azure OpenAI, Google Gemini, or Anthropic Claude on AWS) at the instance, skill, or skill group level

Now Assist in Virtual Agent features

- View agentic conversations processing steps in NAVA, and can end the flow anytime
- View suggested queries (frequently asked queries) in the portal's search bar and enhanced chat VA
- View extended entities and records, such as assets, incidents, etc., associated with the Knowledge Graph Natural Language Query (NLQ) schema
- Configure the AI Search Answers OneExtend capability for web search
- Integrate Now Assist in Virtual Agent with Microsoft Copilot using custom engine agent (CEA)

Refer to the [Acceleration Bundle](#) and [Now Assist in Virtual Agent Zurich Release Notes](#) for detailed information on new features and changes

Now Assist in AI Search features

- Improve search recall and accuracy with semantic vector indexing of Catalog Items' short descriptions
- Prompt users to log into SharePoint Online to access shared files in Knowledge Graph citations in Now Assist Multi-Content in Q&A Genius Result answers.

Refer to the [Acceleration Bundle](#) and [Now Assist in AI Search Zurich Release Notes](#) for detailed information on new features and changes

Now Assist Requestor Experience

May '25 Release features (Yokohama Patch 3)

May '25 (Q1)/Yokohama Patch 3 Highlights

New Now Assist in Virtual Agent features

- Enhanced Chat
- Suggested Actions
- Upload documents in Now Assist Virtual Agent to extract relevant data from the file
- Web search custom skill in Now Assist Virtual Agent
- Managing AI Agents and agentic workflows in Virtual Agent Designer
- Leverage Knowledge Graph pre-built integration with Virtual Agent

New Now Assist in AI Search features

- Synthesized Genius Results in search page
- New External Connectors

Now Assist Requestor Experience

March '25 Release features (Yokohama)

March '25 (Q1)/Yokohama Highlights

New Now Assist in Virtual Agent features

- Improved topic discovery, disambiguation, model options (GPT-4o)
- Create custom conversational sub-flows and actions
- Improved OOTB ITSM VA LLM topic coverage

New Now Assist in AI Search features

- New indexed connector for Q&A for external sources (SharePoint, Confluence)
- Incident deflection powered by Now Assist
- Low-code admin UI for external content

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