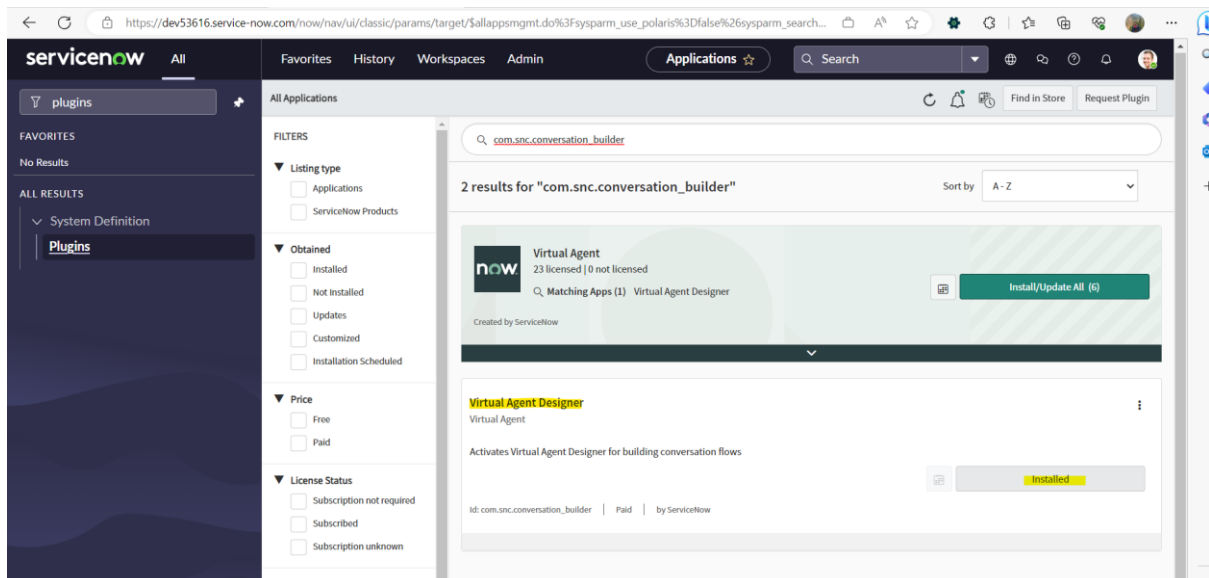
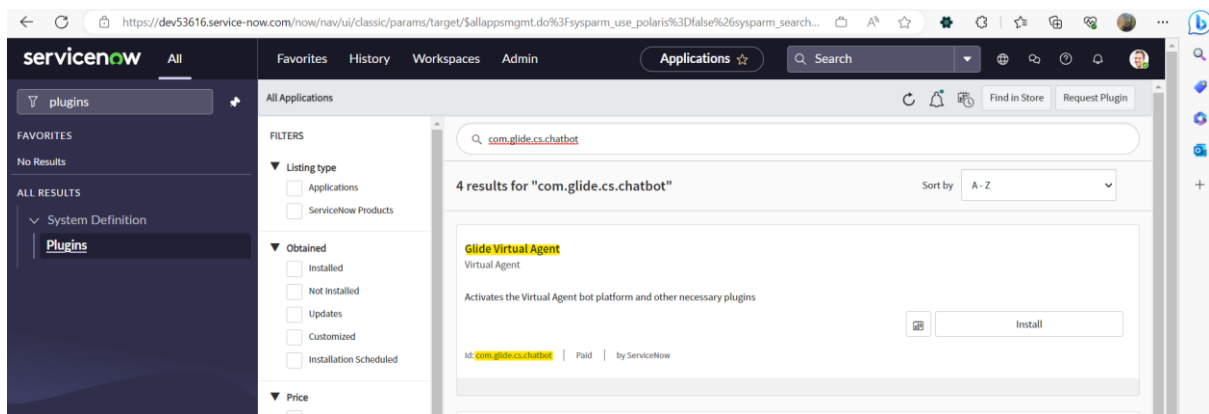


# Virtual Agent for ITSM and HR

## Prerequisites:

### 1) Activate Virtual Agent plugins in the same order

- Glide Virtual Agent
- Virtual Agent Designer
- ITSM Virtual Agent Conversations (For ITSM)
- ITSM NLU Model for Virtual Agent Conversations (sn\_itsm\_nlu)
- HR Service Delivery Virtual Agent Conversations (sn\_hr\_va) (For HR)
- HR Service Delivery NLU Model for Virtual Agent Conversations (sn\_hr\_nlu).



https://dev53616.service-now.com/now/nav/ui/classic/params/target/\$allappsmgmt.do?sysparm\_use\_polaris%3Dfalse%26sysparm\_search...

servicenow All Favorites History Workspaces Admin Applications Search Find in Store Request Plugin

plugins

FAVORITES  
No Results

ALL RESULTS  
System Definition  
Plugins

Filters:  
Listing type: Applications, ServiceNow Products  
Obtained: Installed, Not Installed, Updates, Customized, Installation Scheduled  
Price: Free, Paid  
License Status: Subscription not required, Subscribed, Subscription unknown

5 results for "ITSM Virtual Agent Conversations" Sort by A - Z

Other ITSM Virtual Agent Conversations  
Purpose-built IT service management conversations to help your organization quickly deploy automated self-service experiences.  
Id: sn\_itsm\_va | Paid | by ServiceNow

ITSM Virtual Agent Conversations  
4 licensed | 0 not licensed  
Matching Apps (4) Password Reset for Virtual Agent, ITSM Virtual Ag...  
Created by ServiceNow

sn\_itsm\_nlu

2 results for "sn\_itsm\_nlu" Sort by A - Z

Other ITSM NLU Model for Virtual Agent Conversations  
This app contains NLU models used in the VA topics for ITSM related use cases.  
Id: sn\_itsm\_nlu | Paid | by ServiceNow

ITSM Virtual Agent Conversations  
4 licensed | 0 not licensed  
Matching Apps (1) ITSM NLU Model for Virtual Agent Conversations  
Created by ServiceNow

https://dev53616.service-now.com/\$allappsmgmt.do?sysparm\_redirect=true&sysparm\_use\_polaris=false&sysparm\_search=sn\_hr\_va

All Applications Find in Store Request Plugin

Filters:  
Listing type: Applications, ServiceNow Products  
Obtained: Installed, Not Installed, Updates, Customized, Installation Scheduled  
Price: Free, Paid

1 results for "sn\_hr\_va" Sort by A - Z

Other HR Service Delivery Virtual Agent Conversations  
Purpose-built HR Service Delivery conversations to help your organization quickly deploy automated self-service experiences.  
Id: sn\_hr\_va | Paid | by ServiceNow

https://dev53616.service-now.com/\$allappsmgmt.do?sysparm\_redirect=true&sysparm\_use\_polaris=false&sysparm\_search=HR%20Serv...

All Applications Find in Store Request Plugin

Filters:  
Listing type: Applications, ServiceNow Products  
Obtained: Installed, Not Installed, Updates, Customized, Installation Scheduled  
Price: Free, Paid

1 results for "HR Service Delivery NLU Model for Virtual Agent Conversations" Sort by A - Z

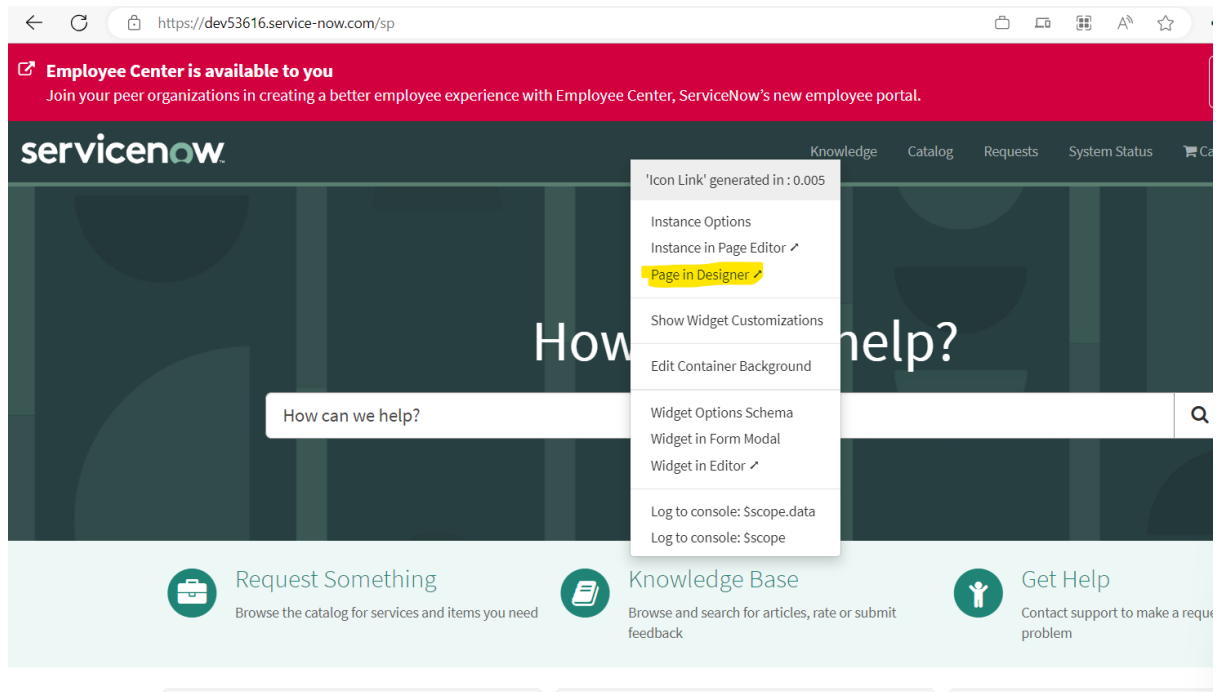
Other HR Service Delivery NLU Model for Virtual Agent Conversations  
HR NLU model can be used in the VA topics for HR related use  
Id: sn\_hr\_nlu | by ServiceNow

## 2) Set up the Virtual Agent clients.

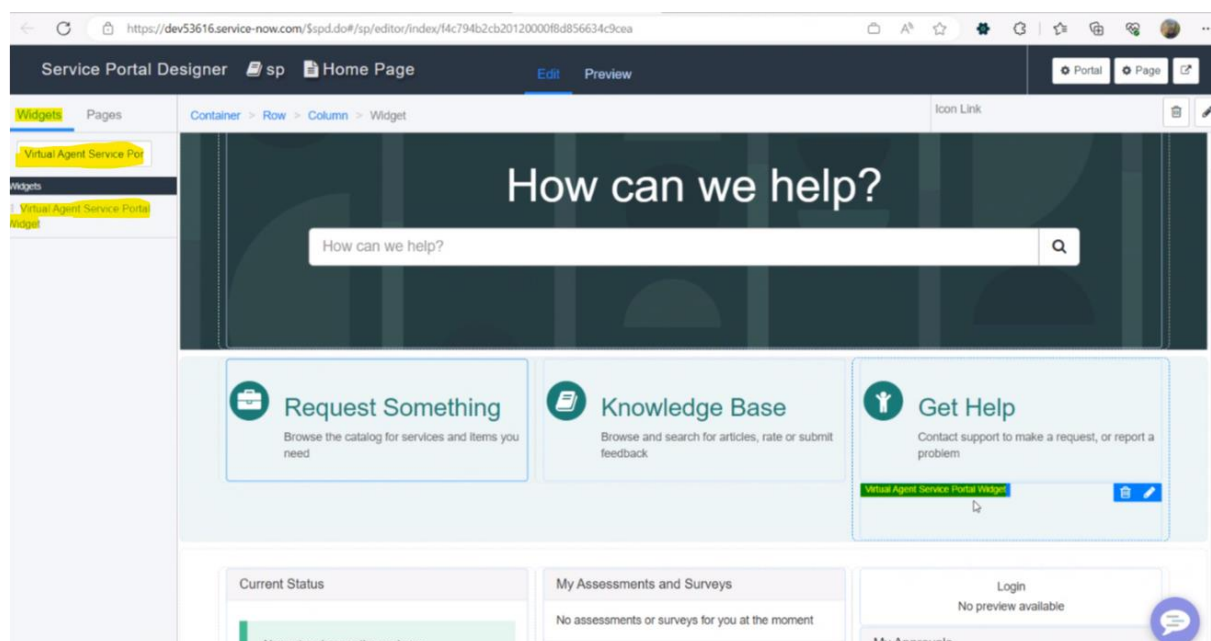
### a) Add the Service Portal chat widget.

1) Login to Service Portal (<https://dev53616.service-now.com/sp>)

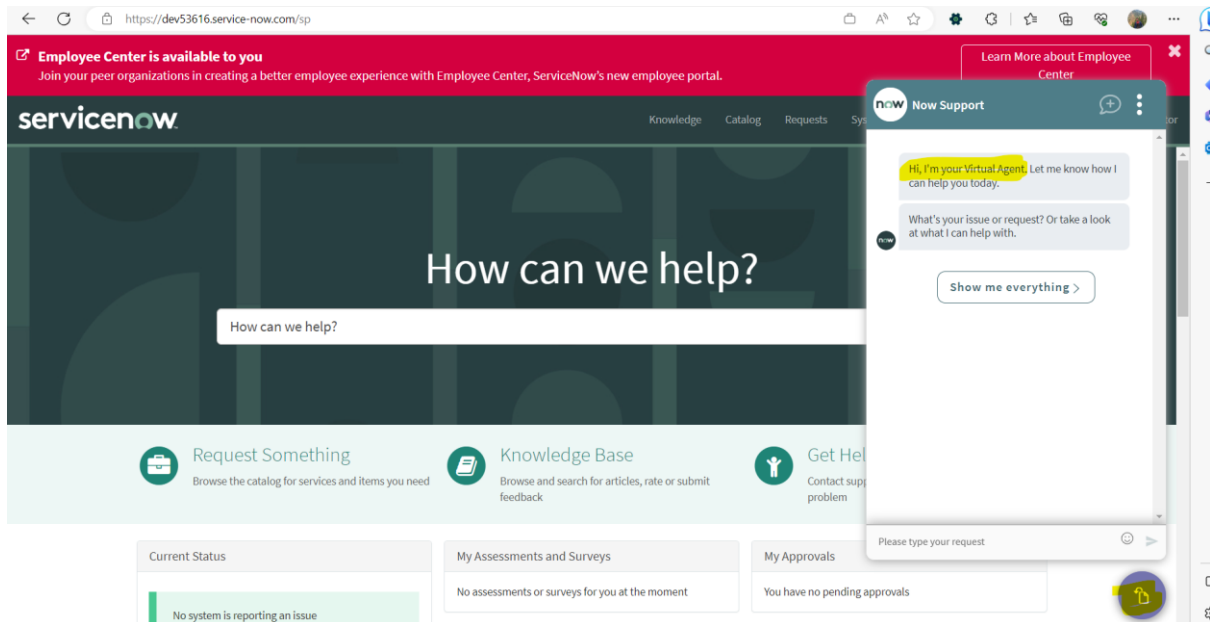
→ Add virtual agent Widget by **Control+ Right click** and choose **Page in Designer** in the options. This will open SP designer editor page.



→ Search for Virtual Agent Service Portal Widget under the **widgets** and drag the same to the portal.



➔ This will add the Virtual Agent chat Bot to the Service Portal

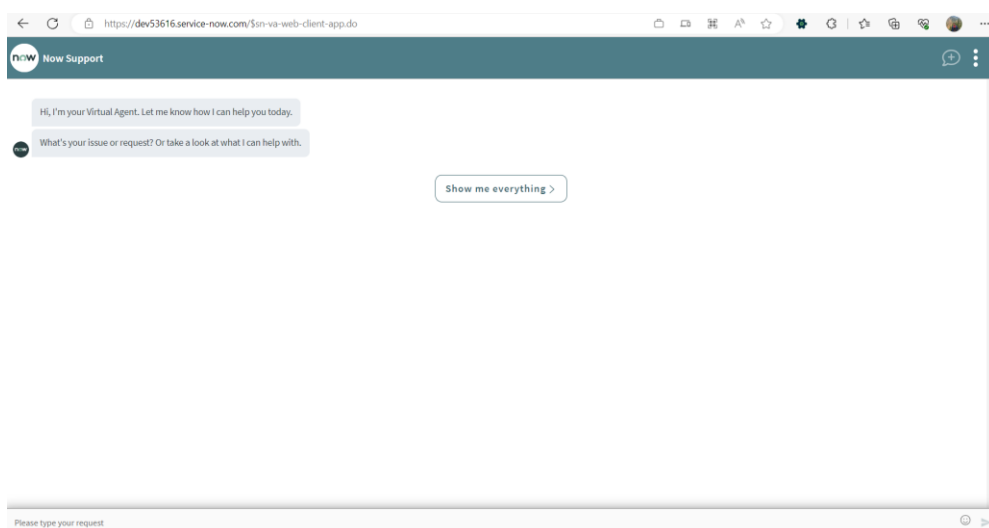


b) Load the standalone Virtual Agent web client.

We can open standalone Virtual agent web client by using the prefix **/Ssn-va-web-client-app.do**.

**For example, for opening** standalone Virtual agent web client for my instance I will be using the below URL.

[https://dev53616.service-now.com/\\$sn-va-web-client-app.do](https://dev53616.service-now.com/$sn-va-web-client-app.do)



### 3) Configure Virtual Agent branding

a) To customize company logo, chat header and any other branding related changes we need to update the property in the below link.

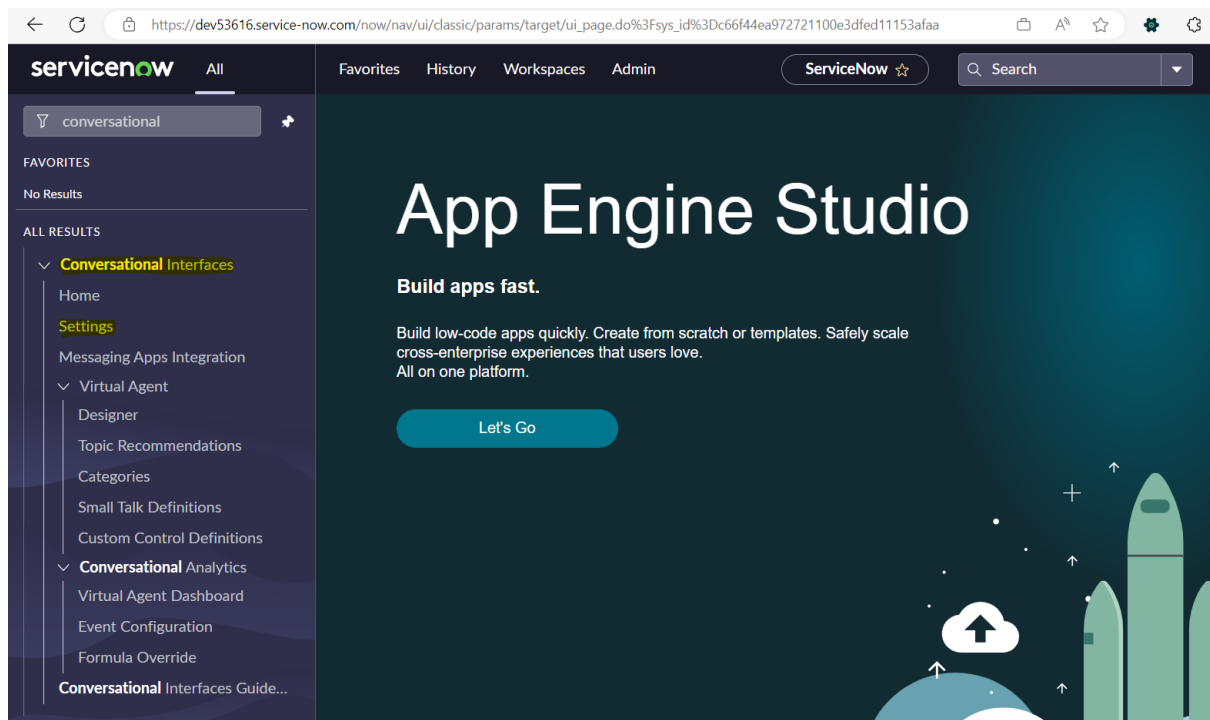
<https://dev53616.service-now.com/now/conversation/settings/branding-settings/f49ab669531333009686ddeeff7b127d>

Please find the navigation for the above path: **Conversational Interfaces** → **Settings** → **General** → **Branding (View all)** → **Default Branding**.

OR

Navigate to table **sys\_cs\_branding\_setup**.LIST → modify **Default Branding**

[https://dev53616.service-now.com/sys\\_cs\\_branding\\_setup.do?sys\\_id=f49ab669531333009686ddeeff7b127d&sysparm\\_view=&sysparm\\_domain=null&sysparm\\_domain\\_scope=null&sysparm\\_record\\_row=4&sysparm\\_record\\_rows=4&sysparm\\_record\\_list=](https://dev53616.service-now.com/sys_cs_branding_setup.do?sys_id=f49ab669531333009686ddeeff7b127d&sysparm_view=&sysparm_domain=null&sysparm_domain_scope=null&sysparm_record_row=4&sysparm_record_rows=4&sysparm_record_list=)



← ↻ 🔒 https://dev53616.service-now.com/now/conversation/settings/general

servicenow | Conversational Interfaces

Home Settings

General  
Virtual Agent  
Agent Chat  
Sidebar

### General Settings

Set up conversational interface (CI) product settings that will apply to both Virtual Agent and Agent Chat.

#### CHAT CLIENT DISPLAY OPTIONS

Choose how your chat client appears to users and where it can interact with them.

##### Branding

Determine how you want the chat client and chat experience to look depending on where it shows up.

Branding profiles (4) [View All](#)

##### Channels

Connect to third party messaging apps so your users have more ways to access VA.

Installed channels (1) [View All](#)

#### CONVERSATION ROUTING

Gather contextual information from the users so that you can decide how to best handle their request.

##### Context variables

Collect contextual information (like device and location) about users who are interacting with the chat client.

##### Pre-chat surveys

Route your users to the right topic based on their response to survey questions, then map those questions to a context variable and store the responses.

#### PLUGINS

##### Installed plugins

Virtual Agent  
Conversational Analytics  
Topic Recommendations  
ITSM Virtual Agent Conversations

##### Available plugins

Agent Chat  
Customer Service Virtual Agent Con  
HR Scoped App: Virtual Agent Conver  
Universal Request: Virtual Agent Com  
Field Service Management Virtual Age

← ↻ 🔒 https://dev53616.service-now.com/now/conversation/settings/list/sys\_cs\_branding\_setup

servicenow | Conversational Interfaces

Home Settings

General  
Virtual Agent  
Agent Chat  
Sidebar

General > Branding

### Branding

All 4 [Refresh](#) [Filter](#) [Edit](#)

Last refreshed just now.

<input type="checkbox"/>	Branding name	Branding key	Updated
<input type="checkbox"/>	EC Branding	ec_branding	2021-08-19 11:27:25
<input type="checkbox"/>	Polaris-Light	polaris-light	2022-09-12 14:03:23
<input type="checkbox"/>	Polaris-Dark	polaris-dark	2022-09-14 10:59:03
<input type="checkbox"/>	Default Branding	default_branding	2023-07-06 03:16:59

Showing 1-4 of 4 [1](#) [2](#) [3](#) [4](#)

← ↻ 🔒 https://dev53616.service-now.com/now/conversation/settings/branding-settings/f49ab669531333009686ddee7f7b127d

servicenow | Conversational Interfaces

Home Settings

General  
Virtual Agent  
Agent Chat  
Sidebar

General > Branding Settings > Default Branding

### Default Branding

Edit the chat client color and logo so that it reflects a branded experience that is customized to your company.

Branding name \*

Default Branding

Chat Header \*

Virtual Agent Chat Support

Minimum delay between bot messages (ms)

500

Minimum delay before displaying typing animation (ms)

1,000

Menu Title \*

Contact Virtual Agent Chat Support

Branding key

default\_branding

Bot Profile

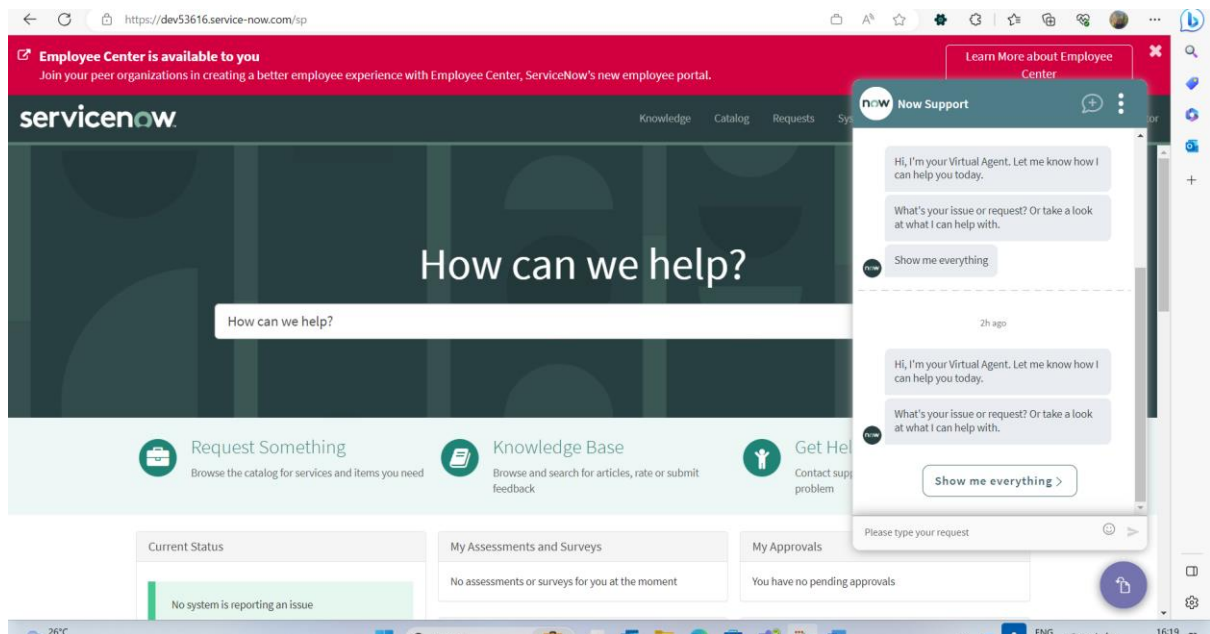
Virtual Agent

Chat Header Logo

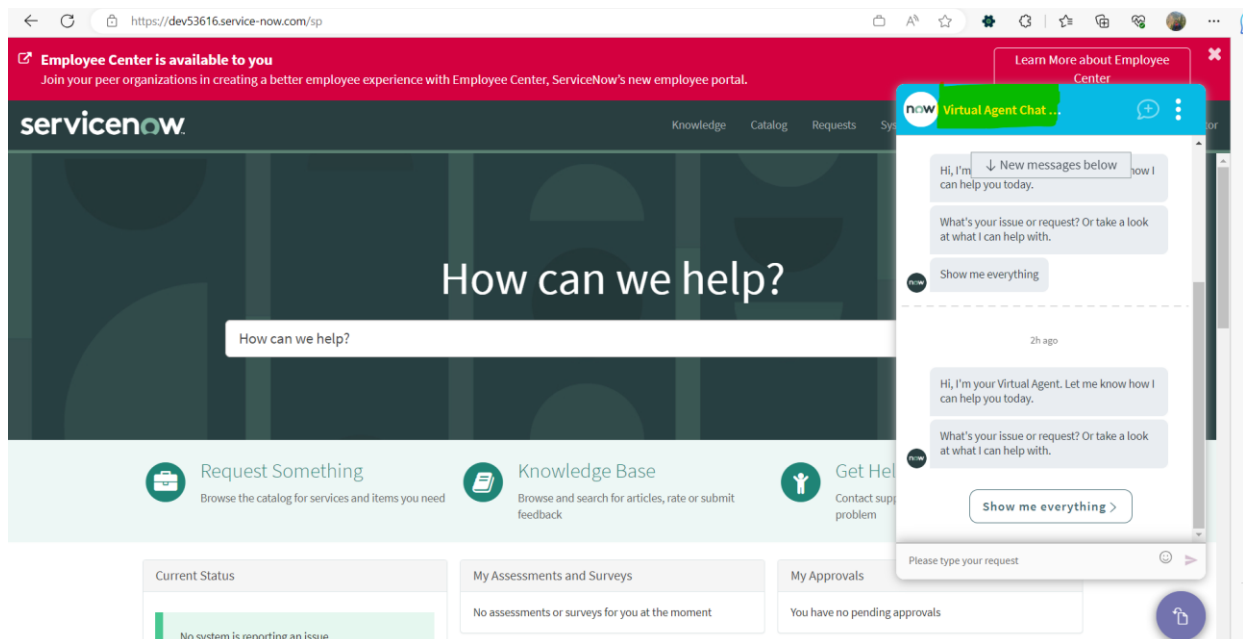
[View image](#)

Save

## Before Branding:



## After Branding:

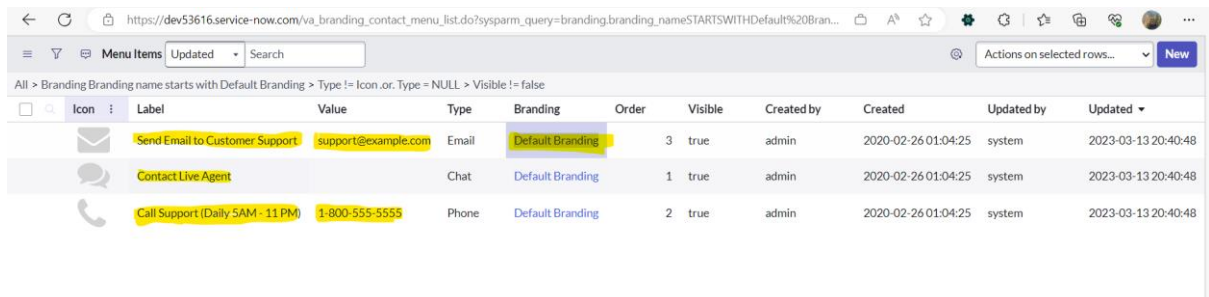


## B) To change menu for virtual agent chat:

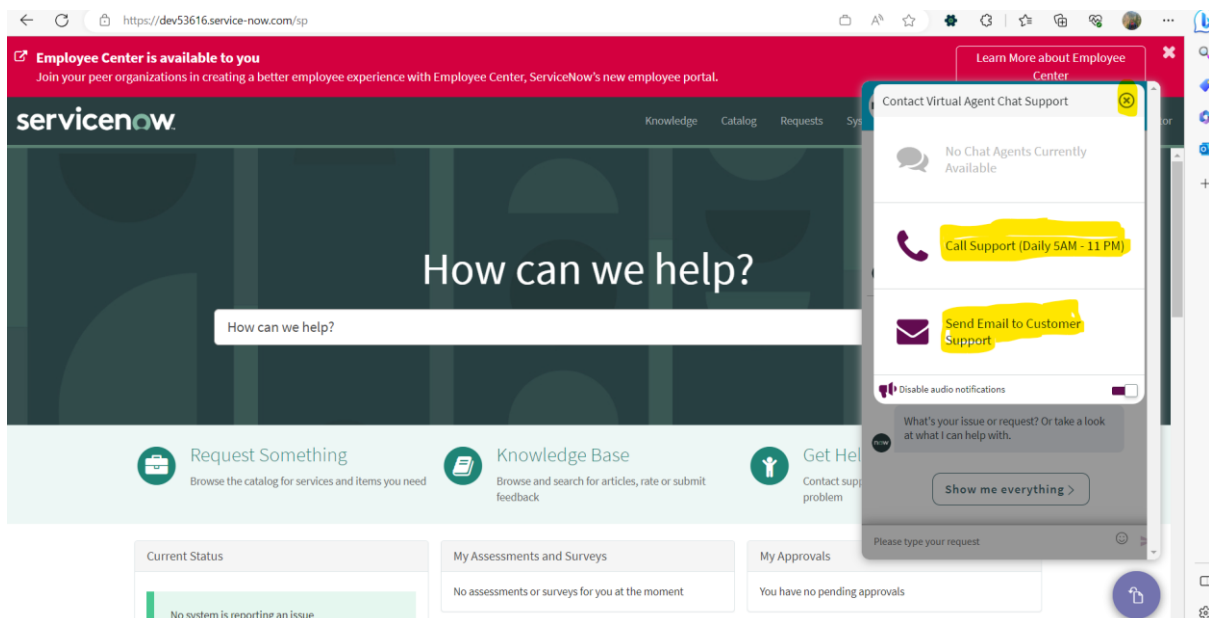
Please navigate to the below link and update or create as needed.

In left navigation → **va\_branding\_contact\_menu.LIST** and keep filter as **Branding** as **Default Branding**

[https://dev53616.service-now.com/va\\_branding\\_contact\\_menu\\_list.do?sysparm\\_query=branding.branding\\_nameSTARTSWITHDefault%20Branding%5Etype!%3DIcon%5EORtype%3DNULL%5Evisible!%3Dfalse&sysparm\\_first\\_row=1&sysparm\\_view=](https://dev53616.service-now.com/va_branding_contact_menu_list.do?sysparm_query=branding.branding_nameSTARTSWITHDefault%20Branding%5Etype!%3DIcon%5EORtype%3DNULL%5Evisible!%3Dfalse&sysparm_first_row=1&sysparm_view=)



Icon	Label	Value	Type	Branding	Order	Visible	Created by	Created	Updated by	Updated
	Send Email to Customer Support	support@example.com	Email	Default Branding	3	true	admin	2020-02-26 01:04:25	system	2023-03-13 20:40:48
	Contact Live Agent		Chat	Default Branding	1	true	admin	2020-02-26 01:04:25	system	2023-03-13 20:40:48
	Call Support (Daily 5AM - 11 PM)	1-800-555-5555	Phone	Default Branding	2	true	admin	2020-02-26 01:04:25	system	2023-03-13 20:40:48



Employee Center is available to you  
Join your peer organizations in creating a better employee experience with Employee Center, ServiceNow's new employee portal.

Learn More about Employee Center

How can we help?

How can we help?

Request Something  
Browse the catalog for services and items you need

Knowledge Base  
Browse and search for articles, rate or submit feedback

Get Help  
Contact support problem

Current Status  
No system is reporting an issue

My Assessments and Surveys  
No assessments or surveys for you at the moment

My Approvals  
You have no pending approvals

Contact Virtual Agent Chat Support

No Chat Agents Currently Available

Call Support (Daily 5AM - 11 PM)

Send Email to Customer Support

Disable audio notifications

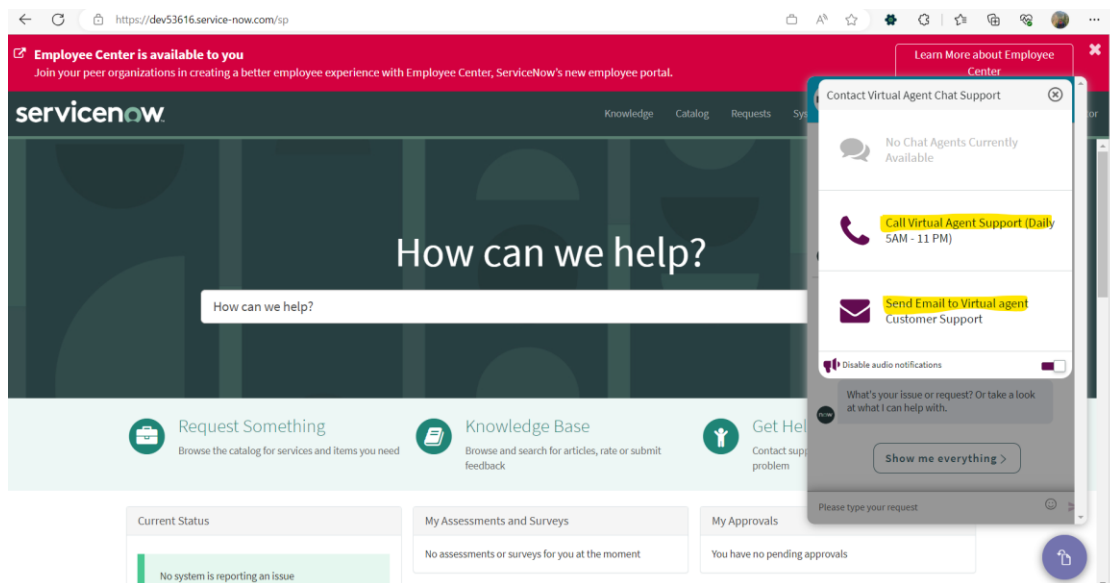
What's your issue or request? Or take a look at what I can help with.

Show me everything >

Please type your request



Please find the below screenshot once the menu items are updated:



#### 4) Configure Search Fallback functionality:

When an end user is typing keywords in Virtual agent chat, it automatically searches and gives the related Knowledge articles and Catalogue items.

In Order to do so we need to navigate to:

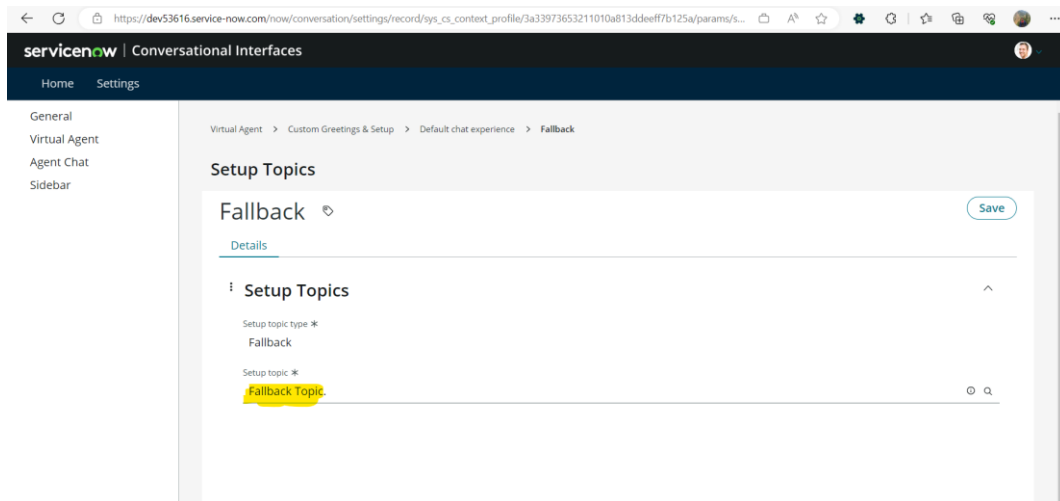
Conversational Interface → Settings → Virtual Agent → Custom greetings and setup → View All → Default chat experience → Setup Topics → **Search for Fallback**.

Update the setup topic from Fallback Topic to Search Fallback Topic.

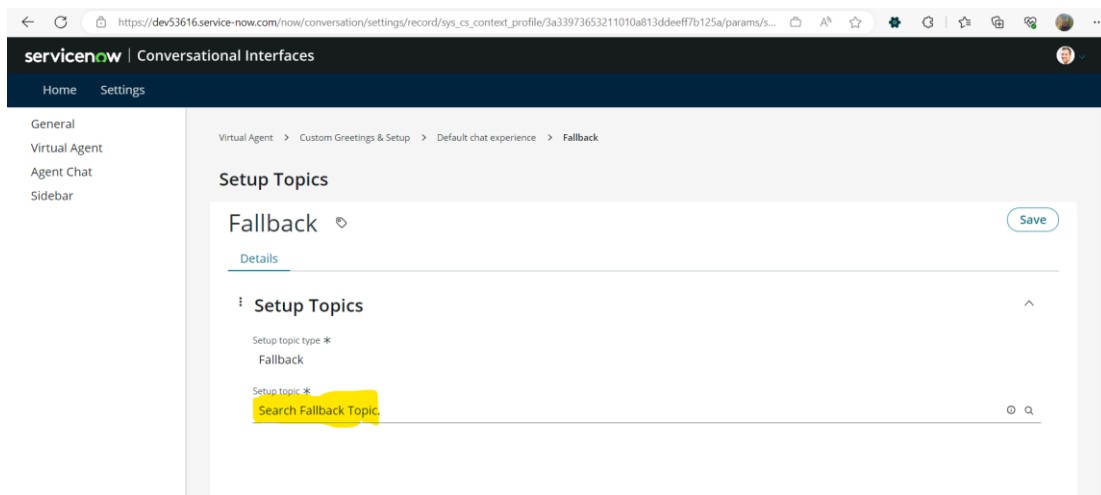
You can use the below URL for navigating directly to the Fallback Topic record.

[https://dev53616.servicenow.com/now/conversation/settings/record/sys\\_cs\\_context\\_profile/3a33973653211010a813ddeeff7b125a/params/selected-tab-index/1/sub/record/sys\\_cs\\_context\\_profile\\_topic/c088cc5353251010a813ddeeff7b12df](https://dev53616.servicenow.com/now/conversation/settings/record/sys_cs_context_profile/3a33973653211010a813ddeeff7b125a/params/selected-tab-index/1/sub/record/sys_cs_context_profile_topic/c088cc5353251010a813ddeeff7b12df)

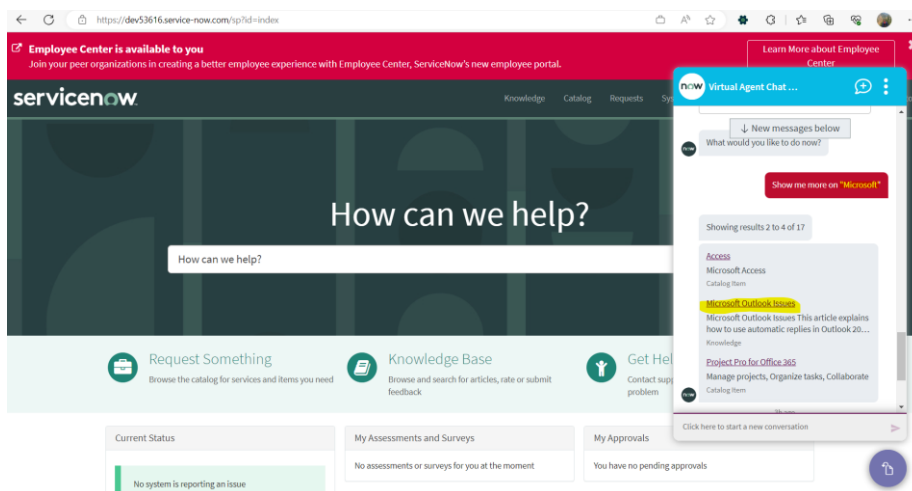
## Before changing:



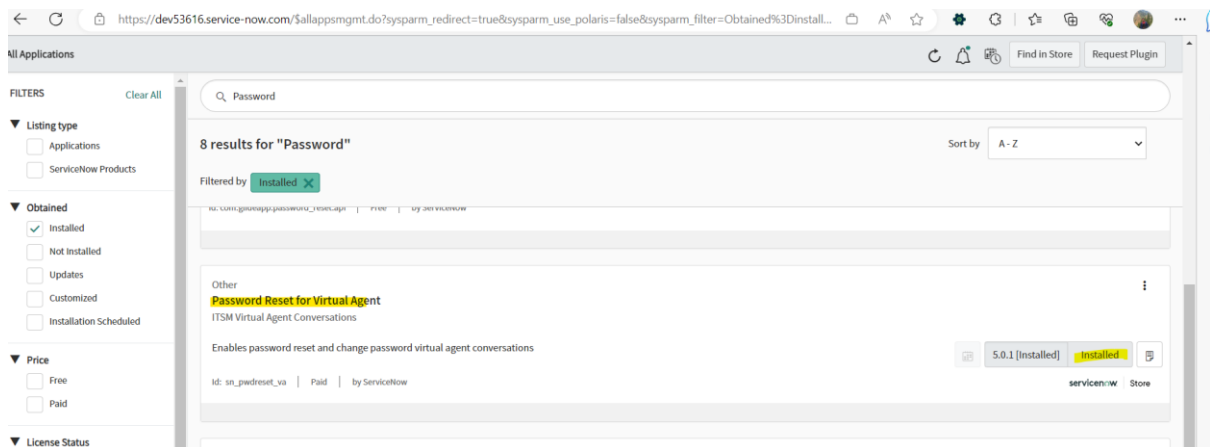
## After changing to Search Fallback Topic:



## Result in Virtual agent chat:



## 5) Password Reset Functionality through virtual agent:

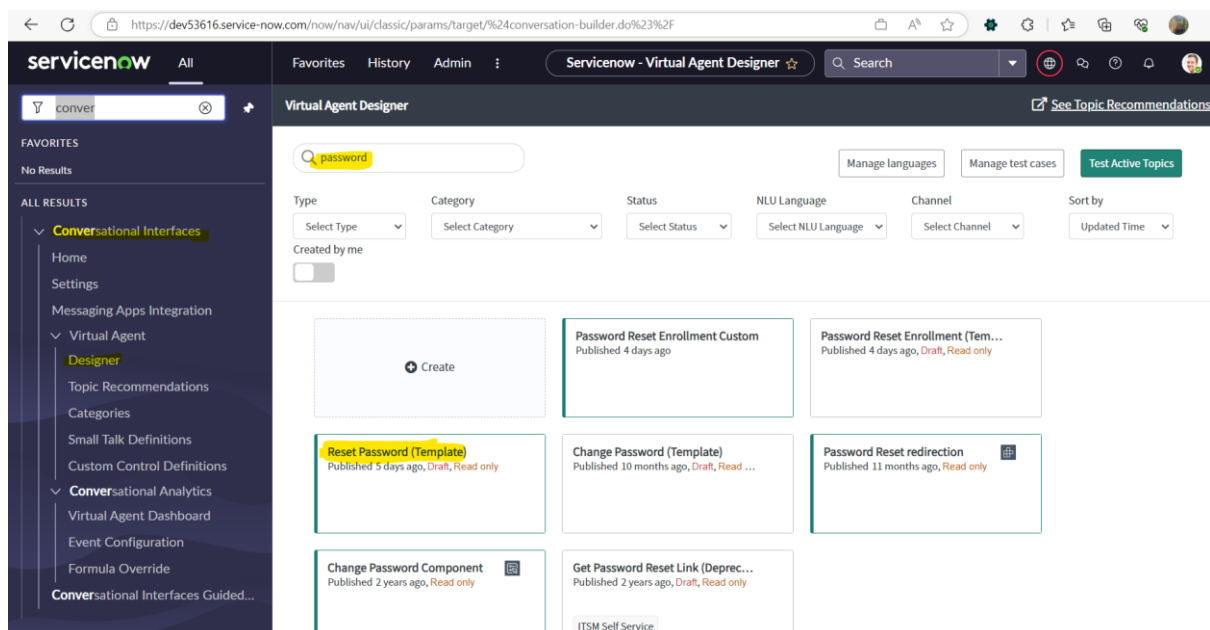


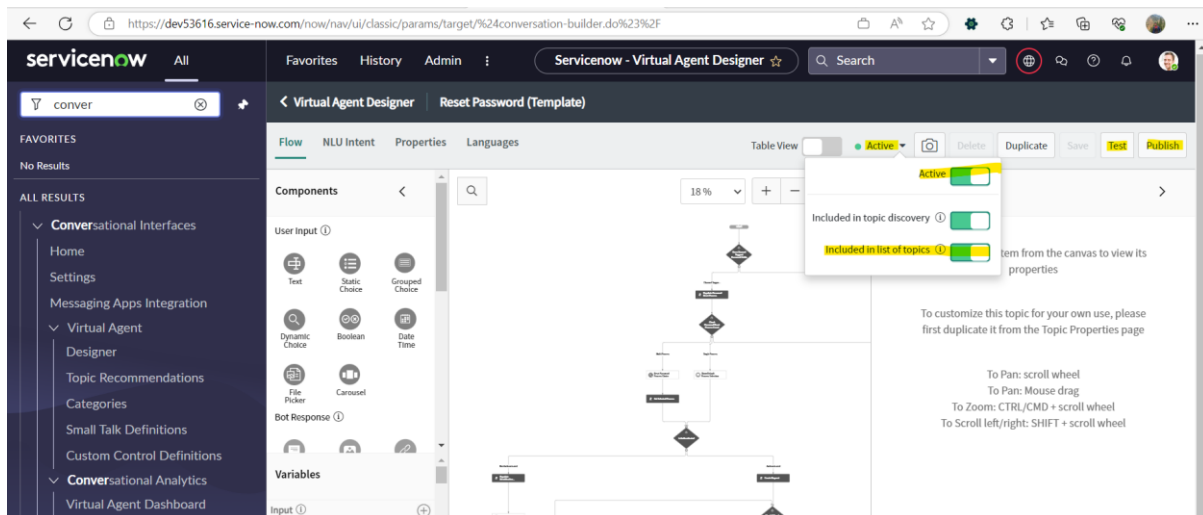
### a) To enable Topic in Virtual agent:

Please find the navigation for the above path: **Conversational Interfaces → Designer → Search for Topic or create New Topic**

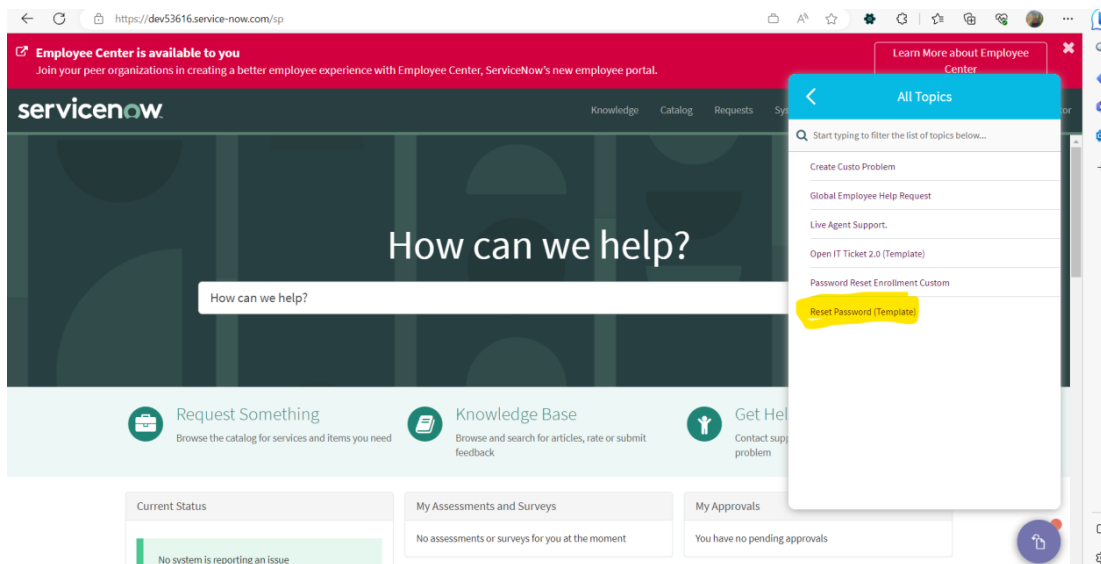
In our case we are adding OOTB Topic to Virtual agent (Reset Password (Template)).

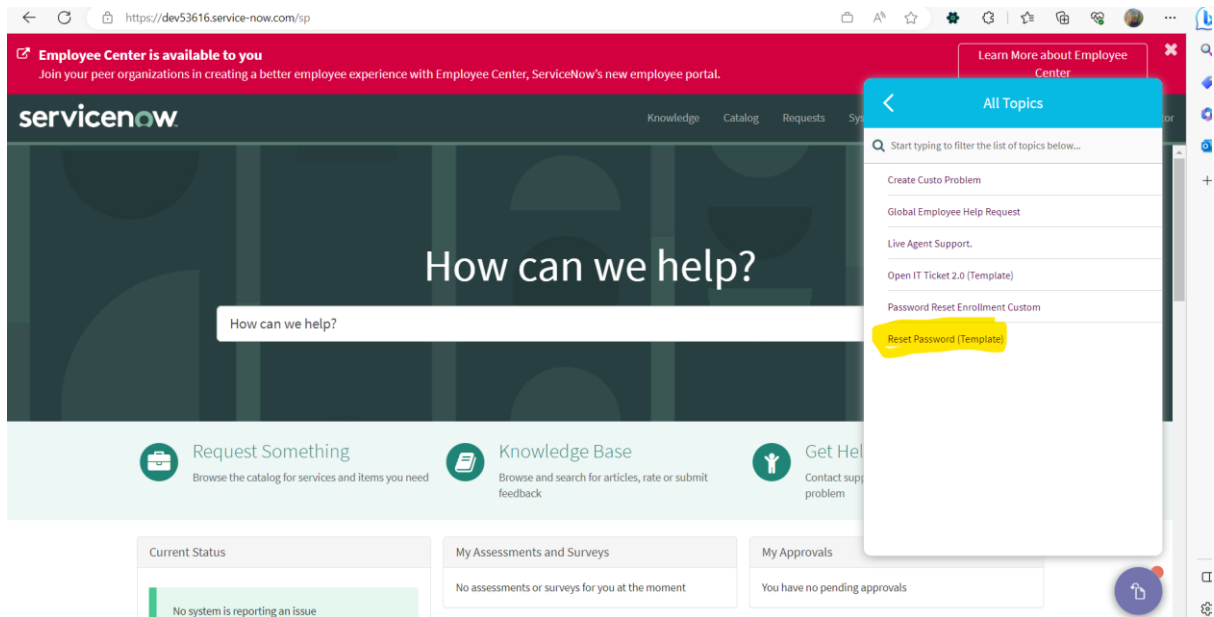
We need to activate Topic, Included in List of Topic and Test → Later we need to Publish the Topic.





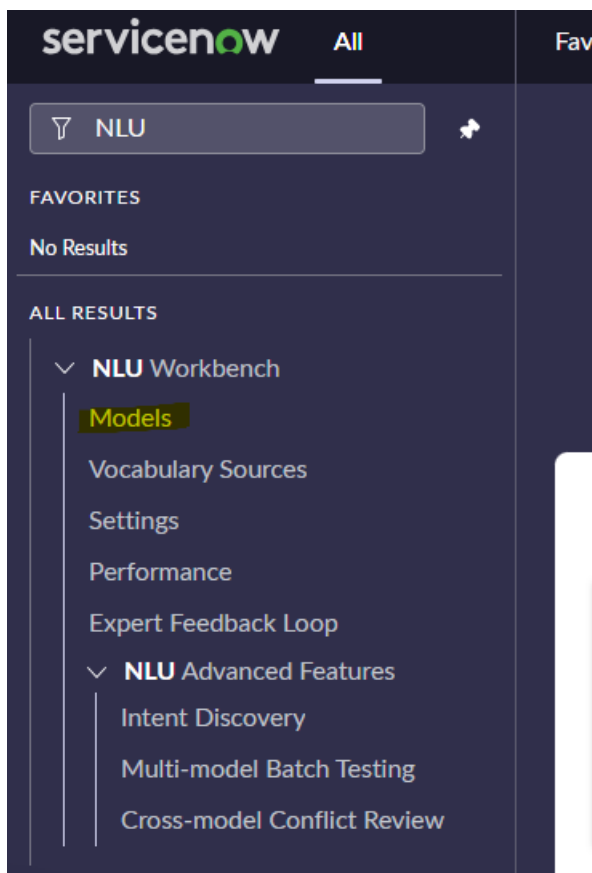
Then open Virtual Agent in Portal and review the Topics by clicking show me Everything:





## 6) How to create New NLU Model, Intents, Utterances:

Navigate to NLU Workbench → Models.




Click on Start from blank:

### NLU Workbench


Create and manage your NLU models for use in various applications.  
You can continually update and improve these models so that they can better recognize what the user wants to do and offer a course of action based on what they said.

[Learn more about NLU Workbench](#)


#### How do you want to create a model?



Use prebuilt model



Import data from CSV



Start from blank

#### All existing models [Group my models](#)

All purposes

All languages

Model	Status	Last Published	Created for	Enabled intents	Mapped intents ⓘ	Total Entities	Editors
<a href="#">ITSM NLU Model (English)</a>	<span>✔</span> Published 3 days ago	08/11/2023 02:22:41 PM	Virtual Agent	2	2	0	

Click on Intents:

Home > ITSM NLU Model

ITSM NLU Model

Model language English (Primary)

✔ Published 3 days ago

Model details

Settings

Intents ⓘ

2

Entities ⓘ

10

Vocabulary ⓘ

0

Vocabulary sources ⓘ

1

Click on New Intent:

### Build and train your model

Intents (2)

Entities (10)


Vocabulary (0)


Test set

1

intent has low utterance count

Resolve any issues with existing intents, or create new intents to improve the model content.  
A minimum of 2 intents are required to train a model.

 New intent

 Import intents

Showing: 

Select...

## Create New Intent:

The screenshot shows the 'Create an intent' dialog box in the ITSM NLU Model interface. The dialog has a title bar with a close button (X). Below the title, it says 'Fill in the properties for this intent'. There are two input fields: the first is labeled '\* intent name' and the second is labeled 'Description'. Both labels are highlighted in yellow. At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Add Intent'. The background shows the 'Build and train your model' page with a sidebar on the left containing 'Intents (2)', 'Entities (10)', and 'Vocabulary (0)'. A message in the background states: '1 intent has low utterance count'. At the bottom of the background page, there is a search bar 'Search by intents', a 'Showing:' dropdown, and a 'Train' button.

I gave intent name as **Test**. Once **Add Intent** is clicked, it will redirect to add Utterances pages. At least add above **10 utterances** to identify topic by virtual agent. Then, click on **Train** button.

The screenshot shows the 'TEST' page in the ITSM NLU Model interface. The breadcrumb trail at the top is 'Home > ITSM NLU Model - English (Primary) > Build and train your model > TEST'. The page title is '#TEST'. Below the title, there are tabs: 'Utterances (0)', 'Associated entities (0)', 'Conflicts (0)', and 'Settings'. A message states: 'Use @ to refer to values (words) in your existing vocabulary source, which you can always add to. To extract specific words from your utterances, select the word to annotate them as entities. A minimum of 5 utterances per intent is required to train. We recommend adding at least 15 utterances per intent to account for variations in what users say.' Below this message is an input field with a yellow highlight and an 'Add' button. Below the input field is a table with columns: 'Utterance', 'Source', and 'Last modified'. The table is empty, and a message 'No records to display' is shown. On the right side, there is a sidebar with 'Train model' and 'Try model' tabs. Under 'Train model', it says 'Last trained 3 days ago'. Below that, it says 'Content changes' and 'English - en'. Under 'English - en', it shows '1 intent(s)', '0 entity(s)', and '0 vocabulary'. At the bottom of the sidebar, there is a 'Train' button with a yellow arrow pointing to it.

**Note:** We can create many intents for single model. For one intent, we can create 200 maximum Utterances.

Created Model and Intent we can add to our own custom Topic properties like below.

We can add our Model name and Intent as shown below. Later, utterances will reflect in NLU Intent Tab automatically.

Virtual Agent Designer

Email Issue

Flow

NLU Intent

Properties

Languages

## Edit topic properties

Enter properties. [Learn about designing topics.](#)  
Last published 3 days ago

---

### Basic properties

\* Type

Topic

\* Name ⓘ

Email Issue

Description

Conversation to provide help with email issues.

---

### Natural Language Understanding (NLU) (recommended)

Help end users discover this topic with NLU. Mapping a model and intent enables your VA to understand what your users say. You can also come back later and use keywords now. [Learn about NLU models.](#)

NLU Model

ITSM NLU Model (English) X

\* Associated Intent

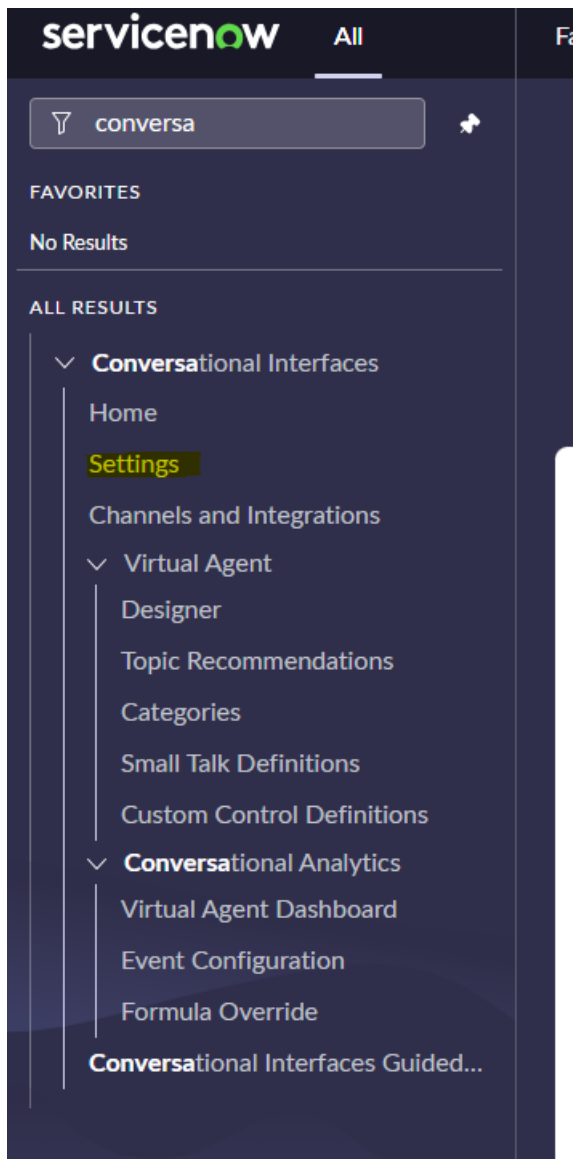
EmailIssues X

[Refresh list of intents](#)

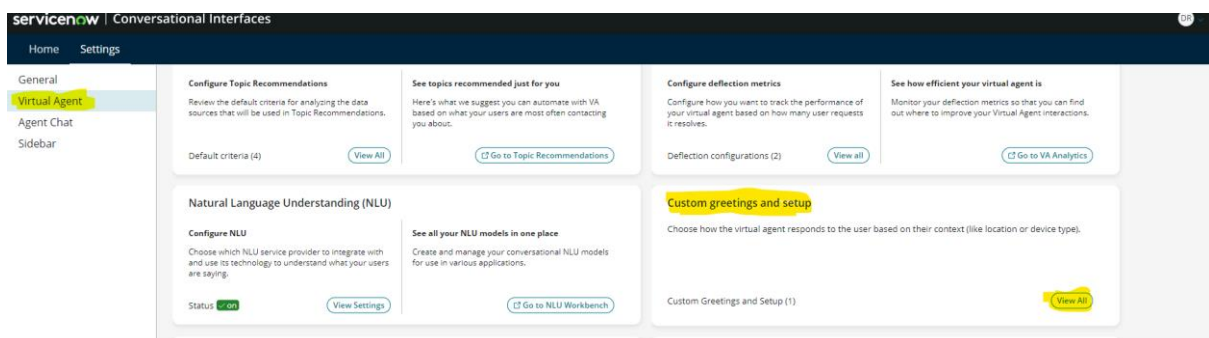


## 6) How to create Promoted Topics:

a) Navigate to Conversational Interfaces → Settings.



b) Then Click on Virtual Agent → Custom greetings and setup → View All



c) Open Default Chat Experience:

The screenshot shows the 'Custom Greetings & Setup' page in ServiceNow. The left sidebar contains links for General, Virtual Agent, Agent Chat, and Sidebar. The main content area has a breadcrumb trail: Virtual Agent > Custom Greetings & Setup. Below the title, there is a description: 'Create different chat experiences for your end users based on the context in which they initiate a conversation with Virtual Agent. You can define the structure of a bot conversation (setup topics), an initial set of topics displayed to users (promoted topics) and the AI Search configurations for displaying search results in conversations.' A table lists chat experiences. The 'Default chat experience' is highlighted with a yellow box. The table has columns for Name, Description, Order, and Active. The 'Default chat experience' has an order of 1,000 and is active. Below the table, it says 'Showing 1-2 of 2' and '20 rows per page'.

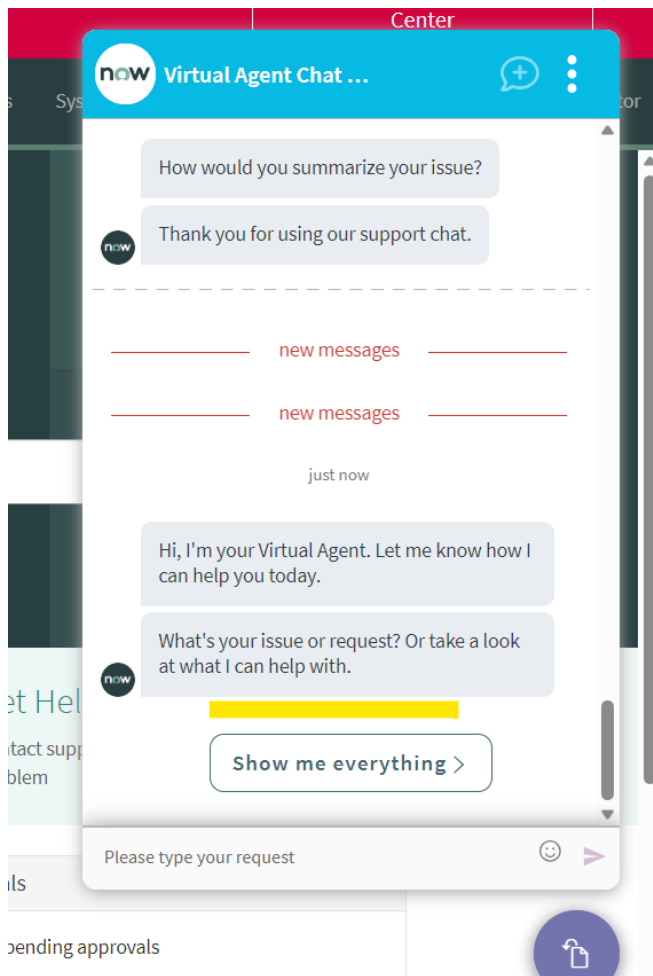
Name	Description	Order	Active
HR ESC Experience	Chat Experience for users coming from HR Employee Service Center.	100	true
Default chat experience	Default setup topics, promoted topics, and search experience	1,000	true

d) There you add **Promoted Topics** by clicking **Add topic**.

The screenshot shows the 'Default chat experience' page in ServiceNow. The left sidebar contains links for General, Virtual Agent, Agent Chat, and Sidebar. The main content area has a breadcrumb trail: Virtual Agent > Custom Greetings & Setup > Default chat experience. Below the title, there is a section 'Pick which topics to show for this situation' with three instructions. Below this, there are tabs for Details, Setup Topics (9), Promoted Topics, and Search Mapping (1). The 'Promoted Topics' tab is selected. Below the tabs, there is a section 'Promoted Topics' with a count of 0. Below this, there is a table with columns for Description, Topic, and Order. The 'Add topic' button is visible in the top right corner.

Description	Topic	Order
-------------	-------	-------

Please find the below screenshot of virtual agent chat bot before adding promoted topics:



Now I will add 1 promoted topic by clicking **add topic** as shown below.

### Custom Greetings & Setup

**Pick which topics to show for this situation**

1. Identify one or more Setup topics to include. Keep in mind that the [default experience](#) will change for those you select.
2. Select up to six Promoted topics to present to your users when they open Virtual Agent.
3. Define how you want your search results to appear in Virtual Agent under Search mapping. It will be applied whenever AI Search topic block is used and in fallback searches if AI Search as Fallback is enabled.

### Default chat experience

Test Update

Details Setup Topics (9) **Promoted Topics (1)** Search Mapping (1)

#### Promoted Topics 1

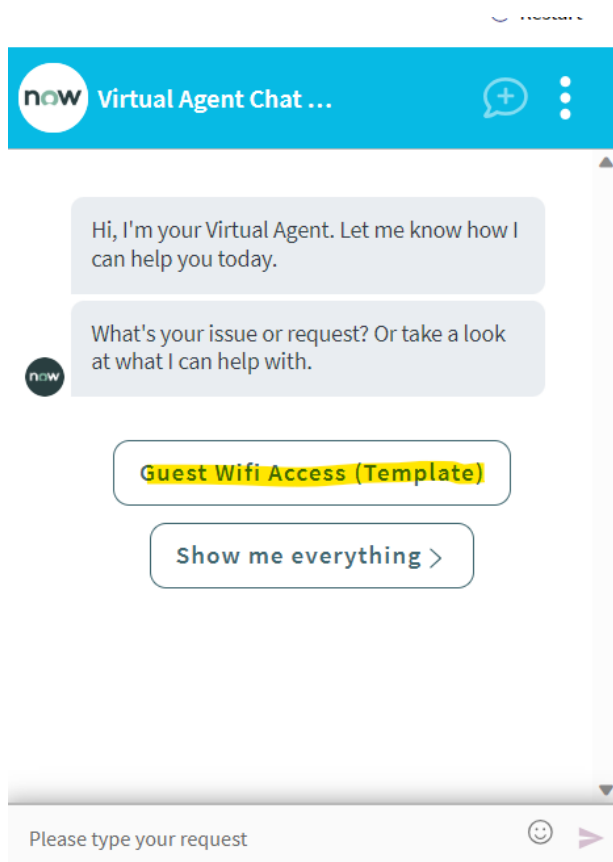
Last refreshed just now.

Description ▾	Topic	Order
ITSM conversation to provide guest wifi access	Guest Wifi Access (Template)	100

Showing 1-1 of 1

20 rows per page

Please find the below screenshot of virtual agent chat bot after adding promoted topics. Promoted topics are easier to access.



Happy with ServiceNow and Enjoy Now Experience :)

***Hope you will find it as helpful.***

**Document Prepared By:**

Dinesh Kumar Raghu

Newrocket