Revolutionizing Conversational AI: Virtual Agent with AI Agents

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ServiceNow

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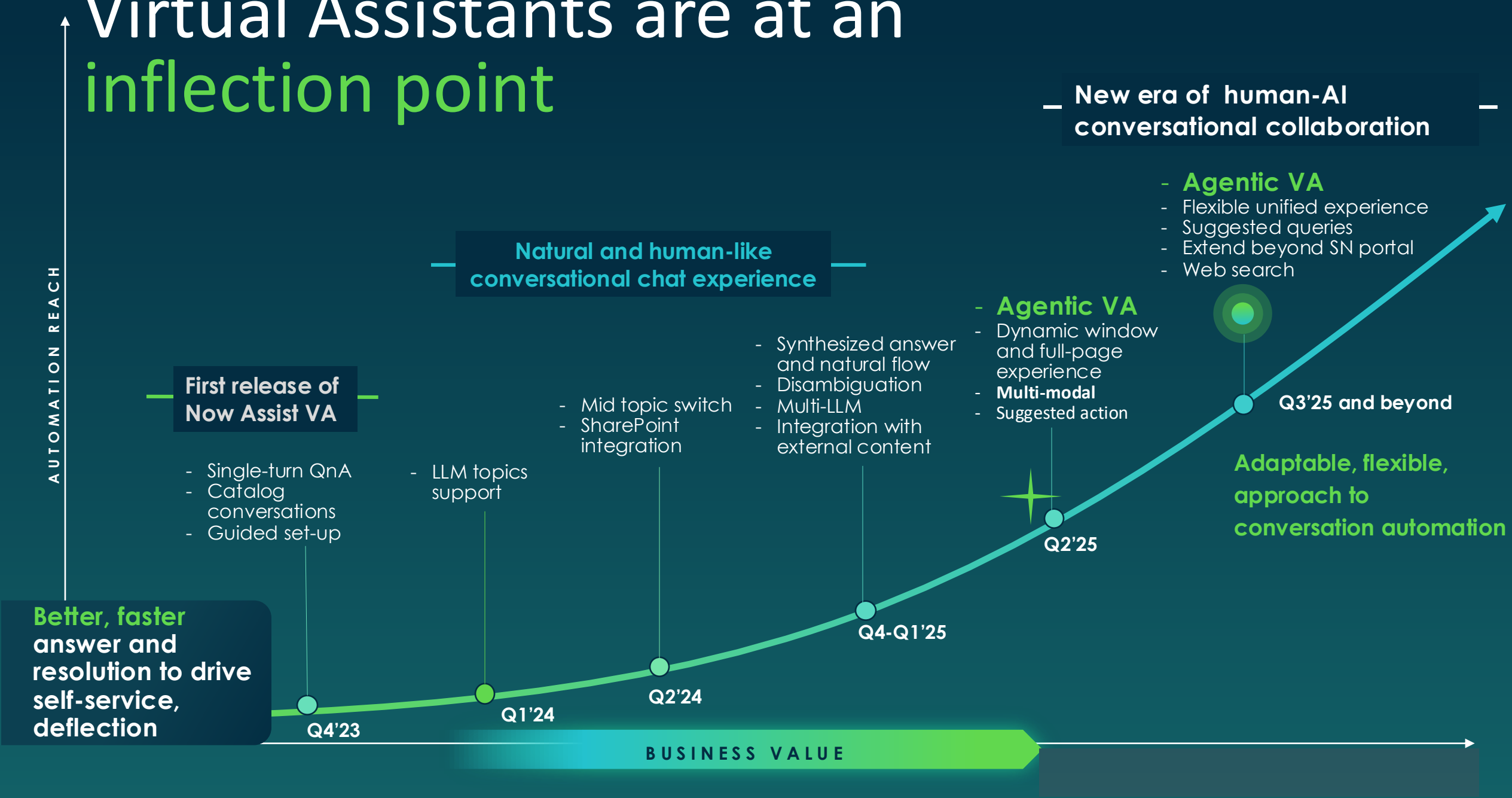
Virtual Assistants are at an inflection point



AGENTIC VIRTUAL AGENT

Deterministic
Virtual Assistants

- Rule-based & predictable
- Human intervention
- Expertise in single domain
- Isolated view of tasks

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Agentic
Virtual Assistants

- AI-driven & highly flexible
- Human supervision when needed
- Expertise in multiple domains
- 360-degree view of tasks

UNLOCKING AUTOMATION OPPORTUNITIES ACROSS

USER PERSONAS

Jon
Employee

Meet **Jon** — an employee who just joined the company in development team and wants to finish his on-boarding tasks quickly.

Sarah
Manager

He is supported by his manager, **Sarah**

Jon's Story

Jon
Employee

Jon
As part of his onboarding, Jon wants to sign up for benefits and enroll in Employee Stock Purchase Plan (ESPP).
Eager to get started, Jon searches through internal portals but struggles to find the right information. He reaches out to his manager, Sarah for help.

Sarah
Manager

That's when Sarah, his manager turns to **ServiceNow Virtual Agent** — intelligent assistant designed to simplify employee support.

https://qnarir2.service-now.com/esc

New Chrome available

ServiceNow Managed Bookmarks | platform learn | VA Tech | work apps | nhire 90 day | ayn | figma | Roadmap planning | ayn | BT1 | manager

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My Tasks | My Requests | My Favorites | Tours

Technology services

support

How can we help?

Ask Now Assist for help or se

Quick links

Now Assist

New Chat | Chats 1 | Support | Settings

requests.

Just now

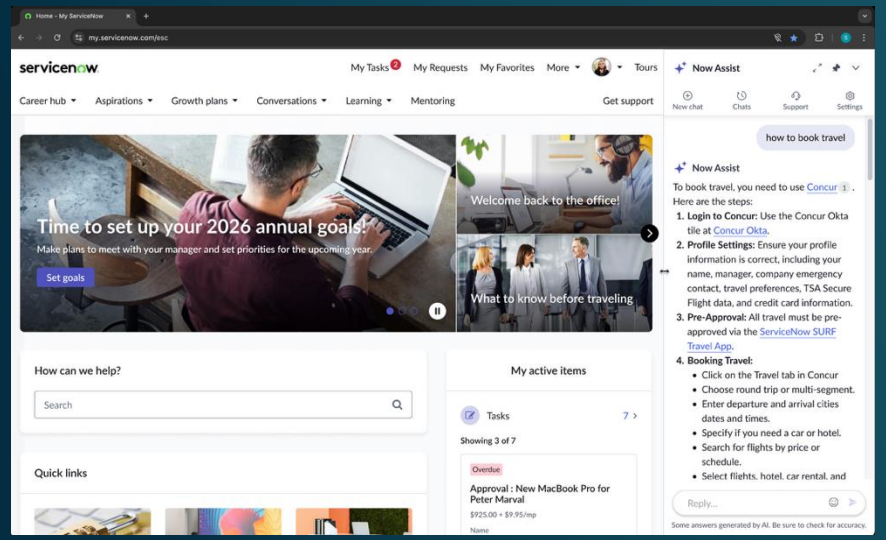
what is the maximum ESPP contribution amount? send email to Jon with the details

Generating an answer

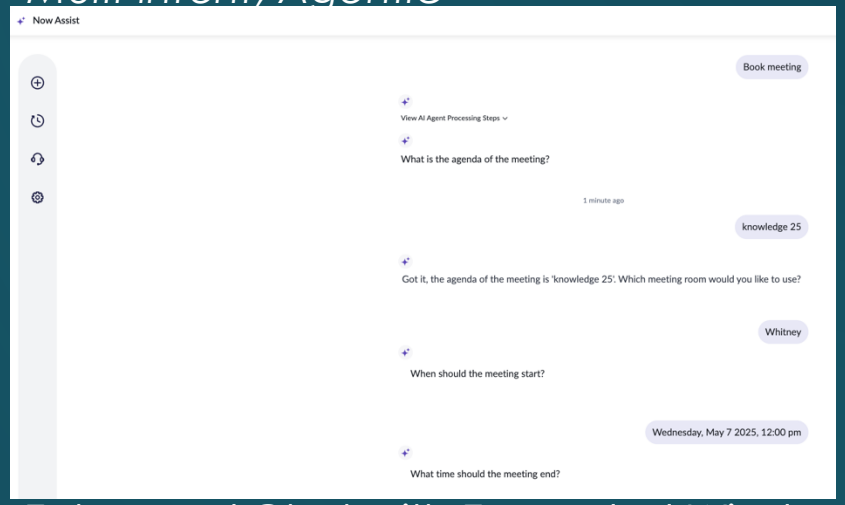
- Figuring out next steps
- Discovering resources
- Taking a moment to plan and reflect
- Finding the needed info
- Reviewing the details
- Generating an answer

SARAH DELIGHTED TO SEE PRIOR STATIC EXPERIENCE ENHANCED TO MULTI-INTENT WITH AI AGENTS AND DYNAMIC CHAT EXPERIENCE

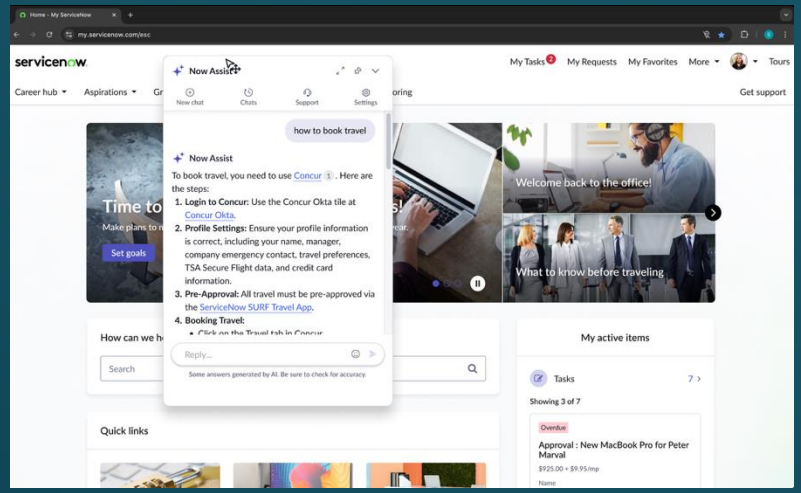
Sarah
Manager



Multi-intent, Agentic



Enhanced Chat with Expanded Window



Floating/pinned

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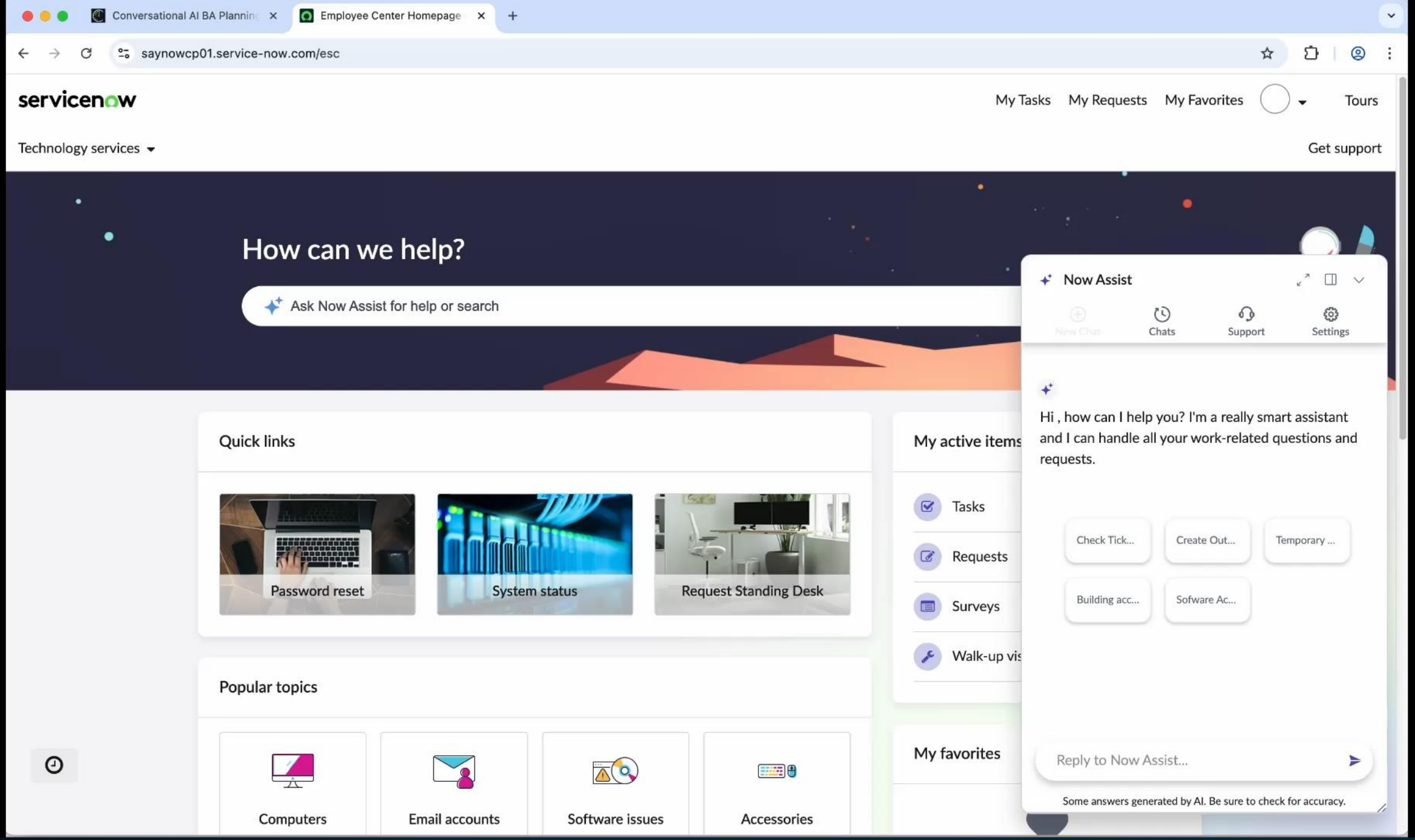
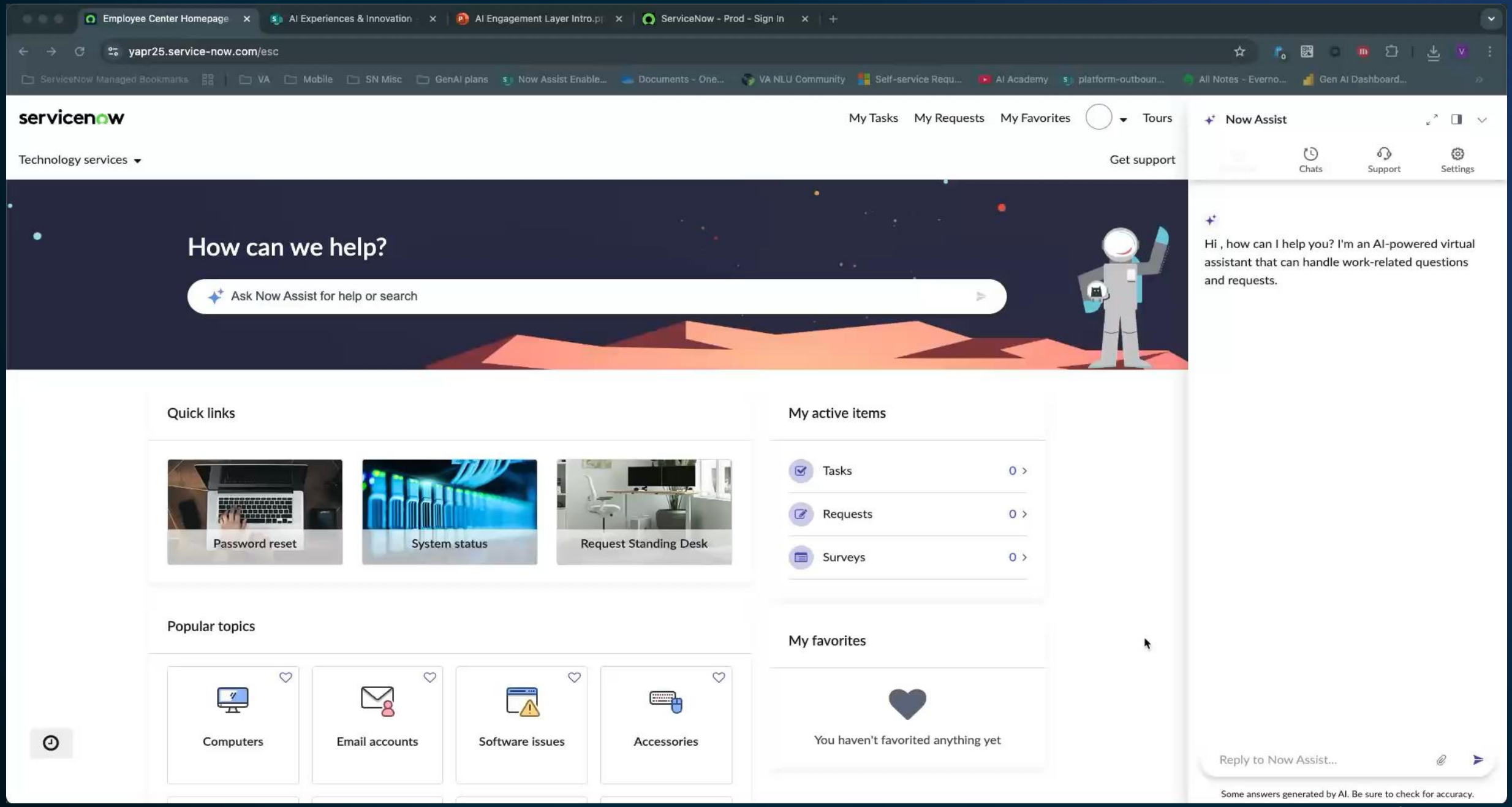
Jon ready to sign up for ESPP and wants to find current stock price
Now, Jon turns to ServiceNow Virtual Agent.


Conversational AI BA Planning
Employee Center Homepage
saynowcp01.service-now.com/esc
servicenow
My Tasks
My Requests
My Favorites
Tours
Technology services
Get support
How can we help?
Ask Now Assist for help or search
Quick links
Password reset
System status
Request Standing Desk
Popular topics
Computers
Email accounts
Software issues
Accessories
My active items
Tasks
Requests
Surveys
Walk-up vis
My favorites
Now Assist
New Chat
Chats
Support
Settings
Hi , how can I help you? I'm a really smart assistant and I can handle all your work-related questions and requests.
Check Tick...
Create Out...
Temporary ...
Building acc...
Sofware Ac...
Reply to Now Assist...
Some answers generated by AI. Be sure to check for accuracy.

Jon signed up for ESPP. Next, he wants to sign-up for health coverage and needs info from a document.

He finds a long document on internal website. He doesn't want to read dozens of pages — he wants a quick answer: What health plans are available?

Now, Jon turns to ServiceNow Virtual Agent.


Employee Center Homepage
AI Experiences & Innovation
AI Engagement Layer Intro.pp
ServiceNow - Prod - Sign In
yapr25.service-now.com/esc
servicenow
My Tasks
My Requests
My Favorites
Tours
Technology services
Get support
Now Assist
Chats
Support
Settings
How can we help?
Ask Now Assist for help or search
Hi , how can I help you? I'm an AI-powered virtual assistant that can handle work-related questions and requests.
Quick links
Password reset
System status
Request Standing Desk
My active items
Tasks 0
Requests 0
Surveys 0
Popular topics
Computers
Email accounts
Software issues
Accessories
My favorites
You haven't favorited anything yet
Reply to Now Assist...
Some answers generated by AI. Be sure to check for accuracy.

Jon
Developer

Jon has signed up for benefits and at good pace
He remembers he wants to submit PTO request

Now Assist

I'd like to take a day off on Thursday, 8 May

Confirm your time off request for Thursday, 8th May?

Time off request PTOQ0007775

Date
02/25/2025

Duration
8 hours

Type
Vacation

Yes

Your time off request for Thursday, 8th May has been submitted successfully.

Here is what I can do next

- Block calendar
- Check leave balance
- Notify teammates

Reply...

Some answers generated by AI. Be sure to check for accuracy.

Next-gen experience for the Agentic Platform

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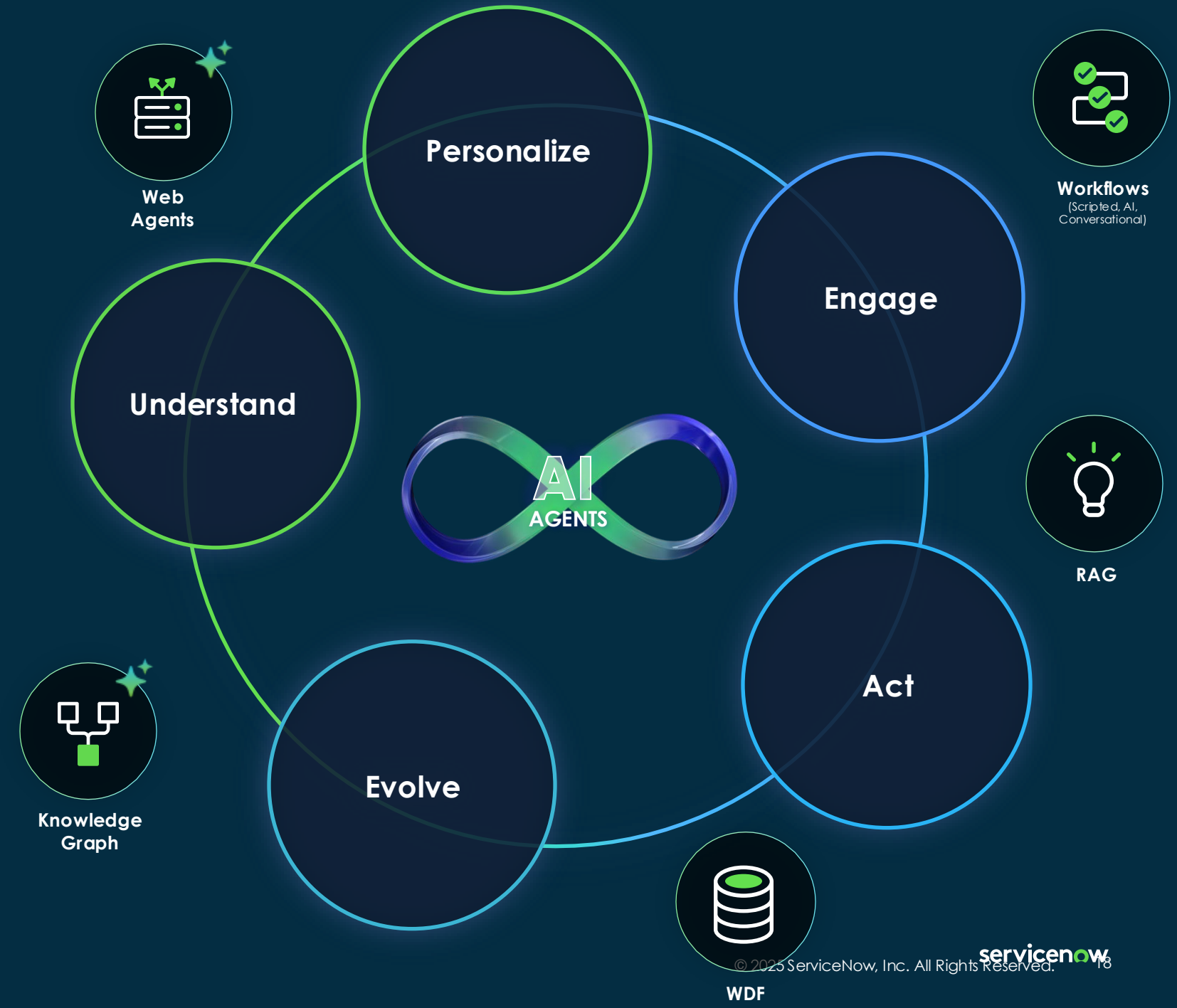
The AI Engagement Layer for the Agentic Platform



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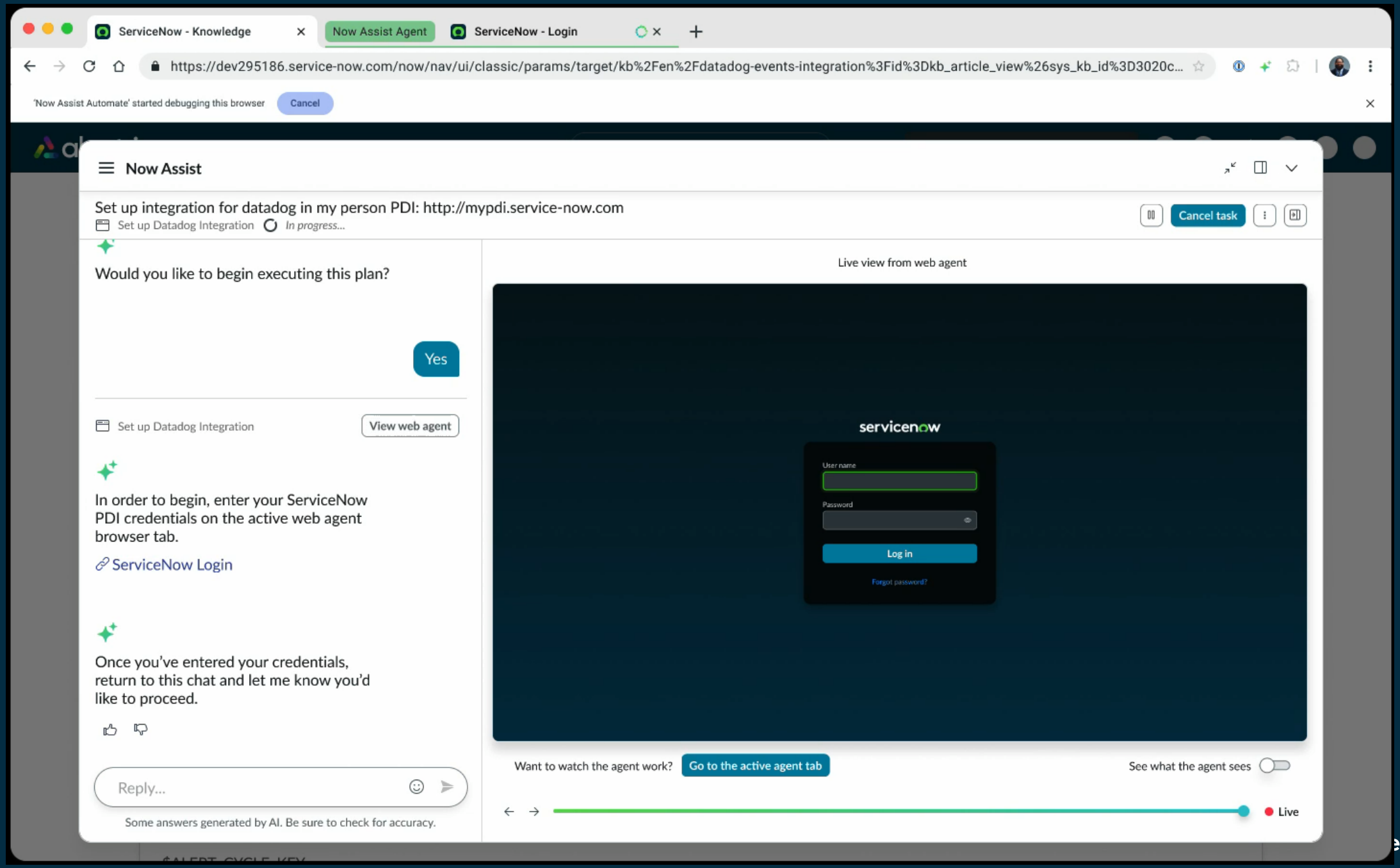
Jon
Developer

Jon wants to monitor his developer instance using Datadog
He is on a KB article trying to understand how to integrate but turns to Virtual Agent


ServiceNow - Knowledge
Now Assist Agent
ServiceNow - Login
https://dev295186.service-now.com/now/nav/ui/classic/params/target/kb%2Fen%2Fdatadog-events-integration%3Fid%3Dkb_article_view%26sys_kb_id%3D3020c...
'Now Assist Automate' started debugging this browser
Cancel
Now Assist
Set up integration for datadog in my person PDI: http://mypdi.service-now.com
Set up Datadog Integration
In progress...
Cancel task
Would you like to begin executing this plan?
Yes
Set up Datadog Integration
View web agent
In order to begin, enter your ServiceNow PDI credentials on the active web agent browser tab.
ServiceNow Login
Once you've entered your credentials, return to this chat and let me know you'd like to proceed.
Reply...
Some answers generated by AI. Be sure to check for accuracy.
Live view from web agent
servicenow
User name
Password
Log in
Forgot password?
Want to watch the agent work?
Go to the active agent tab
See what the agent sees
Live

ROADMAP AGENTIC VIRTUAL AGENT

1H 2025

Agentic Now Assist Virtual Agent

Enhanced automation and multi-intent with AI agents

Enhanced Chat Experience

Flexible ways to engage in conversations on ServiceNow portals

Multi-modal experience

User query information from docs such as images, attachments

Web Search

Enables customers to get content using web search

Next best actions

Suggested actions to help users

Enhanced VA admin experience

Assistant setup experience for Now Assist Panel

Additional search connectors for AI Search

Info from public sources (e.g., Microsoft Support, Apple Support)

2H 2025

Agentic Now Assist Virtual Agent

Ability to leverage Out-of-box and external AI agents

Contextual, proactive self-service assistant

AI engagement layer enables consistent self-service assistance to requestors and fulfillers. Enables bi-directional interaction

Enhanced web search

Users being able to launch web search within virtual agent

Enhancement to Virtual Agent Channels

New Google Chat support and Microsoft Copilot enhancement

Enhanced VA admin experience

Enhanced VA fallback configuration and Now Assist Panel setup

Additional model support for Now Assist in VA

Enable additional Claude and Gemini LLM models

Thank you

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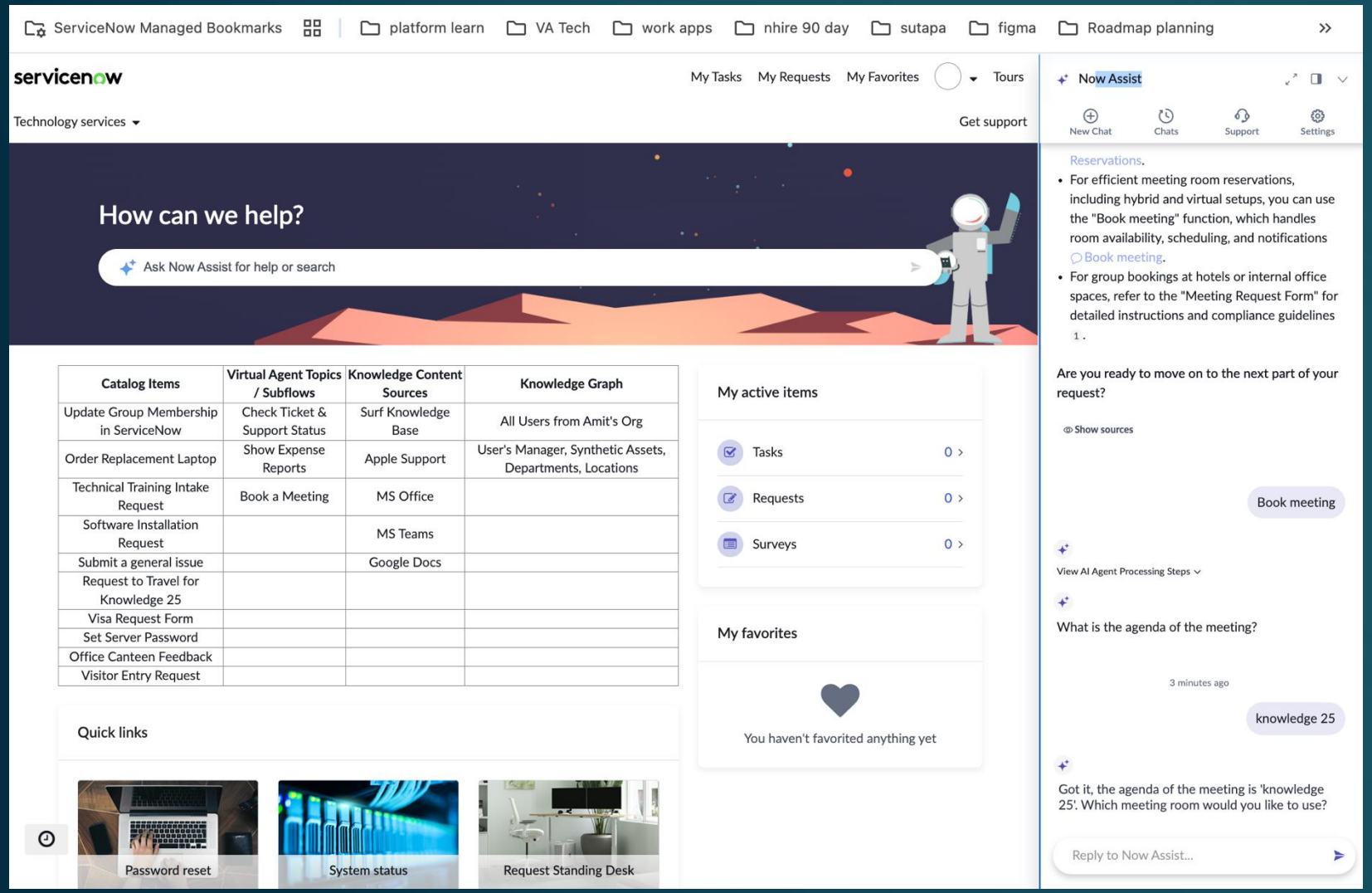
ServiceNow Managed Bookmarks
platform learn
VA Tech
work apps
nhire 90 day
sutapa
figma
Roadmap planning
servicenow
My Tasks
My Requests
My Favorites
Tours
Technology services
Get support
How can we help?
Ask Now Assist for help or search
Catalog Items
Virtual Agent Topics / Subflows
Knowledge Content Sources
Knowledge Graph
Update Group Membership in ServiceNow
Check Ticket & Support Status
Surf Knowledge Base
All Users from Amit's Org
Order Replacement Laptop
Show Expense Reports
Apple Support
User's Manager, Synthetic Assets, Departments, Locations
Technical Training Intake Request
Book a Meeting
MS Office
Software Installation Request
MS Teams
Submit a general issue
Google Docs
Request to Travel for Knowledge 25
Visa Request Form
Set Server Password
Office Canteen Feedback
Visitor Entry Request
My active items
Tasks 0
Requests 0
Surveys 0
My favorites
You haven't favorited anything yet
Quick links
Password reset
System status
Request Standing Desk
Now Assist
New Chat
Chats
Support
Settings
Reservations.
For efficient meeting room reservations, including hybrid and virtual setups, you can use the "Book meeting" function, which handles room availability, scheduling, and notifications
Book meeting.
For group bookings at hotels or internal office spaces, refer to the "Meeting Request Form" for detailed instructions and compliance guidelines
1.
Are you ready to move on to the next part of your request?
Show sources
Book meeting
View AI Agent Processing Steps
What is the agenda of the meeting?
3 minutes ago
knowledge 25
Got it, the agenda of the meeting is 'knowledge 25'. Which meeting room would you like to use?
Reply to Now Assist...

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ROADMAP AGENTIC VIRTUAL AGENT

Q1 2025

Multi-LLM

Conversational fluidity

1H 2025

Now Assist Virtual Agent with Agentic AI

Agentic Virtual agent to handle multi-intent conversations

Now Assist Dynamic Window Experience

Flexible ways to engage in conversations on ServiceNow portals

Multi-modal experience

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2H 2025

Now Assist Virtual Agent with Agentic AI

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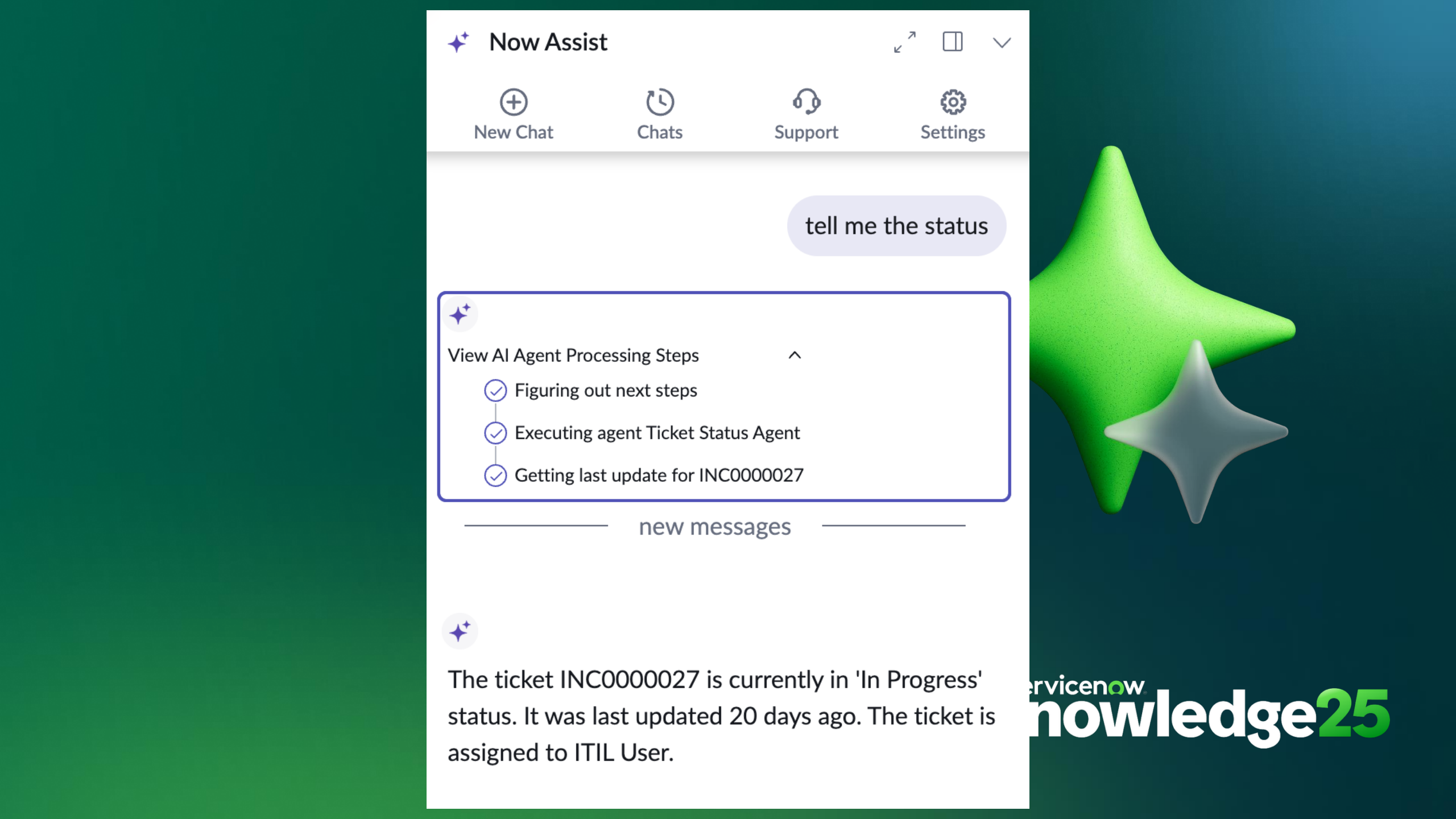
Now Assist
New Chat
Chats
Support
Settings
tell me the status
View AI Agent Processing Steps
Figuring out next steps
Executing agent Ticket Status Agent
Getting last update for INC0000027
new messages
The ticket INC0000027 is currently in 'In Progress' status. It was last updated 20 days ago. The ticket is assigned to ITIL User.
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Agenda

- Virtual Agent with Agentic AI
- Dynamic window experience
- Next Best Action- need instance
- Multi-modal: Doc upload and QnA

Web Search

- AI Engagement Layer + bi-directional
- ----
- external connectors
- Google Chat [Victor to do by 4/22] Q3
- Additional LLM models [Victor to do by 4/22] Q2 (Llama) Q3 (3rd P)

Agentic Virtual Agent

Agentic Orchestrator/RAG

Orchestrator conducts plans and executes across a team of AI Agents

RAG perform topic discovery to determine the best skill(s) or AI Agents

Skills and AI Agents

Virtual Agent can run a variety of topics and skills, including AI Agents

AI Agent tools

The technologies and resources that AI Agents leverage to perform their tasks and achieve the use case.

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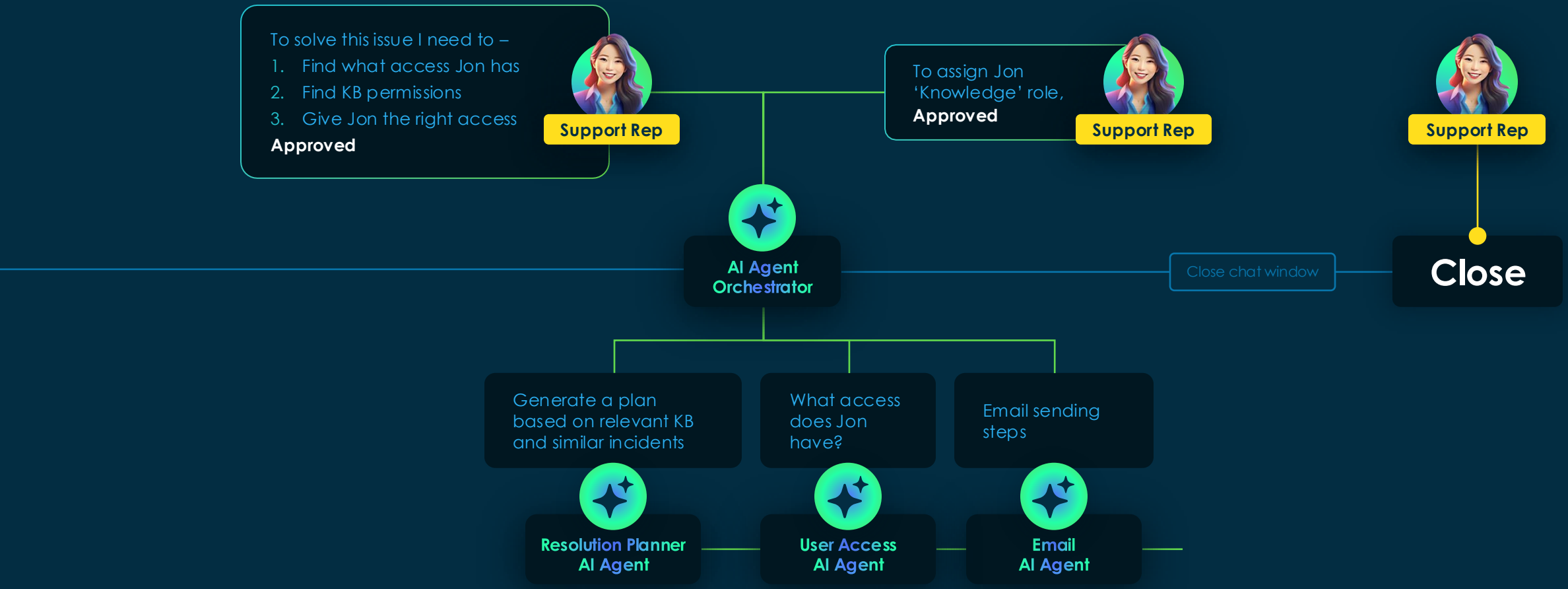
VA AI Agents in Action



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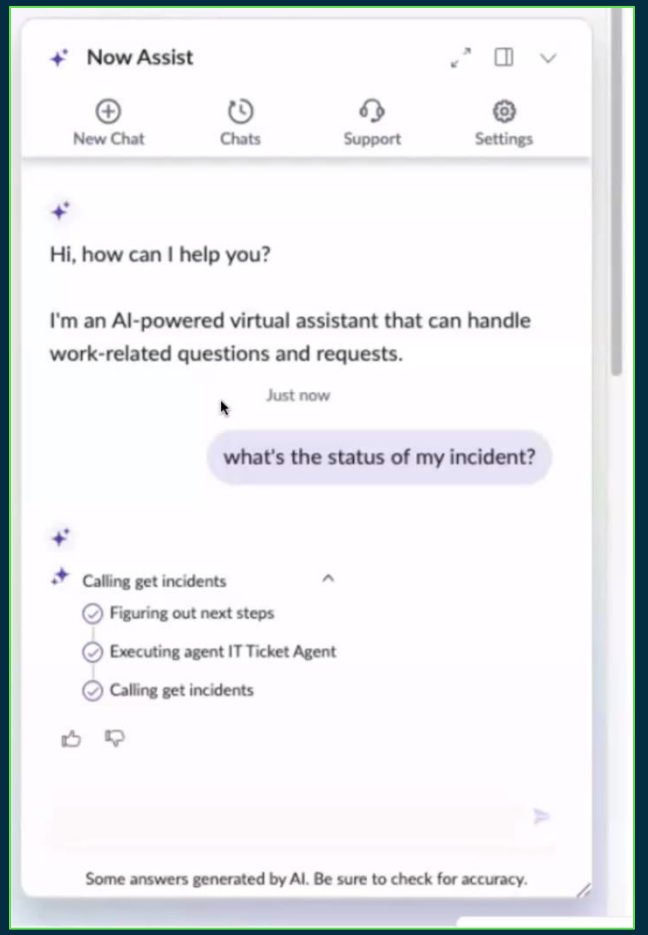
Agentic Virtual Agent capabilities May 2025 release

- Access AI Agents in the Virtual Agent
- Transparency and visibility with Agentic processing messages
- Agentic Virtual Agent supports conversational flow with small Talk, mid topic conversation switch, live agent connect
- Multi-intent agentic support
- New Out-of-box AI Agents:
  - Now Assist for ITSM – *Plan Changes, Recommend Incident Resolution*
  - Now Assist for HRSD – *Generate Onboarding Ramp up Plan*
  - Now Assist for CSM – *Triage Cases, Troubleshooting steps identification*
  - And more…



Agenda

Sutapa

- Virtual Agent with Agentic AI
- Dynamic window experience

Victor ----------

- AI Engagement Layer + bi-directional
- Web Search [Victor reached out to Kavi on 4/22] Q2
- external connectors
- Google Chat [Victor to do by 4/22] Q3
- Additional LLM models [Victor to do by 4/22] Q2 (Llama) Q3 (3rd P)

Sutapa----------

- Next Best Action- need instance
- Multi-modal: Doc upload and QnA

AIEL Adopt the dynamic window framework for NAP allowing it to be modeless and resizable while supporting extendable and interactive experiences.

Build a bi-directional communication mechanism between the NAP, platform pages (Workspaces, UI16 pages, dashboards, etc.), app shells and any extendable window experiences.

Key use cases to support: agentic reasoning, web agent use cases, analytics (Notebook)

Desired Outcome(s):

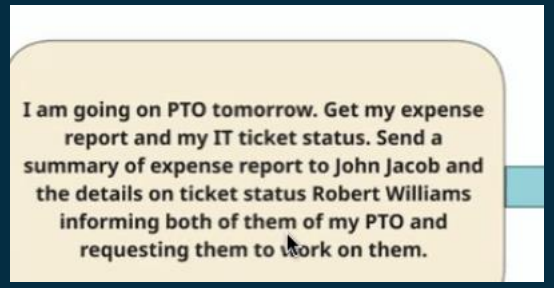
Users can resize and move the NAP window across the screen to fit their individual needs.

Users can take advantage of an extendable NAP to consume/ ideate on responses received.

We are able to meet users where they are and offer richer, personalized Now Assist experiences.

User Personas

Employee
Jon Smith



Manager
Sarah

Now Assist

Now Assist Virtual Agent

Goal: Seamless Self-service

Correct, fast answers and resolutions