TRANSFORM SERVICE AND SUPPORT WITH THE POWER OF HUMAN CONNECTIONS

Glance: Guided Customer Experience for ServiceNow

Let your agents working in ServiceNow join your customers in any of your digital properties, to personally guide them.

When it comes to digital customer service, human connections are more important than ever. Customers that are experiencing personal, complex, emotional, or hard-to-understand digital moments just want someone to help.

> Glance transforms "do it yourself" into "do it together" by powering human connections inside your website or app – initiated from right inside the ServiceNow console – so your agents can meet your customers virtually in a one-of-a-kind Guided Customer Experience.

Relationships build businesses, and Glance builds relationships. Negative digital experiences lead to poor brand perception, frustrated customers, and abandoned transactions – especially when your competition is just a few clicks away.

Glance simply works. Your agents never have to leave the ServiceNow console they're working in to join your customers, virtually. They can initiate a session with just one click to help guide and support customers in any of your company's digital properties: websites, apps, and mobile experiences. Your customers never have to download additional software, enter their login data, or share their personal information, ever.

Glance for ServiceNow reduces customer friction by helping your team deliver in-the-moment, human-to-human, Guided Customer Experiences for:

- Issue resolution and tech support
- Consultative selling and advice
- Expert-guided transactions
- Virtual training and onboarding
- Ongoing advisory services
- Personalized sales engagements

CONNECT WITH JUST ONE CLICK
Reps launch a Glance session with one mouse-click from any form within ServiceNow CSM or ITSM. Plus, customers have nothing to download or install—ensuring elegant, frictionless customer engagement.

SWITCH MODES SEAMLESSLY
With Glance for ServiceNow, customers and employees can switch seamlessly between modes of communication:
- Cobrowse
- Screen share
- Live one-, two-, or multi-way video
- Mobile app share
- Mobile camera share
- Document share

ENTERPRISE-GRADE SECURITY
Glance doesn't use proxy servers and prevents personal data from ever leaving the customer's browser. Fortune 100 companies rely on Glance to support even the most stringent data privacy and security standards, addressing:
- PII
- PCI DSS
- SOC
- HIPAA
- GDPR
- ISO

At a Glance – How it Works
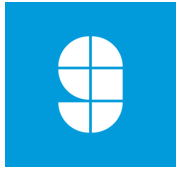
JOIN

Join any customer in a Glance session with one click from inside ServiceNow. Find us on the ServiceNow store here.

Your agents join your customers - digitally - from inside ServiceNow. Glance can detect your customer's presence on any of your company's digital properties. Agents use the one-click connect "Join" button inside ServiceNow to initiate a session. Then, the customer accepts a simple prompt, and the agent can instantly see what the customer sees and navigate the page together. The Glance "Join" button can appear in any part of the ServiceNow console you assign: incidents, contacts, service records, and more.

Your customers can use any device, any browser, any operating system, and any channel to reach out.

Glance is:

- **Secure & reliable.** Glance's patented, proven security means PII and other sensitive data never leaves the customer's browser.

- **Aligned to your brand.** Meet users in a seamless, in-brand experience that's immersive and one-of-a-kind.

- **Omnichannel.** Customers can join sessions using an agent-sent link from email, calendar invites, text message, or chat. Plus, Glance leverages any existing voice solution.
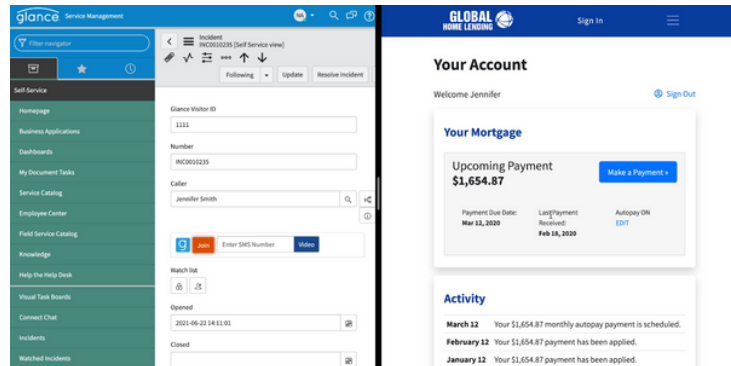
Above, left: the agent view in ServiceNow, showing the one-click Join button for Glance. At right: any website, desktop app, or mobile app where your customers need your help.
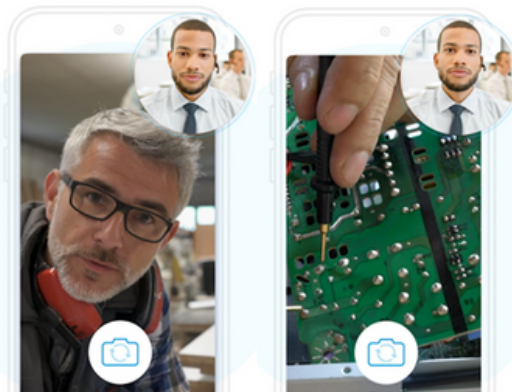
At left, Glance Mobile Camera Share enables remote support for technicians, hardware, manufacturing, and other applications. When a customer or remote service tech experiences a problem, agents and experts helping them by phone can send a mobile camera share link with one click: to see their environment, talk them through procedures, and answer their questions.

Building cobrowse and screen share into both the mobile app and website helped "teach our customers to fish. … Our CSAT for those calls saw a significant increase. We also got amazing feedback from our agents on how much easier it was to help customers through difficult situations with both configuration and troubleshooting."

– **Director of Customer Service, Technical Operations for a Restaurant Point of Sales Software and Hardware Provider that saw customer ratings improve by 20% with Glance**

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