

# Next PLC - Google Chat and ServiceNow Integration

Netpremacy has a long lasting relationship with Next and we were approached to develop a solution to integrate ServiceNow Virtual Agent & Google Chat - a middleware to receive messages from ServiceNow and send them to Google Chat & vice versa.

## The challenge

Currently, unlike Microsoft Teams, there is no integration between Google Chat & ServiceNow Virtual Agent. It was not known when ServiceNow would develop the integration. Next use both Google Chat and ServiceNow Virtual Agent which requires users to be logged into two separate systems / logins for a user to be able to self service on calls. This was both time consuming and inconvenient.

## The solution

We created a Google Chat application to allow users to talk to the ServiceNow Virtual Agent from Google Chat. A user can directly ask questions, or respond to prompts from ServiceNow. The application is hosted on Google Cloud Run and acts by parsing incoming messages from both the user and ServiceNow, and then translating these into the correct format for the other party.

## The result

The result was a Google Chat application that allows Next to directly interact with ServiceNow. The application scales on demand and offers a wide range of features to support the ServiceNow Virtual Agent. This has allowed users to get information from catalogues, incidents, and requests, without having to leave Google Chat, streamlining the whole process.

“ The integration between ServiceNow and Google Chat has enabled us to make it easier for people to reach our IT Support service using a communication method that they use everyday. In the first week of rollout the new functionality was used nearly 600 times with 47% of the interactions, issues or queries, being resolved within the chatbot. ”

James Mason, ServiceNow Product Group Manager, Next PLC

## NEXT

### About Next PLC

Established in 1864, Next is a British multinational retailer which is headquartered in Leicester, England. With over 700 stores globally, Next retails clothing, footwear and home products and has acquired numerous brands - most recently Cath Kidston. As of 2023, the company has 46,710 employees.

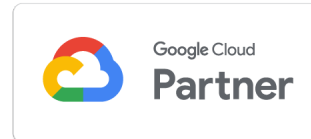
Vertical/horizontal solution: Retail & Wholesale

Primary project location: United Kingdom



### About Netpremacy Limited

Helping global companies transform and energise their business to gain a competitive edge with Google products.



## Products

Google Workspace

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