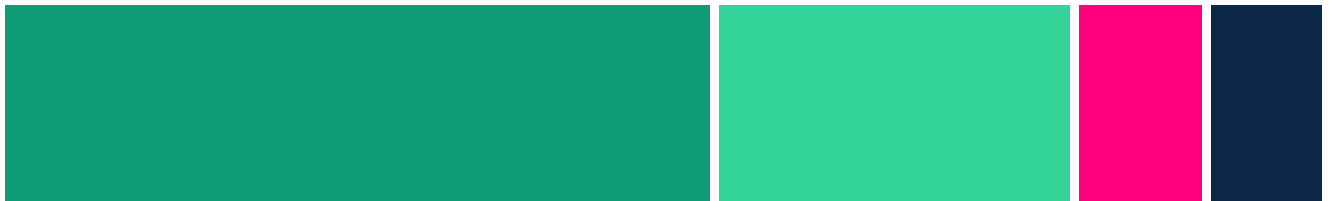




Integration brief

CX Index and ServiceNow.

Turning operational workflows into experience driven outcomes.



CX Index is a leading Voice of the Customer platform, recognised by Gartner as part of a select group of roughly 30 vendors globally shaping the future of VoC technology.

The strategic focus of CX Index is Genesys Cloud. The platform is frequently deployed alongside enterprise workflow platforms such as ServiceNow, to connect customer sentiment directly to operational action.

01 From feedback to workflow

ServiceNow excels at process execution. CX Index provides the customer voice that tells you where those processes are succeeding or failing. Together they enable automatic ticket creation from negative feedback, experience driven prioritisation, and closed loop remediation based on real customer impact.

02 Structured and unstructured insight

CX Index goes beyond scores, analysing free text comments, sentiment trends and experience drivers over time. That insight can be injected into ServiceNow records, giving teams context rather than only tasks.

03 Suited to ITSM, CSM and employee experience

- Customer Service Management
- IT Service Management
- Internal and employee experience programmes

Wherever ServiceNow runs workflows, CX Index can supply the experience intelligence behind them.

04 Enterprise ready by default

Strong security, global compliance support and flexible data handling align CX Index naturally with the ServiceNow enterprise customer base.

Using ServiceNow and want experience led operations?

CX Index integrates via API to bring Voice of the Customer directly into your workflow engine.
cxindex.com