

servicenow®

# The AI platform for business transformation

Revolutionize the enterprise with AI  
on a single platform



GenAI  
Information  
Series



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## PUT AI TO WORK

### **One intelligent platform for business transformation**

In business, change is constant. From driving growth to increasing productivity and from establishing an innovation culture to outperforming the competition—today's pace of change requires successful businesses to react faster than they've ever done before.

Because of this relentless demand for constant change, many modern organizations are operating on a fractured technology platform. They have a sprawling patchwork of hundreds, if not thousands, of solutions and apps built to satisfy pressing business needs but rarely connected or integrated.

The outcome? Siloed people, siloed data, siloed processes, and costly technical debt, which in turn impedes growth, scale, and innovation.

### **Unleash the power of the platform**

ServiceNow has a unique platform philosophy. Unlike other platforms, which are cobbled together from multiple acquisitions and generations of software, we built our entire portfolio on a single cloud-native architecture, data model, and user experience.

That means no matter what your current or future state looks like, businesses can integrate technology rapidly and more securely, manage new changes with minimal disruption, and expand to new business areas, leveraging out-of-the-box building blocks.

When innovations such as generative AI (GenAI) become available, you can implement them directly from the platform without wasting time defining strategy, acquiring skills, and dealing with the integration complexity of introducing new technology.



## Supercharge the way you work

With GenAI's spectacular rise to fame, many businesses are ramping up efforts to best seize the opportunity of this transformative technology—to supercharge the way their people, processes, and operations work.

However, with significant investment comes significant expectation, and the time is fast approaching when business leaders will want to see tangible returns from their big spending.

## AI is only as powerful as the platform it's built on

ServiceNow customers have benefited from AI capabilities for close to a decade. From ask analytics to AIOps, natural language understanding, intelligent document processing, process mining, and more, the combination of AI with the world's best workflow automation platform is very powerful.

GenAI is the next step for AI on the Now Platform®. Its true power lies not only in providing smart answers but in creating something new. GenAI is the next step for AI on the Now Platform. GenAI's true power lies not only in providing smart answers but in creating something new. But without the right foundation to unleash its true potential, GenAI remains a dormant seed ready to sprout into a towering tree. ServiceNow combined with GenAI translates intelligence into action.

With the right platform, the value many businesses are hoping GenAI will yield can now be fully attained. In fact, it's something our early GenAI adopters are already realizing.

Empowered by AI on our platform, everyone in the business has the potential to become a catalyst for change. Equipped to drive tangible day-to-day improvements, employees don't just work more efficiently—they can reinvent how work gets done across every corner of the enterprise

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**PUT AI TO WORK FOR CUSTOMERS**

## Powering the modern service experience

In the modern era, customer expectations have skyrocketed. The customer service function itself is also more dynamic than ever, relying on more people across the organization to help deliver top-tier experiences.

Against this backdrop where customer expectations have skyrocketed, it's become increasingly difficult for strained customer service teams—already expected to achieve more with less—to flourish. That's where AI and the ServiceNow intelligent platform enter the equation. Our vision is to help businesses reduce costs, while still delivering seamless customer service using AI.

With solutions such as ServiceNow® Customer Service Management, customer service agents are equipped with relevant information to rapidly resolve customer requests. And operations teams can solve performance issues—such as missed deliveries and fulfillment errors—quicker than ever.

And using GenAI capabilities such as case summarization, sentiment understanding, and article generation, employees from customer service to IT can better serve their customers, increasing both satisfaction and efficiency.

Additionally, ServiceNow Virtual Agent drives seamless self-service by enabling customers to resolve problems on their own via conversation with a smart, GenAI-powered chatbot, leading to an increase in case deflection and an enhanced user experience.

## Accelerate customer service productivity with ServiceNow Customer Service Management and AI:

- Respond faster by quickly gathering context on issues and actions
- Speed up resolution with case and interaction summaries
- Improve service agent productivity with conversational assistants
- Enable customers to submit catalog requests with a conversational experience
- Automatically route and prioritize work to get the right task to the right team at the right time

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UP TO  
**54%**

GenAI incident deflection, saving \$8K per week

APPROXIMATELY  
**20%**

case avoidance with GenAI search, saving \$60K per week

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Source: Internal results from the ServiceNow IT organization

## PUT AI TO WORK FOR IT OPERATIONS

# Transforming the enterprise with GenAI

The explosion of digital services available to the modern enterprise can cause a headache for even the most technologically savvy business leader. Ironically, investing in more apps and services often leads to more incidents than it solves, slowing down organizational responsiveness and innovation.

ServiceNow® ITSM helps accelerate IT service productivity with GenAI experiences, boosting service agent productivity by helping them resolve issues faster and provide better support. Meanwhile, employees can provide better and faster answers and resolutions—resulting in an overall smarter service delivery.



### Agent chat summarization

- Summarizes conversations and any troubleshooting the virtual agent performs
- Minimizes user hold time so agents can process more interactions



### Incident summarization

- Speeds up transition time when rerouting or escalating to other agents
- Reduces lag time and increases agent productivity



### Resolution summarization

- Generates accurate resolution notes based on actions taken and solutions achieved
- Reduces agent time to wrap and troubleshoot, so future agents can easily reference past incidents



# 50%

less time for agents to generate resolution notes for closing an incident

**Source:** Internal results from the ServiceNow IT organization



## PUT AI TO WORK FOR EMPLOYEES

### Delivering on needs faster with GenAI

From an internal perspective, employees are your first and most important customers. The modern employee now expects the same consistent communication and digital self-service as the customers they're serving.

When HR leaders get this right, employee satisfaction and long-term retention surge. ServiceNow® HR Service Delivery (HRSD) helps organizations reduce costs and unlock efficiencies with a trustworthy and human-centered approach.

Much like Customer Service Management provides customers with intelligent self-service, HRSD empowers your staff with their own self-service portal, connecting them with resources to fix problems in a timely and cost-effective manner.

For example, new hires can order corporate credit cards and book business travel, and managers can easily change employee job titles. And this all happens through Now Assist for HRSD without any need for human or HR assistance.

With GenAI, HR leaders can exponentially accelerate HR productivity, reducing the time employees spend solving problems to unlock agent productivity. Now Assist for HRSD also:

- Provides employees with seamless self-service, freeing HR to become a more strategic function while reducing costs and increasing employee autonomy
- Allows HR agents to instantly view a summary of a case topic, action items, and resolutions taken to date
- Provides agents with a summary of previous history from live chat and virtual agent interactions
- Autogenerates resolutions for HR cases



56%

of employees share positive sentiment about Now Assist summarized results

Source: Internal results from the ServiceNow IT organization



## PUT AI TO WORK FOR DEVELOPERS

### Supercharging productivity at every level

A shrinking developer talent pool, combined with an ever-growing backlog of new opportunities for automation and innovation, often hinders businesses from reaching their maximum potential of growth, innovation, and progress.

Armed with the GenAI capabilities of Now Assist for Creator, developers can build faster than ever on the ServiceNow platform, creating new catalog items, playbooks, code, flows, and even apps with natural language.

What's more, everyone benefits. From non-coders to beginners to expert developers, the natural-language development capabilities within Now Assist for Creator welcome more people to develop more impactful applications and automations for the entire business.

These new capabilities are not only beneficial to ServiceNow® App Engine users, but they are instrumental to any platform admin.

### Complete platform tasks faster with GenAI experiences

Increase developer productivity with text-to-code

- Improve business agility by automating the creation of workflows with text-to-flow
- Streamline business collaboration and execution with text-to-playbook
- Speed service catalog item creation with text-to-catalog



48%

acceptance rate for generated code (text-to-code)

5%

improvement in weekly developer productivity(text-to-code)

Source: Internal results from the ServiceNow IT organization





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## PUT AI TO WORK FOR YOUR ORGANIZATION

In an AI-powered era where speed and time to impact are paramount, businesses can no longer afford to build disjointed technology stacks.

Many customers, inspired by the potential of GenAI but concerned with the complexity of managing it, turn to ServiceNow as a trusted partner that delivers consistent and reliable innovation, out-of-the-box and with the click of a button.

Our goal is to guide you and help you drive the most tangible value from AI—so you can quickly realize success. We built our platform to do one thing: make the world work better for everyone. Let's start with you.

**The world works with ServiceNow.**

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**When we saw how generative AI capabilities could deliver rich experiences and unlock the potential of our technology, people, and processes across the organization, we immediately pivoted to embrace it.”**

**Bill McDermott**, Chairman and CEO, ServiceNow

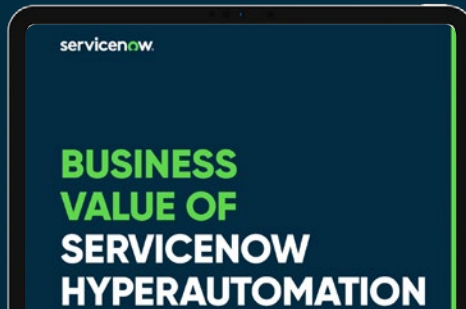


For a deeper exploration of ServiceNow solutions, we recommend the following content:

### Business value of hyperautomation and low-code

Low-code app development empowers your organization to optimize processes quickly. In this ebook, learn how to accelerate innovation, improve productivity, and cut costs with a low-code approach.

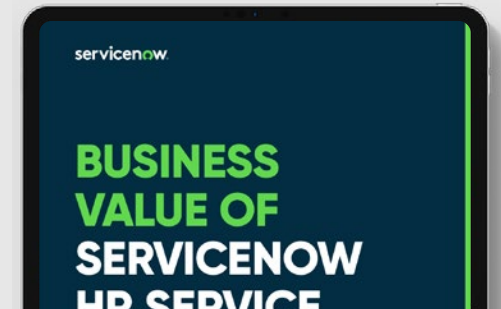
Read Ebook



### Business Value of ServiceNow HR Service Delivery

Make it easier for employees to get what they need, when they need it. This ebook explains how to streamline and optimize shared services for a seamless employee experience on the ServiceNow platform.

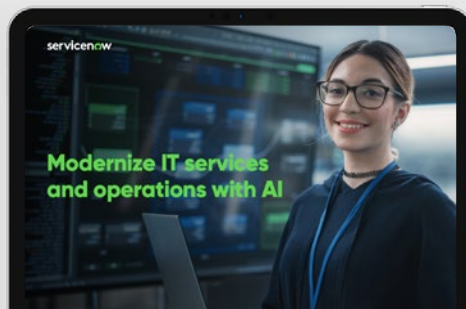
Read Ebook



### Modernize IT services and operations with AI

Making smarter decisions with AI doesn't have to be complicated or expensive. This ebook explains how your organization can customize products and boost productivity with the right AI-powered platform.

Read Guide



### Software as savings: 3 strategies for CX leaders to unleash AI-powered transformation

With pressure to reduce costs and achieve high standards, CX leaders must evolve and reinvent. This ebook describes how CX teams can unlock new levels of efficiency and drive lasting digital transformation.

Read Ebook



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#### About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit [www.servicenow.com](http://www.servicenow.com).

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