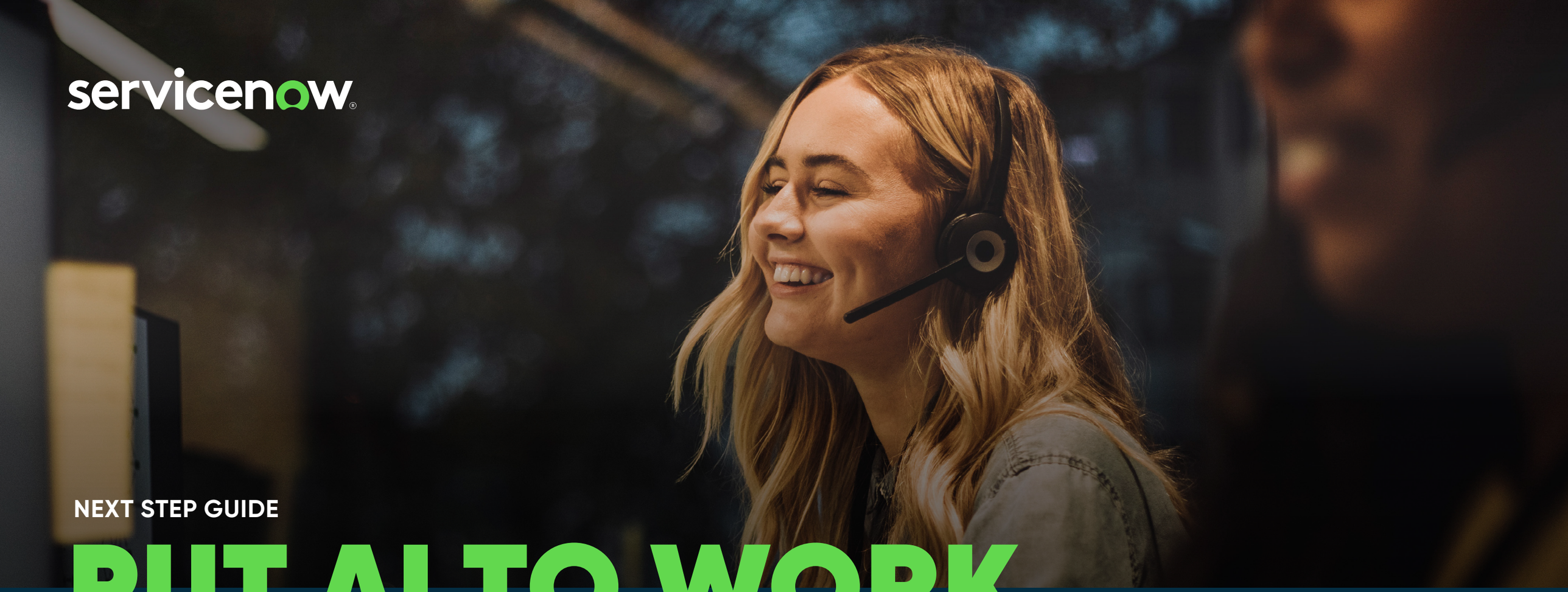

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NEXT STEP GUIDE

PUT AI TO WORK TO ELEVATE CUSTOMER EXPERIENCES

Next steps to reinvent customer experiences with GenAI-powered Now Assist.

Reinvent customer experiences while boosting team efficiency with GenAI

For customer service and field service management, generative AI (GenAI) is key to delivering exceptional customer experiences, streamlining support processes, and boosting productivity.

Driven by the potential to reinvent service experiences and increase customer and employee satisfaction, enterprises are racing to figure out how to reap the benefits of GenAI. While it's not easy to know which investments to make or how to expedite value from those investments, implementing a solution that turns customers into brand evangelists and empowers agents and field service technicians is an essential first step.

In this guide, we'll walk you through your important next steps to business transformation with GenAI for customer service.

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Evaluating a GenAI investment starts with a focus on your people

Your workforce drives innovation, growth, and success. And yet, when your customer operations and field service teams spend their time on manual, disjointed, or menial tasks, your people can't have satisfying experiences and their morale is eroded.

Do you recognize any of these common scenarios?

- Customers want to self-serve, but they can't. They get generic answers that fail to address specific concerns or requirements, or awkward handoffs between service agents—all of which can make them feel undervalued and diminish satisfaction levels.
- A lack of detailed customer support case histories can significantly delay case handoffs between service agents. Transferring cases without a streamlined system to track history, conversations, or notes may lead customers to feel your organization can't respond substantively or promptly to their needs.
- When issues arise that agents can't resolve on their own, middle- and back-office personnel have to manually handle tasks and communicate across departments operating on different systems. Processes are tied together by human middleware are slow and cumbersome.
- Field service suffers when dispatchers can't view technician availability and skill sets, or are hindered by manual scheduling systems. And technicians may have to deal with repeat truck rolls, the wrong parts, or scheduling conflicts if processes are manual or not optimized. They also struggle with work orders that lack clarity because summaries of detailed notes passed between front and middle offices aren't included.

48%

of enterprise leaders say improving the customer experience is one of the main drivers for implementing AI.[1]

27%

of leaders say AI is the capability providing the greatest reduction in customer effort.[2]

37%

of customer experience leaders have already deployed GenAI.[3]

[1] Frost & Sullivan, Put AI to Work for People, 2024
[2] ServiceNow, Customer service (CX) trends, 2023
[3] Ibid.

> **"GenAI must be strategically designed and deployed in the enterprise to deliver meaningful outcomes. That requires understanding your customers and their customers."**

Tony Colon, Senior Vice President of Customer Success, ServiceNow

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Automate key operations to resolve customer issues faster

Customer experience leaders have increasingly turned to AI, and now to GenAI, as vital capabilities for improving all facets of the customer service process. With the right strategy, GenAI can help you build experiences that will delight your customers and the teams that serve them.

Intelligent automation streamlines operations

From the front to the back office, AI helps intelligently orchestrate work across departments to manage cases and resolve customer issues faster. To achieve this, cases are broken into discrete tasks that are automated and completed in parallel, saving hours of manual work and with full status visibility for everyone.

Natural language self-service delights customers

By giving customers effective self-service options, you increase case deflection and reduce costs. GenAI-powered virtual agents can engage in question-and-answer dialogue with customers—understanding intent, sentiment, and context. Additionally, GenAI can capture conversational insights to provide recaps and better facilitate smoother virtual-to-live agent handoffs.

Case summaries and actionable insights empower agents

Regardless of complexity, GenAI can distill customer-specific context and insights into succinct case summaries for your agents. Combined with enhanced search capabilities that provide actionable overviews from relevant knowledge articles, GenAI slashes the amount of time agents and field service teams spend searching for the right answers or the context they need to resolve customer issues.

Essential data via mobile devices informs field service

As field technicians move from site to site using mobile devices to get their most important work done, GenAI can help them access activity data and anticipate parts required for a job. It can also outline incident details to eliminate the manual effort of summarizing work order tasks.

Natural language no-code development democratizes app creation

With GenAI-enabled capabilities such as text-to-code, text-to-flow, and text-to-process, developers at any level can complete their tasks faster as well as quickly build playbooks and catalogs. GenAI can even empower nontechnical users with a no-code experience to rapidly create business applications through simple, natural language conversations.

"69% of B2B and B2C customers prefer live agents over chatbots, but 50% also say good chatbot services are important."

ServiceNow, Customer service (CX) trends, 2024

Expected outcomes* from deploying GenAI in customer service

10%
boost to customer case deflection rate.

62K
staff hours saved per year from GenAI assistance.

56%
positive sentiment about GenAI-produced case summaries.

37%
faster agent learning curve on cases.

*Based on internal results from the ServiceNow IT organization

Building trust in GenAI and accelerating value delivery

For many business leaders, security and governance are major concerns for GenAI.

Implementing the appropriate guardrails and having a solid, risk-based strategy are the first steps to implementing a GenAI initiative that builds trust and serves the organization. Approximately 70% of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.[4] Justifying investment in GenAI begins with choosing AI solutions purpose-built for your use cases and that solve critical challenges, unify business units, and deliver a cohesive strategy for business transformation.

A single source of truth across the enterprise

With a GenAI solution, customer and field service applications are secured across the organization and not just another siloed piece of technology in a crowded tech stack with unknown associated risks. A single architecture solution delivers a consistent employee experience and the ability to unify every AI model in use and planned for use.

Unifying all your enterprise management solutions on one platform and implementing a robust governance framework will ensure that you can promptly and accurately respond to emerging government regulations of AI systems. Having a single source of truth for all your applications, processes, and projects that use AI models—including privacy, data protection, and security—allows you to import relevant regulations, rapidly create policies and test controls, and deftly address compliance violations.

45%

of executives say they believe GenAI can harm trust of their organizations if the appropriate risk management tools are not implemented.

Source: KPMG, U.S. survey: Executives expect generative AI to have enormous impact on business, but unprepared for immediate adoption, 2023

[4] Frost & Sullivan, Put AI to Work for People, 2024

> **"You have to move fast. You have to do it with governance. You have to do it with security. You have to do it with the right platform partner. But once you've done that, the company going the fastest is going to win the most."**
>
> **Paul Smith**, Chief Commercial Officer, ServiceNow

Predictive intelligence anticipates security issues

Risk management can be enormously complex, time-consuming, costly, and subject to human error. However, you can use machine learning and natural language processing to analyze and compare across your applications quickly. A solution with built-in predictive intelligence can help you stay on top of vulnerabilities and quickly mitigate ever-changing technology and cyber risks.

Customized, domain-specific LLMs meet business needs

Large language models (LLMs) in GenAI are complex machine-learning models trained on massive data sets such as websites and documentation. A GenAI solution that integrates domain-specific LLMs with your own LLMs tailors AI-driven transformation to your unique needs and delivers responsible, reliable, and cost-effective results customized to your proprietary use cases.

Strategic portfolio management increases GenAI adoption

Implementing a GenAI solution for customer and field service is the first step to transforming how work is done at your organization. The next step is to ensure the solution is widely adopted and that all users have access to the same information and processes. Strategic portfolio management (SPM) provides the communication layer that will empower your entire enterprise to focus everyone on initiatives that align with your strategy.

Don't let the abundance of data related to AI and GenAI projects derail your strategic planning, prioritization, and value delivery. SPM will help you prioritize what matters, accelerate and ensure GenAI value delivery, and increase efficiency and productivity while meeting stakeholder and customer demands.

92%

of business leaders have moderate to highly significant concerns about the risks of implementing GenAI.[5]

70%

of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.[6]

[5] KPMG, Generative AI: From buzz to business value, 2023
[6] Frost & Sullivan, Put AI to Work for People, 2024

"In fact, the accelerated pace of emerging technology change is likely to significantly widen the first-mover and fast-follower gap. As such, tracking the evolution of tools and applications to keep pace with innovation will be imperative. Further, early adoption will quickly highlight resource and capability gaps and give first movers a leg up in investing in people, technology, and process change."

KPMG, Generative AI: From buzz to business value, 2023

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Now Assist for customer and field service management

Create exceptional customer and agent experiences

The state of customer service can often be described in a single word: frustration. When customers are unable to find answers, they are forced into a live chat, transferred multiple times, and asked to repeat information. Then, agents research volumes of manually entered chat transcripts, case histories, or work notes while impatient customers wait on the line.

It's no wonder that 48% of enterprise leaders say improving the customer experience is one of the main drivers for implementing AI[7], and of 27% leaders say AI is the capability providing the greatest reduction in customer effort.[8]

GenAI-powered Now Assist will help you build delightful customer and agent experiences by:

- Enabling smarter self-service with an intuitive conversational assistant
- Allowing customers to submit catalog requests with a natural language interface that automatically get routed to the right department
- Improving agent productivity with case histories, chat summaries and wrap-up notes
- Speeding up resolution time with suggested actions and knowledge generation

Enhance and expedite field service experiences

Field service visits can be make-or-break moments that influence customers' long-term perception of your brand. Scheduling visits, matching correct parts or skill sets to work orders, and getting the right information to the technician prior to the call eliminates costly repeated truck rolls and improves customer satisfaction.

GenAI-powered Now Assist optimizes field service operations by:

- Simplifying task debriefs with automated work order summarization
- Enhancing data entry on mobile devices
- Increasing process adherence and data accuracy
- Delivering task summarization across activity streams, parts, and incidentals

[7] Frost & Sullivan, Put AI to Work for People, 2024
[8] ServiceNow, Customer service (CX) trends, 2023

Now Assist and Copilot: A joint solution to propel your AI-driven business

Enterprises like yours are rapidly adopting GenAI to enhance workforce efficiency, streamline user experiences, and reduce mundane tasks. However, GenAI tools built for distinct use cases lack interoperability and cause users to constantly switch between disparate tools, impacting productivity.

Get two leading GenAI assistants

Thanks to an ever-expanding strategic alliance, ServiceNow and Microsoft have combined their industry-leading capabilities to enhance workforce choice and flexibility. The integration of Now Assist from ServiceNow and Copilot from Microsoft brings the power of these two GenAI assistants into one seamless solution.

Help your workforce where they are

The joint GenAI solution will improve productivity for our mutual customers by quickly delivering answers, deflecting manual requests for help, and automating service requests across the organization. It will interact intuitively to meet employees where they are, allowing them to get the help they need from the most relevant GenAI assistant—regardless of which platform they are using.

AI is only as intelligent as the platform it's built on

We know the transformational impact that AI can have on an enterprise is significant. But, to better understand how organizations deploy AI, ServiceNow and Oxford Economics teamed up to create the *Enterprise AI Maturity Index*. We surveyed nearly 4,500 senior leaders and IT decision-makers worldwide and used a proprietary indexing model to measure the AI maturity of their organizations. Our research revealed that while most organizations are early in their AI journeys, a select few, known as AI Pacesetters, are pulling away from the pack.

Since 2017, the ServiceNow Research team has published over 70 studies on GenAI and LLMs. Collaborating closely with various teams, they rapidly expand generative AI use cases and innovations, ensuring their application is socially responsible, secure, and ethical.

Our GenAI strategy focuses on the domain-specific Now LLM, which is faster, more affordable, more accurate, and secure. Utilizing the latest microservices, we rapidly develop and deploy new LLMs, allowing customers to scale GenAI for new use cases and accelerate ROI across their businesses.

The Now Platform takes advantage of AI to automate key tasks across the enterprise, seamlessly connecting digital experiences across departments, vendors, partners, and customers. It's a powerhouse of intelligence, ready to meet the complex IT demands of today. And with the seamless integration of Now Assist from ServiceNow and Copilot from Microsoft, users are empowered to quickly get answers and take actions from their preferred interface using these two leading GenAI assistants.

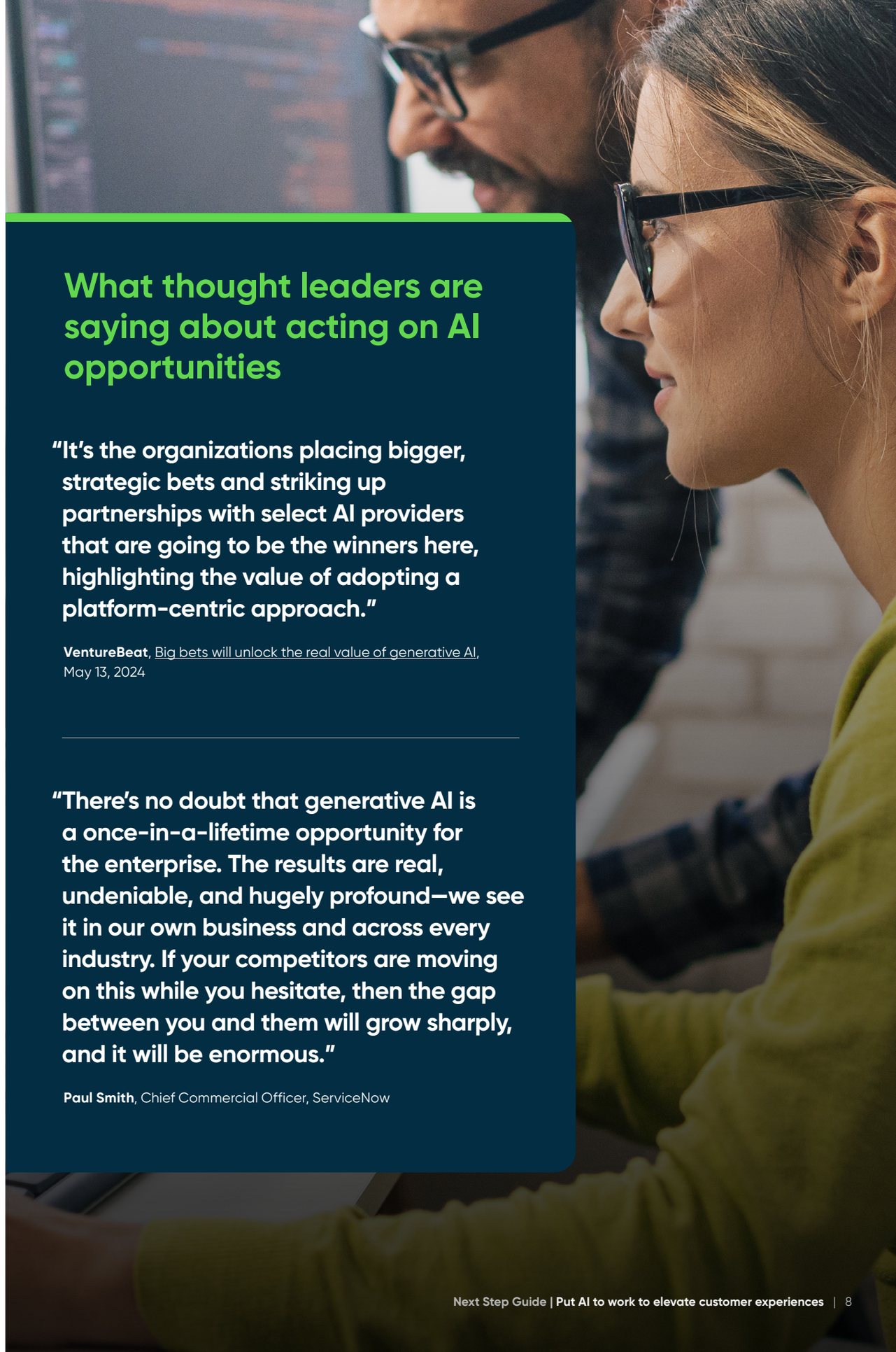
60%

of organizations view generative AI as an opportunity to drive greater efficiencies, grow market share and revenue, and gain a competitive edge.

64%

of business leaders believe GenAI will give them a significant competitive advantage.

Source: KPMG, Generative AI: From buzz to business value, 2023



What thought leaders are saying about acting on AI opportunities

"It's the organizations placing bigger, strategic bets and striking up partnerships with select AI providers that are going to be the winners here, highlighting the value of adopting a platform-centric approach."

VentureBeat, Big bets will unlock the real value of generative AI, May 13, 2024

"There's no doubt that generative AI is a once-in-a-lifetime opportunity for the enterprise. The results are real, undeniable, and hugely profound—we see it in our own business and across every industry. If your competitors are moving on this while you hesitate, then the gap between you and them will grow sharply, and it will be enormous."

Paul Smith, Chief Commercial Officer, ServiceNow

To learn more about ServiceNow solutions, **please explore these resources.**

3 ways to elevate the customer experience & still reduce costs

Providing great customer experiences can be a challenge. Read this guide to learn how to delight customers by enabling AI-driven automation, optimization, and visibility on a single system of engagement.

Read Guide

3 Ways to Automate and Optimize Field Service Management

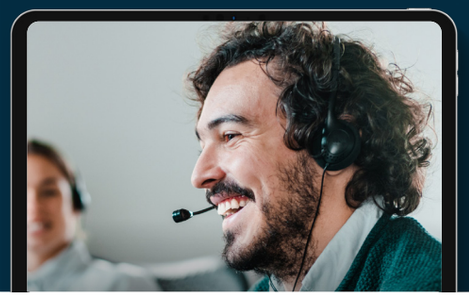
Problems with field service can hinder the customer service experience. This guide describes a comprehensive solution to satisfy your customers and bring together your people, processes, and systems.

Read Guide

Transform Customer Service with Now Assist

GenAI holds the promise of improving customer experiences and efficiency across the enterprise. This guide highlights insights and best practices to implement GenAI for real business value.

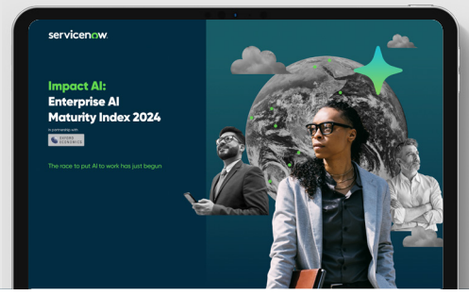
Read Guide



Enterprise AI Maturity Index 2024

Is the hype around AI realistic? This report shares the results of a global survey of 4,470 executives at organizations where AI is in use, measuring five key pillars of AI maturity.

Read Report



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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.

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