



PUT AI TO WORK FOR PEOPLE

**DELIVER BETTER
HR SERVICES
FASTER**

WITH NOW ASSIST ✨

Use GenAI-powered Now Assist to empower your employees at every career stage while increasing HR productivity

servicenow®

Contents

GenAI and HR transformation: Ready when you are

Generative AI (GenAI) hype is everywhere. But when will GenAI be ready to offer real value and tangible benefits to companies, improve employee experiences, and boost the organization's bottom line? The answer is now.

HR and other business leaders are already turning AI into real business value by embracing technology with built-in AI capabilities. These capabilities can help employees quickly find answers to their questions, automate mundane tasks for HR agents to free up their time for higher value work, and enable businesses to be more productive and profitable.

With GenAI as an able assistant, organizations can overcome the obstacles to efficiency in getting and providing HR services:

- **Employees avoid navigating a maze of HR systems, unsure where to seek guidance or answers:** Combing through multiple HR portals and intranets is frustrating, plus inaccurate search results and lengthy, complex articles get in the way of fast resolution of issues.
- **HRSD agents and business partners can prevent delays in tackling employee problems:** Searching for case details and sifting through knowledge articles slow the resolution process; manual tasks such as writing reports and emails add to the complexity and time needed to bring issues to a close.

Count on the power of GenAI to help your HR teams say goodbye to routine, repetitive tasks and unnecessarily heavy workloads, while saying hello to meaningful interactions with employees.

73% of business leaders believe GenAI will increase workforce productivity.¹

42% of companies plan to use AI in human resources in the next two years.²

90% of enterprise leaders feel productivity gains generated by GenAI are likely to reduce employee stress and burnout.³

¹ KPMG, [Generative AI: From buzz to business value](#), 2023

² Frost & Sullivan, [Put AI to work for people](#), 2024

³ KPMG, [KPMG GenAI Study: The path to sustainable returns](#), March 2024

Kick-start GenAI in HR with a people-first approach

Your workforce drives innovation, growth, and success. Yet when your HRSD teams and your employees spend valuable time trying to navigate manual, disjointed, or confusing HR processes, it can get in the way of exceptional experiences. GenAI can help you create simplified experiences that delight your HRSD team and the employees they serve.

HR is all about humans. Employees expect to be able to talk to a person when they have a major HR issue. But not every HR inquiry needs a high-touch response. Information about benefits enrollment might be available online but difficult to find, leading employees to open a ticket and wait.

The power of GenAI for HR service delivery addresses these challenges by delivering the information employees need. They save time and avoid frustration, while HR agents can focus on more impactful interactions rather than tickets.



We see GenAI allowing us to significantly reduce the amount of time humans spend on administrative work... [enabling] us to be more efficient, more consultative, and more available to focus on the moments that matter."

Melisa Cunningham
Vice president for global people care, ServiceNow

Two key areas where GenAI adds value for HR and employees:



HR service delivery

GenAI drives productivity and operational efficiency by making employee service delivery faster and more cost-effective.



App development

GenAI speeds custom app delivery by creating code and app templates and automating programming, bug fixes, code refactoring, and documentation.

**NOW ASSIST FOR
HR SERVICE DELIVERY**

Accelerating HR service delivery with out-of-the-box GenAI

Now Assist for HR Service Delivery (HRSD) gives employees instant access to HR information and services while dramatically increasing HR agents' productivity. Employees can find information using GenAI-powered self-service systems, and HR agents get a break from repetitive, manual work with automation—resulting in fewer cases and faster case resolution.

With Now Assist for HRSD, you can:

- **Save time for employees** with intuitive, GenAI-powered conversations that deliver HR information, such as policy summaries and enable easy searching of chat questions and answers.
- **Let employees take control of their journey** by recommending HR service catalog items during chats as well enabling easy searching of chat questions and answers.
- **Instantly identify sensitive topics** during GenAI chats and automatically assign a live HR agent if warranted.
- **Quickly bring agents up to speed** with automated summaries of the nature and status of a case.
- **Help agents quickly resolve common issues** by automatically generating complete knowledge articles from case records.
- **Simplify case handover** and avoid the repetition of questions, using automated chat summaries.
- **Resolve cases faster** with automatically generated recommendations for agents.
- **Support career growth for employees** with summarized search results that suggest the most relevant resources to learn about advancement opportunities.
- **Enhance mentoring skills for managers** through a virtual agent that can deliver practical guidance on development discussions with employees.



Teleperformance supercharges service delivery with Now Assist

Digital business services leader Teleperformance needed to automate and standardize unique regional processes onto a single platform, while transforming operations to address growth and minimize the revenue impact of lost agent minutes. The company used ServiceNow® Now Assist to create an interactive virtual assistant to answer questions while expanding support channels to save processing steps, time and money.

“By deploying Now Assist, we’ve seen a domino effect. Associates can get back up and running faster and continue delivering exceptional experiences to our clients and their customers”

Greg Vise, Global SVP IT Digital Transformation, Teleperformance

10% deflection rate improvement using a virtual assistant

15-25 minutes saved per major incident

5-6 minutes saved per day and per agent with chat summarization and resolution notes

NOW ASSIST FOR CREATOR

Speed app development and automation

GenAI can vastly improve the productivity of experienced developers and lower the barrier of entry for citizen developers who are just starting to use intelligent automation and low-code development. That's why ServiceNow is taking the lead in using GenAI for development with Now Assist for Creator, and we are introducing new GenAI capabilities that are built in, not bolted on.

Simplifying development steps

Every organization writes scripts, generates flows, creates playbooks, and updates service catalog items, and Now Assist for Creator can simplify the steps. For example, you can automatically generate service catalog items using GenAI to easily grow your portfolio business and IT services. You can also create playbooks in seconds to accelerate workflow development.

Each organization also has unique processes that aren't covered by out-of-the-box solutions. Now Assist for Creator radically simplifies the creation of custom ServiceNow apps and workflows for every type of developer, expediting delivery and making optimal use of available development skill sets. It allows anyone to get a head start at building apps in a fully governed environment through conversational chat with a virtual assistant.

Empowering developers of all skill levels

With Now Assist for Creator, developers of all skill levels can build apps swiftly with advanced text-to-code capabilities, and they can easily automate a new process just by describing what it does. Now Assist untethers experienced coders with embedded code completion and comment-to-code capabilities, which reduce tedious, repetitive coding tasks and lower debugging efforts by eliminating manual syntax errors.

The result? Developers end up with more time to focus on innovation and strategic thinking.



Accelerating development of field service apps

TRIMEDX needed a way to support growing business operation needs, without having to hire additional developers at the same rate.

The company was also looking for AI that could drive efficiency for their technicians. Now Assist enhanced developer productivity in building use cases for summarizing work order tasks and resolution notes. It also expedited knowledge article generation to retain the experience of tenured technicians.

"If we can shave two to five minutes off each of our 2.5 million annual work orders, you're talking hundreds of thousands of hours saved."

Brad Jobe, CEO, TRIMEDX

22% increase in developer productivity

50% of developers actively using Now Assist in just 3 months



Increase in number of citizen developers as they learn best practices from Now Assist

Automate app development with Now Assist for Creator, our out-of-the-box GenAI

According to Gartner, “Generative AI code generation has the potential to revolutionize software development workflow and the developer experience.”⁴ ServiceNow can certainly make the case that these GenAI capabilities delivered in Now Assist for Creator qualify as revolutionary:

- **Flow generation:** Offers flow authors a “soft start” with guided directions for process flows using natural language statements to create and modify a flow and subflow skeleton.
- **Code generation:** Enables developers of all skill levels to write natural language comments that are automatically translated into actual code/flow suggestions; empowers pro developers with intelligent code completion recommendations when they start typing a line of code.
- **Playbook generation:** Allows playbook authors to create complete workflow playbook outlines in seconds just by describing what they want the playbook to do, instead of spending hours manually crafting it.
- **Service catalog item generation:** Accelerates self-service rollout by allowing developers to quickly create catalog items—complete with professional descriptions and questions—based on a natural language description of what they want the catalog item to do.
- **Conversational app generation:** Lets developers collaborate with a virtual assistant to create custom, foundational applications through a natural language chat; they simply outline their business processes to streamline preliminary development.

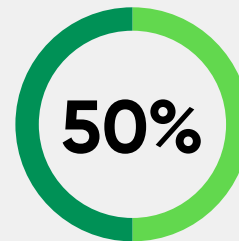
Using Now Assist for Creator, you can jump-start innovation and deliver more value faster. By increasing the efficiency and output of your experienced developers and tapping into a vast new pool of citizen developers across your organization, you extend the benefits of digital transformation to every part of your business—making it more efficient, agile, and competitive.

ServiceNow GenAI-powered tool for app development

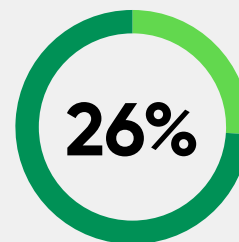
Now Assist for Creator

Improve developer productivity with flow generation and intelligent recommendations for code.

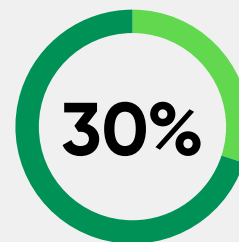
Expected outcomes from deploying Now Assist for Creator



faster coding times



higher throughput per developer



improvement in developer productivity

Source: Internal results from ServiceNow

⁴ Gartner, [Emerging Tech: Generative AI Code Assistants Are Becoming Essential to Developer Experience](#), May 2023

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Build trust in GenAI initiatives and accelerate value delivery

Rolling out AI responsibly requires a good risk-based strategy. This includes staying on top of compliance, monitoring for emerging risks (such as hallucinations), and implementing strong data governance processes to provide assurance to customers and stakeholders. Leaders are also concerned about justifying investments in GenAI. In fact, about 70% of companies lack a cohesive strategy and roadmap for implementing AI.⁵

Use a single source of truth enterprisewide

A single source of truth will help you manage information about the AI models that are in use and planned for use. With ServiceNow, you can easily establish a proper governance framework—not just to manage risk or compliance for AI models but also for the applications, processes, or projects that use the models. This includes management of privacy risks, data protection, and security violations. You can also respond to emerging government regulation of AI systems, with [a solution](#) that resides on a single platform with other enterprise management solutions.

Anticipate security issues through predictive intelligence

With ServiceNow, you can use machine learning and natural language processing to quickly analyze and compare records across your applications. [ServiceNow Security Operations](#) comes with built-in predictive intelligence to help you stay on top of vulnerabilities and quickly mitigate ever-changing technology and cyber risks.

Quickly implement GenAI projects and ensure ROI

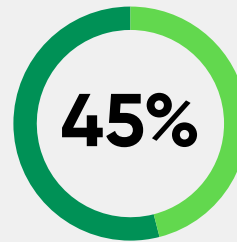
By helping you prioritize what truly matters, [ServiceNow Strategic Portfolio Management](#) (SPM) accelerates and ensures GenAI value delivery. SPM can empower your entire enterprise to focus everyone on initiatives that align with your strategy as well as fulfill stakeholder and customer demands.



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

One thing keeping the C-suite up at night



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

⁵ Frost & Sullivan, [Put AI to work for people](#), 2024

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

According to KPMG, 60% of organizations view generative AI as an opportunity to drive greater efficiencies, grow market share and revenue, and gain a competitive edge.⁶ But 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.⁷

A platform optimized for 27x speed and 12x scale

ServiceNow is uniquely positioned to blend the innovative capabilities of AI technologies with the unmatched efficiency of our world-leading workflow automation platform that's optimized for 27x speed and 12x scale. What sets the Now Platform[®] apart is our unparalleled expertise in crafting structured workflows—the backbone of processes that support compliance, precision, and predictability.

An accurate, secure LLM that runs faster and costs less

The primary GenAI strategy of ServiceNow is to leverage the domain-specific Now LLM, which runs faster, costs less, and is more accurate and secure. Plus, we are using the latest microservices to develop and deploy new LLMs faster and more cost-effectively, so our customers can scale GenAI to new use cases and accelerate ROI across their businesses. To tailor an AI-driven transformation to your unique needs, ServiceNow also allows you to bring your own LLM.

The AI platform for business transformation

ServiceNow can bring AI to every workflow across every department and industry transforming experiences, unlocking productivity, and efficiency for every end user. You can turn your AI investment into real business value in days, not months or years with ServiceNow. It's truly the AI platform for business transformation.

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. But there's a proliferation of GenAI tools with distinct use cases that lack interoperability. That means constant switching between these disparate tools—and the resulting productivity loss.

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

That joint 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 intuitively interact 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 in.



Watch a [demo](#) of the Now Assist and Copilot in action.

⁶ KPMG, [Generative AI: From buzz to business value](#), 2023

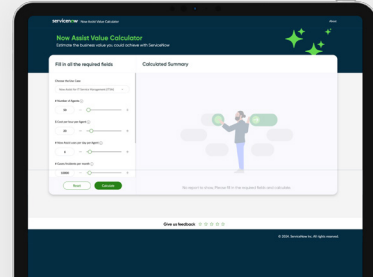
⁷ VentureBeat, [Big bets will unlock the real value of generative AI](#), May 13, 2024

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

Now Assist for HR Value Calculator

How much could your organization save with Now Assist from ServiceNow? This calculator uses your own parameters to create a free custom brief showing the potential benefits of GenAI across business areas, including HRSD.

[Try Tool](#)



Now Assist for HR

Can GenAI help employees and agents find the answers they need to resolve HR issues faster? This data sheet shares seven ways Now Assist for HR augments service delivery with the power of GenAI.

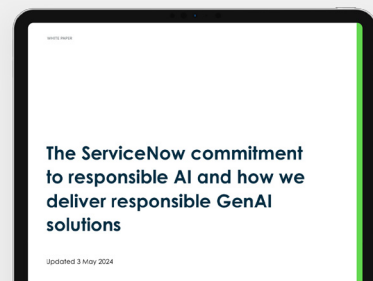
[Read Data Sheet](#)



The ServiceNow commitment to responsible AI

With a growing number of companies jumping on the GenAI bandwagon, ethics concerns are increasing. This white paper explains the responsible approach ServiceNow takes toward AI.

[Read White Paper](#)



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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