

THE BUSINESS VALUE OF NOW ASSIST FOR CUSTOMER SERVICE AND FIELD SERVICE

Discover how an investment in GenAI can accelerate self-service, boost agent and technician productivity, and speed issue resolution.



Contents

- 03 | Managing hassles for customers and the productivity drain for agents and field technicians
- 04 | Realizing the benefits of GenAI-powered Now Assist for CSM and Now Assist FSM
- 05 | Industry analyst views
- 06 | The value you can expect from Now Assist for CSM and Now Assist for FSM
- 07 | Customer value spotlights
- 09 | Revolutionary productivity gains deliver unmatched business value
- 11 | Quickly implement GenAI projects and increase ROI
- 12 | Accelerate time to value with ServiceNow Impact
- 14 | Get more resources



Managing hassles for customers and the productivity drain for agents and field technicians

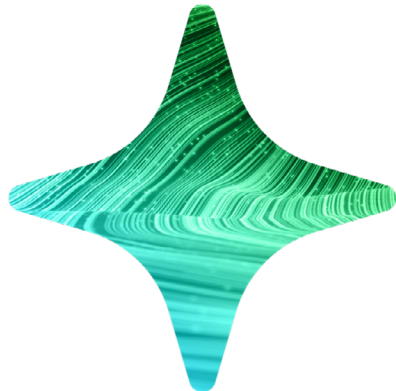
Caught between shrinking budgets and expanding customer expectations, customer and field service leaders are searching for ways to deliver more value with greater efficiency. And when their teams spend their time on manual disjointed, or menial tasks, both job satisfaction and customer service suffer.

Hassles for customers and tedious, manual tasks for agents

When customers are unable to quickly or accurately find the answers they need through self-service channels, they're forced to escalate to a live agent. From there, they might be handed from one agent to another without accurate details, requiring them to repeat information or make multiple support calls. On the other side, the agents must tediously research volumes of manually entered chat transcripts, case histories, or work notes to understand a customer's issue. And the summaries between agents are often inconsistent.

Frustration for field customers and unnecessary work for technicians

Coordinating field service visits can be exasperating for all parties—schedulers, technicians, and customers, too. Dispatchers must manage assignments for many technicians spread across territories, often without adequate visibility into schedules and available capacity. This results in time conflicts and rescheduled appointments that inconvenience customers. And when dispatchers don't have the information they need to match correct parts or skill sets to work orders, technicians end up making costly repeated truck rolls. Work planning can't be optimized without the ability to bundle overlapping tasks, skills, and locations.



Realizing the benefits of GenAI-powered Now Assist for CSM and Now Assist for FSM

With its abilities to understand user context and intent, synthesize information, and generate content, generative AI (GenAI) brings opportunities to enhance customer experiences, streamline end-to-end support processes, and improve productivity for both customer service agents and field service technicians.

Now Assist for Customer Service Management

Now Assist for Customer Service Management (CSM), powered by GenAI, reshapes the customer and agent experience to deliver immediate value. Customers can easily access solutions to simple or complex issues without searching extensively while agents can more efficiently provide support with less manual effort, relying on contextual insights as well as auto-generated summaries of key case information and recommendations on next steps. With Now Assist, your organization can:

- Enable easier and smarter self-service to optimize staff hours: A virtual agent understands intent, sentiment, and context to deliver the most accurate answers, and guide customers through the right actions to complete their request, deflecting cases and freeing staff to focus on higher impact work; if live agent help is necessary, Now Assist generates chat summaries to facilitate handoffs.
- Empower agents with real-time guidance to save time: Now Assist can summarize case history and related chats, as well as recommend the best actions, compose case resolution notes and associated communication, and create knowledge articles for easy reference on future

cases. These capabilities save hours of agent research and writing time, accelerate issue response time, and continuously improve the service delivered.

- Improve responsiveness with a built-in tool: Agents can also use the Now Assist panel, a conversational interface within their workspace, to request summaries, update their assigned cases, ask follow-up questions, and more—accelerating actions for better customer service.

Now Assist for Field Service Management

Now Assist for Field Service Management (FSM) can help technicians who need to rely on accurate information from their mobile devices to be in the right place, at the right time, with the correct parts. Using Now Assist, they can quickly access details on a work order and the parts required before a truck roll, then easily recap work performed using summarization capabilities. Now Assist optimizes field service operations by:

- Boosting technician productivity and expediting service calls: Now Assist summarizes interactions with dispatchers and subject matter experts to provide technicians the context and guidance needed to address customer issues more quickly.
- Streamlining workflows: Now Assist simplifies data entry and improves accuracy with summarized work orders and task debriefs on mobile devices that reduce guesswork and manual effort for technicians.
- Increasing staff efficiency: Now Assist generates closure notes so technicians can swiftly close out work orders and dispatchers can capture and preserve relevant information for future incidents.





Industry analyst views

The expert views of industry analysts provide a powerful lens through which to examine the transformative impact of ServiceNow® Customer Service Management and Field Service Management products on customer and agent experiences, processes and business outcomes.

The Forrester Wave™: Customer Service Solutions, Q1 2024

"ServiceNow supports broad self-service capabilities, including knowledge, processes, communities, and chatbots. Digital channel coverage is fair. Case management is excellent. Agents are guided through the case lifecycle, and the agent desktop includes the case progress, summaries of completed activities, timeline, and SLAs. AI models predict estimated resolution times to prevent SLA breaches and track costs. Workflows are created using low-code tooling and leverage reusable components. The solution also includes out-of-the-box workflows for common service processes."

The Total Economic Impact™ of ServiceNow Field Service Management

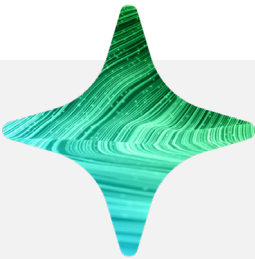
"ServiceNow FSM helps support a proactive approach to meeting SLAs, maintaining uptime, and performing maintenance. ... Interviewees said AI and automation features helped their organizations anticipate and automatically respond to field service needs. [With] improved routing, knowledge-sharing, and automation, ServiceNow FSM helped field workers reduce idle time and improve service time per visit. Mobile applications also supported workflows for better and faster resolution. These efficiencies started at the dispatch level, where field service managers could leverage artificial intelligence (AI) and automation, route and schedule management, and work order details as well as other features to ensure the right field workers were dispatched to the right calls, the routes were sensible and efficient, and trucks had the correct parts without surpluses. [ServiceNow FSM] improved field service efficiency [by] 16%. Over three years, these efficiencies are worth \$7.2 million to the composite organization."

The value you can expect from Now Assist for CSM and Now Assist for FSM

Now Assist for Customer Service Management (CSM) and Now Assist for Field Service Management (FSM) streamline processes from beginning to end, leading to higher staff productivity, significant cost savings, and improved customer experience. With better self-service capabilities and auto-generated summaries of chats, case histories, work-orders and wrap-up notes, your organization can deflect cases, reduce manual work, and resolve customer issues faster than ever. Customer satisfaction will increase while costs go down. See the chart for outcomes you can expect.

Expected outcomes*		How the outcomes are achieved
14%	fewer customer cases	Delivery of actionable Gen-AI-created content and conversational virtual agent interactions with customers that enables self-service and deflection of cases.
25%	less time spent by agents in getting up to speed on a case and writing summaries and resolution notes	Chat summarization that reduces the time for agents to get up to speed during transfers from a virtual agent, and auto-generation of case recaps and resolution notes that increase agent efficiency.
75%	reduction in effort to draft knowledge articles	Auto-generation of knowledge article drafts based on case or incident records.
80%	less time, on average, to implement and maintain the virtual agent	User-friendly, guided setup and maintenance of virtual agent.
40%	reduction in time to close a field service work order	Auto summarization of work performed using data across activity stream, parts, and incidentals etc.

*Suggested improvements are based on Forrester Total Economic Impact™ Report, customer references, or ServiceNow telemetry data, with some exceptions.



Dig deeper on value your business can gain from ServiceNow

At ServiceNow, we know that you’re more interested in business outcomes than products. That’s why we offer a business value assessment (BVA) that clearly articulates what outcomes we will deliver that are specific to the unique circumstances of your business. You will discover why these outcomes matter strategically, how we will deliver them, and how much value they will be worth in terms of cost-savings and efficiency gains. Don’t miss this chance to compare how you are doing things today against what’s possible with ServiceNow.





Customer value spotlight



Kainos transforms customer service using GenAI with Now Assist

Belfast-based digital service provider Kainos needed to deliver seamless customer service to an expanding client base with ever-increasing demands. Using Now Assist's GenAI capabilities, the company has improved both its customer-facing service experience as well as its internal operations. To date, the company has used Now Assist to create over 600 knowledge articles from its growing wealth of solutions data. It has also created an employee portal where this knowledge can be accessed and shared.

“

We have a lot of knowledge content that is powered by Now Assist's GenAI, so customers can find what they need faster.”

Peiter la Cour Freiesleben

Director of Application Management and Strategic Growth—EMEA Kainos



99%

customer satisfaction,
up from 80%



71%

reduction in average time to
resolve cases



600

knowledge articles created
with Now Assist



[→ Read full story and watch the video](#)



Customer
value spotlight



Xerox transforms the field service delivery
experience for customers

As a leading digital services and solutions provider, Mindsprint needed the most efficient way possible to create end-to-end digital or enterprise applications. The company used ServiceNow App Engine to develop a travel portal where users can manage business trips in one place, allow them to raise requests, book flights, and seek approvals. A comprehensive reporting and analytics dashboard has also made it simpler for Mindsprint customers to manage every aspect of the process.



We realized that if we could bring technologies like augmented reality, virtual reality, and artificial intelligence into the service space, we could revolutionize the experience for our customers."

Steven Bandrowczak
Chief Executive Officer at Xerox



7

minutes travel time saved
per journey for 3,000 mobile
technicians



53

minutes freed up per
technician each day for more
productive work



50%+

customers solve their problems at
the first touchpoint



[→ Read full story and watch the video](#)

Revolutionary productivity gains deliver unmatched business value

Take advantage of Now Assist for CSM and Now Assist for FSM to transform your service organization, improve customer experiences, and drive more business growth.

GenAI-powered Now Assist for CSM

Count on Now Assist for CSM to help you accelerate self-service, boost agent productivity, and speed up resolution times:

- Deflect calls and increase satisfaction by providing an AI-powered virtual chat agent to help customers get answers and take actions.
- Save time for live agents with AI-generated case histories, chat summaries, suggested resolutions and case closure wrap-up notes.

Relevant for everyone

Low-volume high complexity

High-volume low complexity

Anything in between



Drive self-service

- ✓ Virtual agent
- ✓ Auto-resolution
- ✓ No code setup



Empower human agents

- ✓ Case history and chat summarization
- ✓ Recommended responses
- ✓ Co-pilot wrap up



Gen-AI powered Now Assist for FSM

With Now Assist for FSM, you can optimize field service operations with seamless scheduling and dispatching, driving higher productivity for both dispatchers and technicians, and reducing costs. With Now Assist, technicians can:

- Access work order details and parts requirements quickly from their mobile devices to get them to the right place, at the right time, with the correct parts—which also reduces the high cost of multiple truck rolls.
- Recap work performed after a visit via auto-created closure notes, reducing the time between one visit to the next.
- Leave knowledge article generation to GenAI for a growing library that other technicians can reference to rapidly resolve similar issues.

Accelerate field service productivity with Now Assist

Closure notes by Now Assist

Create a follow-up task ☐

AI

Closure notes

Issue:

The network is down

Actions Taken:

A replacement X1 router has been successfully installed.

A new network has been created.

Diagnostic speed test shows 184 Mbhps up and 25 Mbhps down.

Submit

✓ Expedite and modify mobile debrief with AI-generated work order task summarization

✓ Minimize time spent searching and sifting through conversation histories with concise sidebar chat summaries

✓ Curate, generate, and share knowledge based on work order task summarization

✓ Enhance data entry on mobile devices with writing assist, supporting a seamless and efficient user experience

Unlock 24/7 productivity with AI agents that work autonomously for your people

With ServiceNow, you can also deploy teams of AI agents that learn, reason, collaborate, and solve problems autonomously, across your entire enterprise. They work together 24/7, with guardrails and governance, on behalf of your people—elevating their productivity and potential. ServiceNow AI Agents are embedded in the world’s most powerful end-to-end workflow automation platform, meaning they can take action and proactively solve challenges in every corner of your business.



Quickly implement GenAI projects and increase ROI with ServiceNow Strategic Portfolio Management

By helping you prioritize what truly matters, ServiceNow Strategic Portfolio Management (SPM) accelerates and increases 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. SPM itself uses GenAI to help ensure that business requirements and feedback are communicated effectively. Business stakeholders—the requestors—can input requirements easily using an intuitive, conversational interface. Product managers can quickly assess and prioritize product feedback because GenAI can automatically condense lengthy, cryptic enhancement requests into short summaries that are simple to understand and evaluate. As a result, your organization can identify and deliver AI value faster.

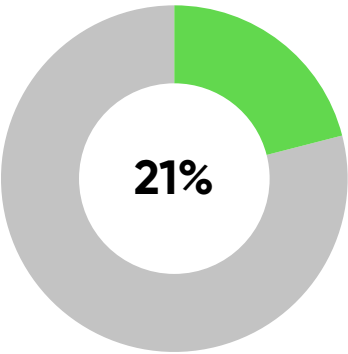
Accelerate time to value with ServiceNow Impact

Powered by AI and human expertise, Impact helps your teams maximize the power of the ServiceNow AI platform for business transformation. It provides the support and guidance needed to get to value fast. With Impact, your teams can:

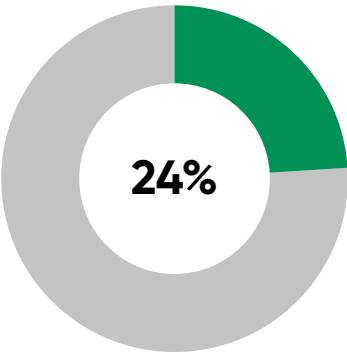
- **Accelerate adoption and value:** Adopt innovations faster, maximize your ServiceNow investment—and prove its value to stakeholders.
- **Promote business continuity:** Maximize productivity and uptime with 24/7 technical support that helps your business run effectively around the clock.
- **Optimize platform performance:** Get your platform ready for innovation with tools to proactively monitor health, diagnose issues, and deliver actionable insights.
- **Access expertise anytime:** Get access to personalized recommendations, as well as both technical and strategic experts; plus, develop your internal skillsets with on-demand training.

Results quantified from Forrester

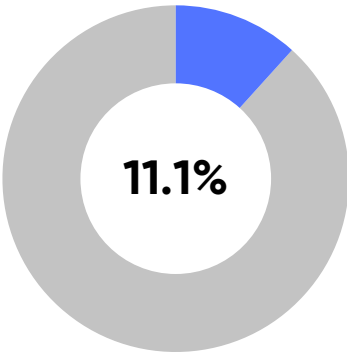
The business benefits of ServiceNow Impact are clear. It makes the teams in your organization more productive—both the users of ServiceNow solutions and those who manage and maintain the ServiceNow platform. But don’t just take our word for it. We asked Forrester Consulting to interview a representative cross-section of ServiceNow Impact customers and quantify their findings*. The results, published in The Total Economic Impact™ Of ServiceNow Impact, found that with Impact, organizations can get the results below:



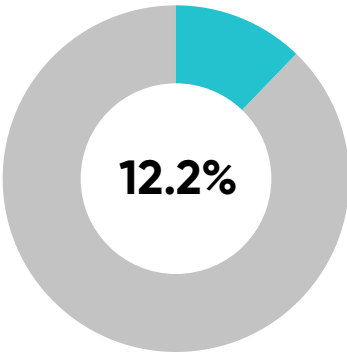
faster time to value for new applications



increase in value from existing platform



improved end-user productivity



improved operations staff productivity



Findings in The Total Economic Impact™ Of ServiceNow Impact are based on detailed interviews with seven ServiceNow customers from across the U.S., Asia, and Europe that were also using Impact. The customers ranged in size from about 4,000 employees to more than 500,000 employees. Their annual revenues ranged from \$2 billion to \$60 billion. Industries of customers interviewed included healthcare, government, banking, technology, and professional services.

“

What Impact customers are saying



We've seen about a 25% to 30% acceleration in the time to deploy.

Platform owner from ServiceNow U.S. Regional Bank

We are absolutely seeing 20% or more value from the overall platform due to Impact.

ServiceNow Platform Leader, Healthcare Service Company

We're consuming almost 20% more capability than we were.

Senior Director, Enterprise & IT, Computer Technology Company

We've spent 25% less effort on upgrades.

Enterprise Services Director, Professional Services Company

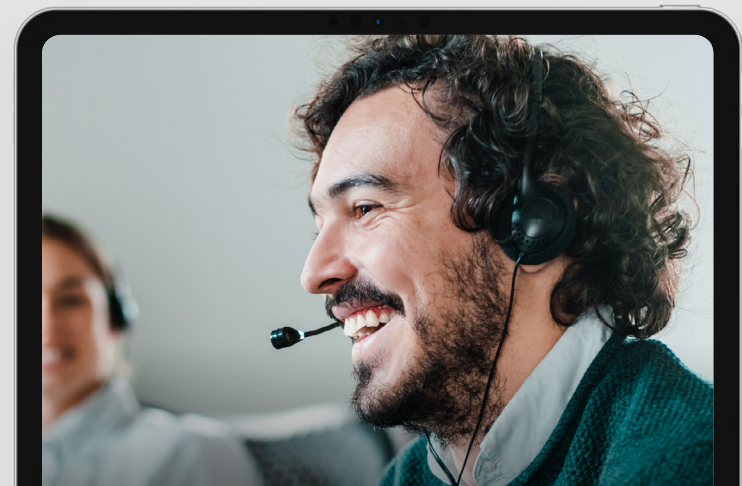
[→ Learn more about ServiceNow Impact](#)

For a deeper exploration of Now Assist for Customer Service and Field Service at ServiceNow, consider these resources:

Streamline customer service and field service experiences

Discover how GenAI can deliver better services for customers as well as automate tedious tasks for agents, technicians, and custom app developers.

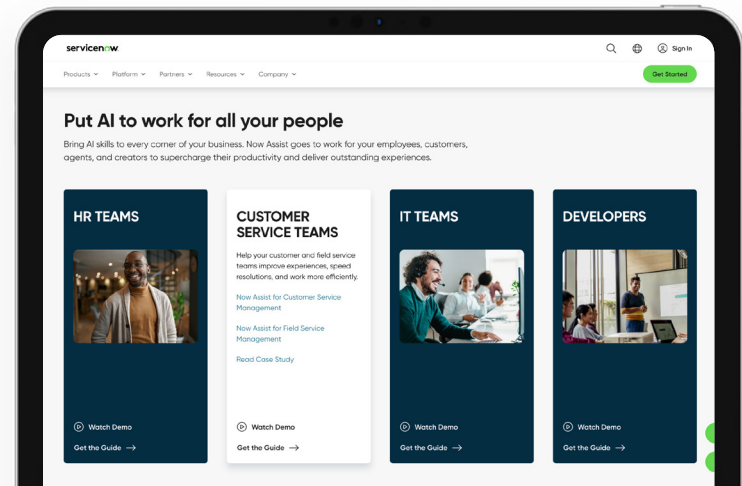
Get Guide



Put AI to work for customers, your agents and field technicians

Find out how to help your customer and field service teams improve experiences, speed resolutions, and work more efficiently.

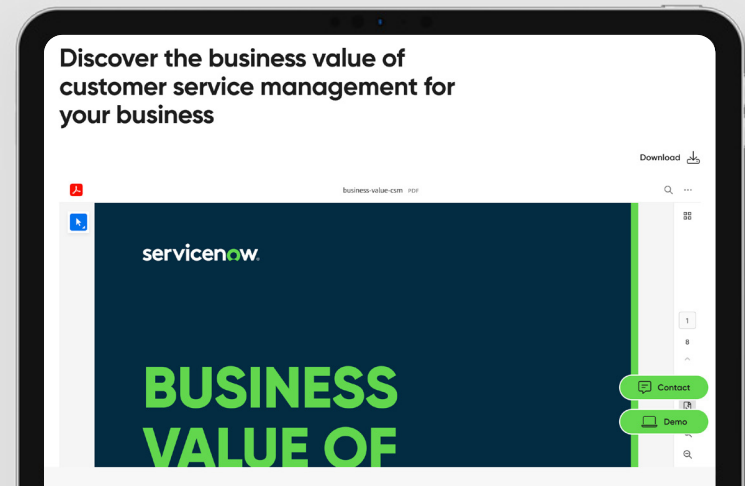
Watch Demo



The business value of ServiceNow Customer Service Management

See how much your organization can reduce costs and boost productivity while delivering seamless customer experiences.

Read the Report



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.

© 2025 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.