



GenAI
Information
Series

A woman with dark curly hair, wearing a patterned blue and white shirt, is smiling and resting her chin on her hand. She is in an office setting with bookshelves and a desk in the background.

UNLOCKING STRATEGIC BUSINESS ADVANTAGES

WITH GENERATIVE AI

How to deliver radical advancements
in productivity and user experiences



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IDC forecast that enterprises would invest \$19.4 billion worldwide on GenAI solutions in 2023. This spending is expected to more than double in 2024 and reach \$151.1 billion in the next three years.

Source: IDC, [IDC Forecasts Spending on GenAI Solutions Will Double in 2024 and Grow to \\$151.1 Billion in 2027](#), December 2023

GenAI accelerates outcomes for a competitive advantage

Ever since ChatGPT erupted into the public sphere, it's been a prominent example of the remarkable potential of AI. Perhaps you've experimented with it yourself and glimpsed firsthand its impressive capabilities. After using a tool such as ChatGPT, you might wonder: How can our business use this technology to create tangible value?

AI can unleash the next wave of productivity, and generative AI (GenAI) is at the forefront. According to McKinsey, "Generative AI is poised to transform roles and boost performance across functions...and it could unlock trillions of dollars in value across sectors from banking to life sciences."¹

What's in it for you? With the right AI strategy, you can raise efficiency, transform the way employees and customers experience your brand, and ultimately, accelerate outcomes to stay ahead of the competition.

Why is GenAI such a game-changer?

AI can identify patterns, but now GenAI creates new ones. This original, realistic content enables predictive response and creative problem-solving.

For example, a customer asks, "When will I get my refund?" GenAI can recognize the frustration and need for reassurance. It searches across data sources to find the shipping status and figure out why the refund hasn't gone through. Next, a virtual agent responds to the customer with empathy and care: "As soon as your return reaches our warehouse, we'll quickly get started on processing your refund. We'd love to keep you informed every step of the way. Would text or email updates work for you?"

¹ McKinsey Digital, [The economic potential of generative AI: The next productivity frontier](#), by Michael Chui, Eric Hazan, Roger Roberts, Alex Singla, Kate Smaje, Alex Sukharevsky, Lareina Yee, and Rodney Zimmel, June 2023

Channeling the vast potential of GenAI into real-world business solutions

GenAI excels at transforming a sea of unstructured data—think articles, webpages, and chat conversations—into meaningful new insights. But how do you ensure these insights are not just interesting but truly useful for business? The key lies in workflow automation.

ServiceNow is uniquely positioned to blend the innovative capabilities of GenAI and other AI technologies with the unmatched efficiency of our world-leading workflow automation platform. What sets it apart from other platforms is its unparalleled expertise in crafting structured workflows—the backbone of processes that support compliance, precision, and predictability.

A powerhouse of actionable intelligence

Imagine combining the dynamic potential of GenAI—with its ability to sift through and organize unstructured data—with the robust, structured capabilities of the ServiceNow workflow engine. This synergy transforms the Now Platform® into a powerhouse of intelligence, ready to meet the complex demands of business today.

What truly distinguishes the Now Platform is its ability to not just generate insights using AI, a common benefit, but to act on them through sophisticated automation technologies. This unique combination makes ServiceNow a leader in harnessing AI for practical, impactful business solutions.

70%

of the work activities that absorb employees' time today could be automated by current GenAI and other technologies^a

74%

of consumers trust organizations that increasingly use GenAI in their day-to-day operations^b

73%

of business leaders believe GenAI will increase workforce productivity^c

^a McKinsey Digital, [The economic potential of generative AI: The next productivity frontier](#), June 2023

^b KPMG, [KPMG Study: Consumers Optimistic About Benefits of Generative AI as Technology Becomes More Pervasive](#), January 2024

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

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How GenAI can enhance productivity, agility, and experiences in your business

When you marry GenAI capabilities with a powerful workflow automation platform, every employee in your organization is empowered to do more and do it faster. And then they can turn their focus to activities that will grow the business. GenAI makes a huge difference: from making developers more efficient to helping your customers and employees solve problems faster.



"Integrating generative AI capabilities into the Now Platform will revolutionize business models and workflows across every industry."

Gary Plotkin
Digital Platforms Lead, KPMG

Here are four key areas where GenAI adds value:



IT SERVICES AND OPERATIONS

GenAI can gather the full body of case information that IT agents and operators need to promptly resolve IT issues.



CUSTOMER SUPPORT

GenAI can summarize information for agents and field technicians to reduce response times and increase customer satisfaction.



HR SERVICE DELIVERY

GenAI boosts HR agent productivity, keeps employees informed, and quickly provides the information they need to resolve issues.



APP DEVELOPMENT

GenAI can automate and expedite coding tasks for developers and empower citizen developers to do more than they can imagine.

Read on to learn more about how GenAI capabilities can help you accelerate productivity, improve experiences, and increase agility.



IT SERVICES AND OPERATIONS

Give IT agents and operators the information and tools they need to quickly fulfill requests or resolve incidents

To address user issues, IT agents and operators must often comb through and interpret volumes of disparate information from many parts of an incident. This can be time-consuming and require input from each other. Yet, to serve their internal customers effectively, IT service operations teams must be able to quickly understand a problem and resolve it efficiently.

Your organization can use GenAI to analyze internal and external data and deliver better, more accurate conclusions and recommendations for IT agents. GenAI draws from both data sets while enabling agents to safely select the data that's most relevant to a use case.

By quickly gaining a contextual understanding of the incident or problem, an IT agent can resolve an issue without manually digging for information. IT operators—who collaborate with IT service agents to resolve issues—can use GenAI to rapidly translate from cryptic, machine-generated alerts to natural human language. Operators can more efficiently grasp the root cause of a problem to prevent incidents or suggest steps for fast remediation.

GenAI also creates a better self-service experience through a virtual agent that responds with the most applicable and accurate information in the same way users would converse with a human. They get the help they need, in their local language, whether it's to order IT assets or to report an IT issue.

GenAI-powered ServiceNow products for IT service operations

- **Now Assist for IT Service Management:** Accelerate IT agent productivity and provide faster service
- **Now Assist for IT Operations Management:** Understand, prevent, or remediate IT issues faster than ever
- **Now Assist in Virtual Agent:** Improve the self-service experience with accurate and conversational answers to user questions and asset requests



Expected outcomes from deploying GenAI

- 100%** productivity increase for support agents when GenAI composes resolution notes to close an incident
- 54%** of case/incident summaries deemed helpful to IT agents
- 66%** reduction in mean time to resolve with intelligent incident/case routing

Source: Internal results from the ServiceNow IT organization

CUSTOMER SUPPORT

Boost customer and field service efficiency and delight customers

Traditionally, customer service agents navigate through extensive case records to resolve customer issues, which can take a lot of time and involve multiple contributors. Complex, multi-touch cases can be particularly challenging because they require sifting through vast amounts of information, including entire chat transcripts and myriad notes of multiple agents.

With GenAI, agents can save time, resolve issues faster, improve operational accuracy, and make decisions sooner. Let's say a customer service agent needs to help a retail manager with troubleshooting in-store digital displays.

- To quickly summarize the steps taken to resolve the case, the agent can take advantage of GenAI to scan data about the case—such as the chat history, portal comments, and work notes—and provide a complete summary of the interaction in natural language.
- All the agent needs to do is verify the notes and submit them.
- Once the case is saved, the work steps and the notes are updated within the activity stream for future viewing.

For field service management, GenAI can summarize work order tasks for technicians, reducing manual data entry work on mobile devices and significantly boosting efficiency. It allows field workers to focus on reviewing, editing, and submitting closure notes so the data they provide is more detailed and of higher quality.

GenAI-powered ServiceNow products for customer support

- **Now Assist for Customer Service Management:** Expedite issue resolution and increase customer satisfaction
- **Now Assist for Field Service Management:** Reduce cumbersome work for technicians and increase accuracy of closure reports
- **Now Assist in Virtual Agent:** Improve the self-service experience with more accurate and conversational answers to customer questions



Expected outcomes from deploying GenAI

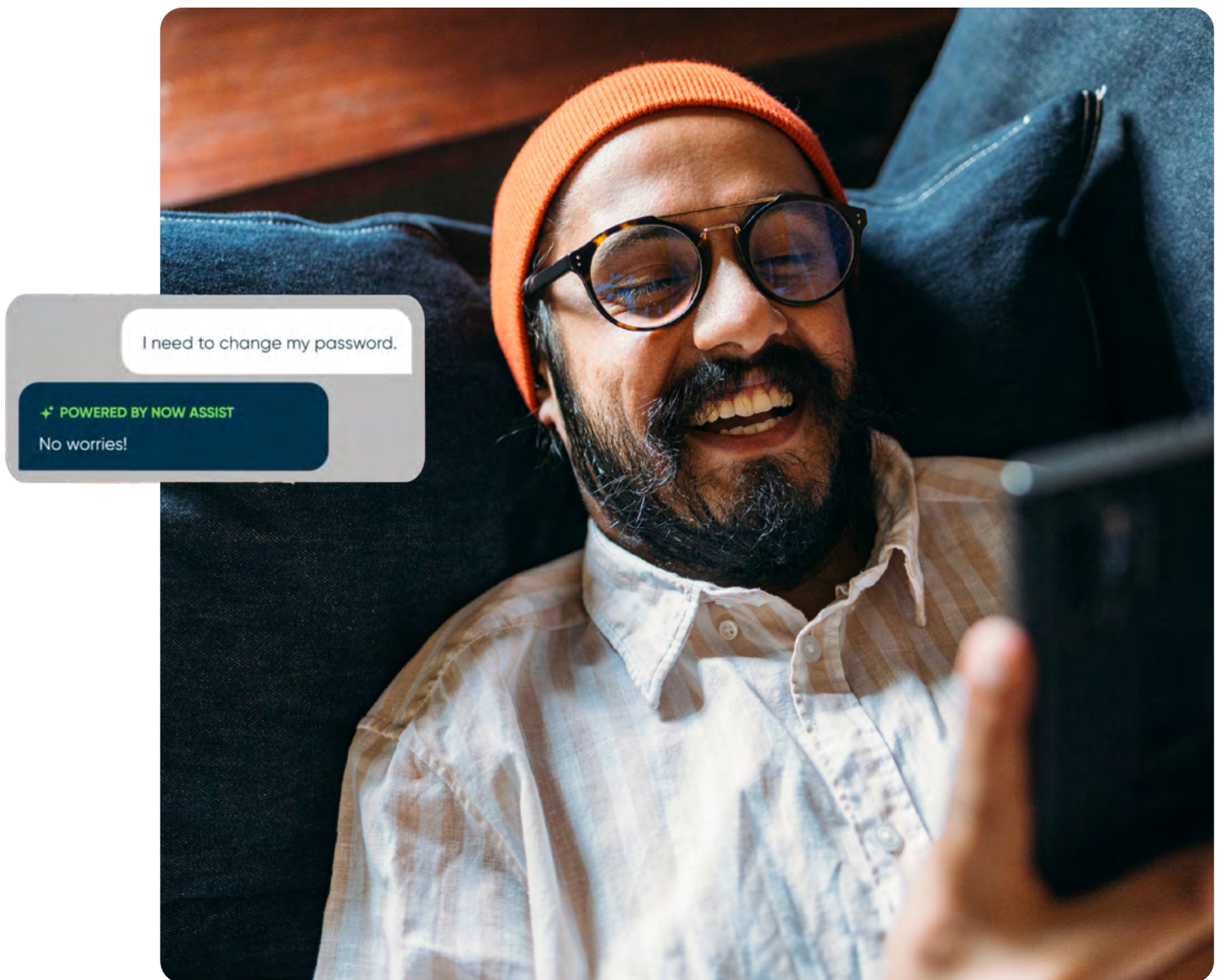
10% boost to customer case deflection rate

62K staff hours saved per year from GenAI assistance

56% positive sentiment about GenAI-produced case summaries

Source: Internal results from the ServiceNow IT organization

GenAI also creates a better self-service experience through a virtual agent that delivers the most applicable and accurate information in the same way customers would converse with a human. They get the help they need, in their local language, whether it's to place an order or get assistance with an account issue.



HR SERVICE DELIVERY (HRSD)

Free up HRSD agents' time for better employee support

Routine and repetitive tasks consume much of HRSD agents' time, adding to their workloads and limiting their ability to engage in meaningful interactions with employees. By integrating smarter, AI-driven solutions, you can free your agents to focus more on providing personalized support.

GenAI capabilities make life simpler for HR teams, agents, and employees:

- HRSD agents instantly view a summary of a case topic, action items, and resolutions taken to date.
- Live agents get a summary of the chat history from employee and virtual agent interactions, and auto-generated resolutions are added to HR cases when incidents are closed.
- Employees self-serve and utilize AI at the moment when it's most beneficial for them.

GenAI powers a better self-service experience through a virtual agent that provides the most applicable and accurate information in the same way employees would converse with a human. They get the help they need, in their local language, whether it's to learn about the holiday schedule or get answers about their pay or healthcare benefits.

GenAI-powered ServiceNow products for HR service delivery

- **Now Assist for HR Service Delivery:** Resolve HR cases faster and improve HR agent productivity
- **Now Assist in Virtual Agent:** Improve the self-service experience with more accurate and conversational answers to employee questions



Expected outcomes from deploying GenAI

54% of incidents deflected via GenAI-driven self-service

42K staff hours saved per year from GenAI assistance

20% cases/incidents avoided via GenAI-powered search

Source: Internal results from the ServiceNow IT organization

APP DEVELOPMENT

Accelerate app creation and platform tasks

App creation demands are growing by the minute. App development leaders are squeezed between the need to develop apps faster and the push to meet the looming skills gap via citizen developers.

GenAI can radically improve the productivity of experienced developers and lower the barrier of entry for individuals just starting to use intelligent automation and low-code app development. Whether you've got a seasoned developer or someone who just knows coding basics, they now have a powerful way to get the most out of automated workflows.

Developers at any level can complete their tasks faster with GenAI-enabled capabilities such as text-to-code, text-to-flow, and text-to-process. They can generate code on the Now Platform using natural language while delivering seamless in-platform experiences for numerous platform users.

GenAI-powered ServiceNow products for HR service delivery

Now Assist for Creator: Improve developer productivity with flow generation and intelligent recommendations for code



Expected outcomes from deploying GenAI

5%

increase in developers' weekly productivity hours

48%

acceptance rate for GenAI-produced code

Source: Internal results from the ServiceNow IT organization

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

Separating GenAI hype from reality can be difficult. Which vendors can you trust when everyone out there is racing to deliver GenAI capabilities? Innovative GenAI starts with exceptional uses of AI.

The ServiceNow platform and ecosystem are unique, and AI is deeply woven into all that we do. We have the hardware, the people, the software, and the data to build domain-specific large language models (LLMs) straight into the platform. That means we manage the complexity of dealing with AI models and bring you the latest technology innovations in an easy-to-consume model, designed around the workflows your enterprise has already invested in. And with the seamless integration of the 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.

Where do you get started? With the power of intelligent workflow automation, you can begin at any point. But rather than choosing what to start with, consider which problem you'd like AI to help solve first. Then, let the Now Platform do the rest. Plus, take advantage of:

- **Strategic Portfolio Management (SPM)** to help guide your AI strategy and plans
- **Application Portfolio Management (APM)** to help manage your LLM applications
- **Collaborative Work Management (CWM)** to help quickly set up tiger teams to contribute AI innovation



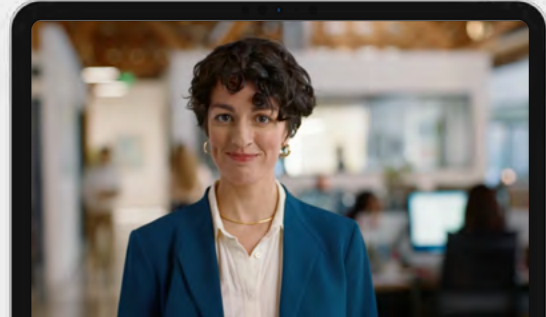
ServiceNow has everything you need to automate and manage your business with native intelligence on a single-code base and a unified database.

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

Put AI to work for people

Working smarter has never been easier. See how GenAI can help people in four roles across an enterprise get even better at what they do—whether it's IT service operations, customer service, HR service, or app development.

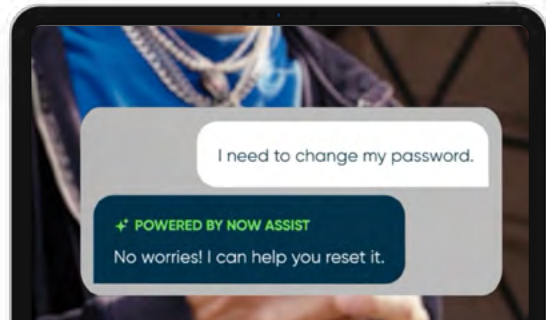
[Watch Video](#)



GenAI innovations and use cases

See what Now Assist with GenAI can do for your organization. Discover how it can help you increase productivity, transform experiences, and accelerate agility on the Now Platform.

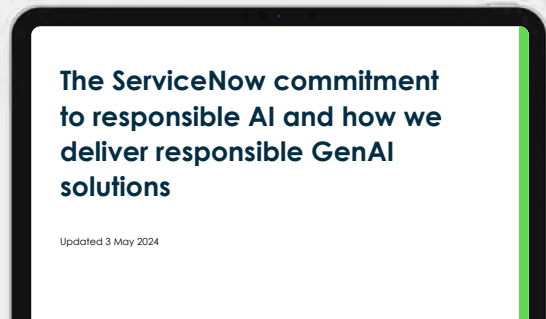
[Learn More](#)



How we deliver responsible GenAI solutions

Responsible AI is essential. Vendors need to mitigate risk by offering GenAI capabilities that are unbiased, truthful, secure, and—critically—do no harm. Widespread adoption of GenAI requires trust, and responsibility is the foundation of trust.

[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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