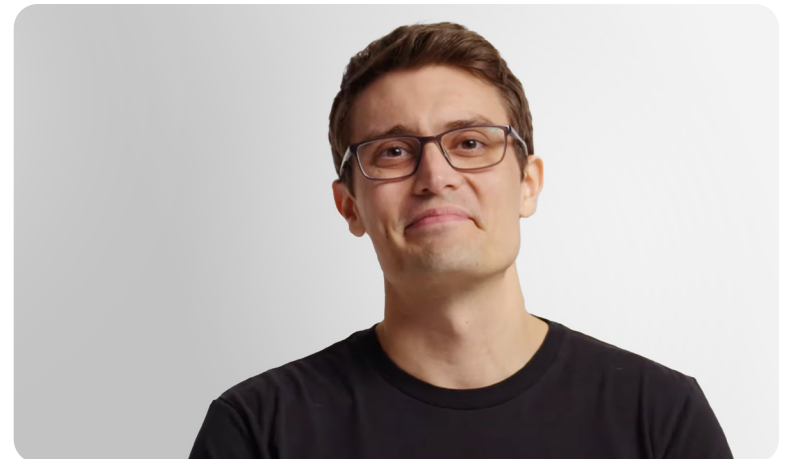
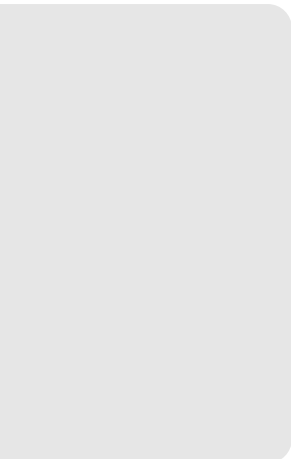
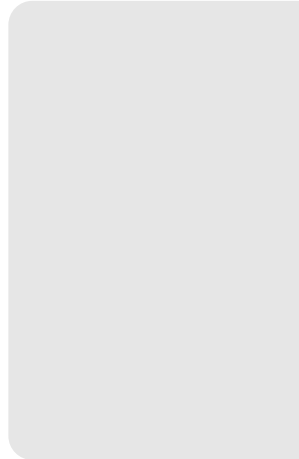




GenAI: Is it really that big of a deal?

Absolutely! Four thought leaders explain why.

It's time to imagine the innovative outcomes we can achieve with GenAI

Generative AI (GenAI) is capturing everyone's attention, and for good reason. Its real value lies in its ability to transform our relationship with technology. And this isn't just about what GenAI can do; it's about how it inspires us to think differently and more creatively about the outcomes we can achieve with it.

Thinking about outcomes and what comes next

The more we think in terms of outcomes, and the better we engage GenAI toward those outcomes, the more we learn about the skills we need to develop in the organization. We also learn to think more broadly about what comes next, and what comes after that. We conceive of workflows that move us forward to new, different, and better outcomes. And the better we get at it, the more interesting and innovative outcomes we can imagine.

Knowledge to drive meaningful benefits

At ServiceNow, our approach to AI, and now GenAI, has always been deliberate. Over the last decade, we've been organically developing and acquiring top-tier capabilities, seamlessly incorporating them into our platform. In this ebook, we ask five questions each of four ServiceNow thought leaders with a bounty of GenAI knowledge in four different business areas. Their answers offer insight on how GenAI might drive innovation and meaningful benefits at your organization.

"Generative AI is more than a fleeing trend or mere hype. It is a transformative technology with far-reaching implications and business impact. With ethical and responsible implementation, GenAI is poised to reshape industries, changing the way we work, play, and interact with the world."

Ritu Jyoti
group vice president, Worldwide Artificial Intelligence and Automation market research and advisory services at [IDC](#)

97%

of enterprise leaders are investing in GenAI in the months ahead, with more than 40% planning to spend at least \$100 million¹

50%

of enterprise leaders anticipate the greatest value creation from GenAI will come from enhancing existing products and services²

90%

of enterprise leaders feel productivity gains generated by GenAI are likely to reduce employee stress and burnout³

¹KPMG [GenAI Study: the path to sustainable returns](#), 2024

²ibid

³ibid

Gen AI for IT service operations

Rajeev Sethi, VP of emerging technologies

Rajeev brings a unique blend of technical expertise and business acumen to drive innovation in digital transformation. He is known for his commitment to enhancing employee experiences through technology.



Q: GenAI: Is it really that big of a deal?

A: Absolutely! It's a game-changer. GenAI is about creating new content; that is the power of GenAI and the ServiceNow intelligent platform. We're going to take all the content we have and make it amazing.

Q: How are the Now Platform and GenAI changing IT?

A: They are completely changing everything. Our platform is great at building workflows and when you apply GenAI to it, you can really supercharge the workflows. Our intelligent platform can take multiple sources of information and quickly give the right responses back to users so they can keep doing their work.

Q: How do you think GenAI will impact KPIs?

A: It is going to reduce our MTTR, increase our self-service percentage, and boost our employee productivity and satisfaction. So, all the KPIs will be completely revamped.

Q: What advice would you give someone curious about GenAI?

A: It's a journey. You have to keep trying and learn from it. Start leveraging the capability and the value from it. Experiment with it, and just keep on building on top of it.

Q: What's an example of GenAI at work?

A: One of the great examples of what GenAI can do is synthesize information from a variety of sources, so employees don't have to go through different types of documents to find answers. Bringing everything together does an amazing work for our users.

"GenAI helps automate tedious tasks, freeing [IT] agents to focus on the unique, complex cases that require human empathy and judgment."

Chris Bedi
Chief digital information officer, ServiceNow

GenAI in customer service

Brian Solis, head of global innovation

Brian is a digital analyst and anthropologist. He sets the strategic direction and programming for ServiceNow's Innovation and Executive Briefing Centers worldwide.



Q: GenAI: Is it really that big of a deal?

A: Well, if GenAI means that your entire business and operational model has changed to be the business of the future today, then yes; it is that big of a deal. It's completely transformative. Every business or organization is going to have to reimagine itself for an AI-first world.

Q: How is GenAI changing or improving the customer experience?

A: With a little imagination and customer-centricity, we can reimagine what a customer experience can be. AI can augment and personalize that experience. We can anticipate what experience customers are going to want before they know they want it.

Q: How does the ServiceNow platform empower customers?

A: The Now Platform allows customers to solve their own problems in the most intuitive, engaging, and experiential way possible. Customers used to have to plow through knowledge centers to try to find the right answer, but with AI, we can connect the dots to what they need even before they know what they need.

Q: What's an example of GenAI at work?

A: GenAI collaborates with the user. So if you want to generate code for workflows, it will actually help you build them. It's about augmentation and working with technology to be more intelligent, efficient and faster.

Q: What advice would you give someone curious about GenAI?

A: Press pause, take a minute, step back. This is an incredible new opportunity; there's no playbook for this. This is a time to create your own trajectory, to design the business of the future right now. Take a breath and allow your curiosity and imagination to run wild.

"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 at ServiceNow

GenAI for HR service delivery

Kelley Steven-Waiss, chief transformation officer

Kelley has more than 25 years of executive management and consulting experience in human resources, change management, and corporate communications. She plays a pivotal role in guiding ServiceNow customers through workforce transformation.



Q: GenAI: Is it really that big of a deal?

A: Well, it's a big deal because it's very transformative. It's a hot topic right now, but AI not new for ServiceNow. We've been innovating in this area since well before 2015, and not just in IT. And we're continuing to innovate.

Q: What does GenAI mean for the future of work?

A: It's really going to personalize the experience for employees and let them do the work that is most valuable to them. It's also going to take away some of that lower-tier work that they don't want to be doing.

Q: How does the Now Platform empower employees?

A: It allows them to self-serve. For anything they need to do, they can get answers to questions and insights to take actions on their own. They're empowered to get things done very quickly, making them more productive.

Q: What's an example of GenAI at work?

A: I travel all the time, so one of my favorite capabilities is where you go into the GenAI-powered tool and say, "Hey, I'm in Sydney, and my credit card is not working." And you can immediately get that credit card limit raised, so you're out of the woods. That never happened before GenAI.

Q: What's next for our platform HR service delivery?

A: We're going to know so much about an individual, and we're going to push ourselves more into this iPhone-like experience. We're going to be able to infer a lot of things about individual users, and hopefully make it faster for them to get the right insights or take the right actions.

"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

GenAI for app development

Tom Freeman, director of technical product and solutions marketing

Tom drives innovative marketing strategies for the company's technical products. He helps to demonstrate how ServiceNow solutions, including low-code and GenAI, yield transformative results.



Q: GenAI: Is it really that big of a deal?

A: I really think it is. I had to really see it implemented and working first. It's kind of a once-in-an-era technology that changes the way we interact with software. It's going to bring a lot of good into this world.

Q: How does GenAI speed code creation for developers?

A: It assists in a couple of ways. First, it takes care of a lot of the grunt work for people who already have development experience. They don't have to worry about syntax or doing fundamental coding tasks and get right to the fun stuff. Second, it speeds up work for new developers – giving them a starting point, showing them how things should be done with best practices incorporated.

Q: How does our platform deliver the most relevant code results with GenAI?

A: The ServiceNow large language model – or LLM is really the key to the ServiceNow implementation of GenAI. Without that under the hood we wouldn't be able to provide such accurate results. That's really the heart and soul here, giving you code and flows that are relevant to your business.

Q: What's an example of GenAI at work?

A: It's kind of twofold. I really love that it's taking all of the mundane work out of the lives of professional developers, making them more efficient. I love even more that it's bringing the power of the ServiceNow platform to individuals who have never even touched a piece of automation code before, allowing anyone to change the way that they work.

Q: What's next for the ServiceNow platform in the development space?

A: This is the super exciting part. We're not just going to be talking about doing the basic code or flow generation. Our plans for the future really entail going from text all the way to application. So, if you're someone who's never thought about creating an app before and you don't know where to get started, you can take advantage of GenAI to do that.

"Generative AI code generation has the potential to revolutionize software development workflow and the developer experience."

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

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The power to deliver exponential business growth

GenAI has resurfaced conversations about an important issue: AI's impact on jobs. The increasing volume of company announcements may lead to the conclusion that AI is displacing workers. But there's a bigger message right now for business and technology leaders: Reimagine your relationship with artificial intelligence. It's not here to displace humans; it's here to augment them. It's here to empower them to deliver at least 10 times the volume of work.*

Consider the difference between automating business processes or functions versus arming your teams with intelligent technologies that allow them to do more, produce more, and create what they couldn't before. Now you're talking about an exponential business, and an exponential business is going to outperform traditional businesses that are simply using technology to do yesterday's jobs.

*Based on internal results from the ServiceNow IT organization.



"I've always believed technology drives business results. Over the past year, I've watched closely as generative AI (GenAI) has rapidly transitioned from a buzzword to an essential business tool. I believe we're entering an era where GenAI hype meets practicality, value is realized, and potential is fulfilled."

Chris Bedi

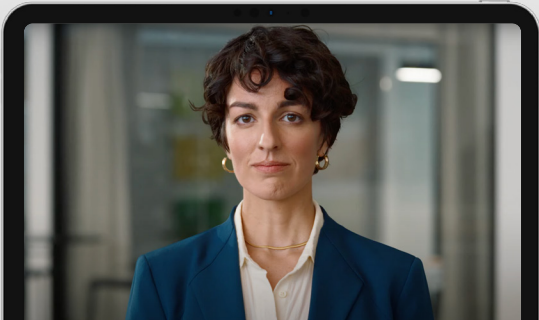
Chief digital information officer, ServiceNow

To learn more about GenAI at ServiceNow, we recommend the following resources:

Putting GenAI 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.

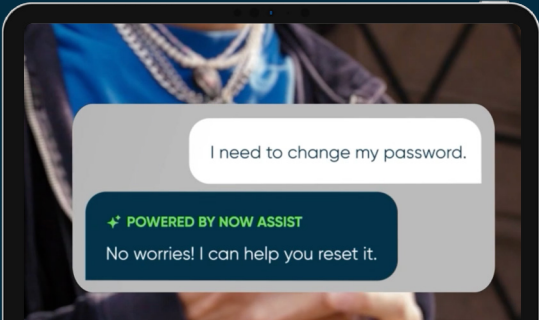
[Watch Video](#)



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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