

# Unleash productivity across the enterprise with GenAI

How generative AI adds value across workstreams



## You're ready to get started with GenAI...but how?

Many companies are already successfully using AI in some aspect of their services and operations. But generative AI (GenAI) is literally going to change the way people work—unleashing substantial productivity improvements and ultimately accelerating better business results. Before you can get to that point, however, you first must answer the question: How do I incorporate GenAI into my IT estate?

GenAI is particularly adept at organizing unstructured data—such as articles, internet pages, and chat conversations—into relevant new information. But how do you make that information pertinent and use it in an enterprise context? You can do it by automating mundane tasks for agents, admins, employees, and developers.

Previous forms of AI knew how to identify patterns, but GenAI adds the game-changing ability to create new patterns in three steps:

1. **Understands context and intent.** A user asks, “When will my request be processed?” and the tool understands that the person is frustrated and looking for immediate reassurance.
2. **Synthesizes information.** Next, GenAI searches across multiple information sources and combines them into a relevant understanding, finding not only the status of the user’s request but also the reason the request hasn’t gone through.
3. **Generates content: the “magic step.”** GenAI can then produce content that effectively communicates the findings, so a virtual agent can create an accurate, concise answer to the user’s question and deliver the relevant information with empathy and care.

GenAI summarizes incidents, conducts conversational exchanges, generates content automatically, and makes intelligent recommendations for text to code—all to increase productivity across your IT organization.

### GenAI's potential impacts on productivity

**\$2.6 to \$4.4 trillion**

equivalent added annually to the global economy

**Up to 0.6%**

annual labor productivity growth through 2040

**~35% to 70%**

incremental contribution to economic impact

Source: McKinsey & Company, [The economic potential of generative AI: The next productivity frontier](#), June 2023

**“ [The] machine and human work together to improve productivity compared to the human alone.”**

**Yoshua Bengio**

Professor at the University of Montreal, Founder and Scientific Director of the Mila AI Research Institute, and Senior Advisor to ServiceNow

Source: ServiceNow, [Yoshua Bengio on GenAI governance and organizational change](#), September 6, 2023

## Accelerate IT service productivity with GenAI experiences

Solving employee and customer issues usually requires agents to read and interpret information from many parts of the incident or problem. But with the growing number of services, infrastructure elements, and machine-generated alerts, companies may find that scaling people and manual processes to keep up with increased incident volume is nearly impossible.

That's where IT service management (ITSM) paired with AI-powered automation comes in. Incidents are processed as they arrive—or are even proactively addressed before they need human attention. And GenAI increases productivity even further.

Fundamentally, GenAI understands employee intent, synthesizes knowledge from data, and generates contextualized responses. By incorporating it at the platform level and applying it to use cases across IT—such as automatically filling out trouble tickets—GenAI can provide context and streamline manual work, freeing IT staff to focus on resolving more complex issues.

GenAI uses both internal and external data to draw better, more accurate conclusions and recommendations for service agents. It can quickly compile multiple data sets and then summarize IT support cases, user interactions, actions taken, and resolution steps. Employees get back to work faster with rapid, high-quality responses to their IT support requests.

Adding GenAI to ITSM helps your teams be more productive by providing:

- Improved AI search summarization with citations
- AI-assisted knowledge creation
- Post-incident summarization and analysis in natural language
- Contextual summaries of incidents and problems for live agents to review
- Summary of previous history from live chat and virtual agent interactions
- Adherence to best practices with automated resolution notes and code upon incident closure

### GenAI outcomes for ITSM

# 99%

reduction in incident resolution times

# 75%

increase in IT service desk productivity

Source: ServiceNow, [Now on Now: How to radically enhance your IT service experience](#), accessed February 20, 2024

## Put GenAI to work across your IT organization

GenAI's productivity increases don't stop at ITSM. It's also a powerful tool when applied across other IT applications and workflows with ServiceNow® Now Assist.

### Now Assist for IT operations management

**IT operations management (ITOM)** moves your organization away from the reactive break-fix model of finding and resolving problems after they've already impacted employees. Running on a single cloud foundation minimizes the repercussions for employees, speeds remediation with predictive AI and automation, and sees IT infrastructure in a business service context.

Adding GenAI to ITOM helps you manage your IT infrastructure more effectively and keep digital services running 24/7 with:

- AI-assisted root-cause analysis
- AI-assisted knowledge creation
- Automatic self-healing recommendations

### Now Assist for IT asset management

**IT asset management (ITAM)** runs on a centralized platform, so you have the visibility to plan and manage assets and technical resources, align teams and technology throughout the asset lifecycle, and reduce cost and risk. Most of all, ITAM helps you spend budget on what matters most to your business strategy.

Adding Now Assist for Creator to extend automation in ITAM helps maximize existing and future technology investments with:

- AI-powered virtual agents
- Automatic end-user notification
- Code-writing assistance

### Now Assist for strategic portfolio management

**Strategic portfolio management (SPM)** is an approach that tightly aligns strategy to execution and management, letting you quickly adjust when needed. It seamlessly streamlines all demand and work through the centralized lens of a single platform, so stakeholders can see all their investments.


Adding GenAI to SPM helps you improve how the organization allocates its finite resources toward enterprisewide business strategies with:

- Automatic organization of feedback
- Assisted user-document generation
- AI-powered case summarization

## 5 ways GenAI powers every area of the business


The impact of GenAI will be felt across every industry, every department, and every role. When you get the right AI strategy, then you can unleash substantial productivity improvements, transform the way employees and customers experience your brand, and ultimately accelerate your agility as a business to drive outcomes and stay ahead of the competition.

- 1




**Development**

Create code templates and automate programming, bug fixes, code refactoring, and documentation.
- 2




**IT services**

Automatically fill in trouble tickets and ensure issues are promptly resolved.
- 3




**Customer support**

Provide instant, accurate customer assistance through chatbots, improving user satisfaction.
- 4



**Human resources**

Summarize multiple data sources to provide employees with actionable information (such as a benefits query).
- 5



**Finance and supply chain**

Automate repetitive tasks such as drafting and inputting purchase orders in the company's enterprise resource planning (ERP) system.

**“When we discuss GenAI, we’re not just talking about technology. The AI-powered future of work is a balance of workflow automation and operational augmentation. It’s also a balance of iteration and innovation.”**

**Brian Solis**

Head of Global Innovation at ServiceNow

Source: ServiceNow, [Put GenAI to work in the enterprise](#), August 9, 2023



## Every company is expected to have an AI strategy. ServiceNow can help with yours.

AI is only as powerful as the platform it's built on. And the way the Now Platform<sup>®</sup> harnesses GenAI is unique. Built with AI deeply woven in, the intelligent platform from ServiceNow is more than just a tool. It pairs AI with automation technologies to take action on AI-generated content.

By marrying GenAI's power to organize your unstructured data with the structured data of our workflow engine, the Now Platform accelerates productivity across all your workflows with a single solution.

The ServiceNow GenAI experience brings efficiency into every part of your business:

- **Increases productivity.** Deflect incidents and automate work to reduce manual tasks and lower the cost to serve.
- **Transforms experiences.** Empower employees to solve common problems and get the answers they need, faster, in engaging experiences.
- **Accelerates agility.** Automate more processes to spend more time innovating. Generate content automatically, including intelligent search results, work notes, and knowledge base articles. Boost developer productivity with intelligent recommendations for code.

### GenAI and automation: Transforming the enterprise together





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



### How generative AI adds value across workstreams

Siloed services and operations teams can't keep pace with the demands of a digital-first world. This guide shares a three-stage approach for automating and optimizing them on a single cloud platform.

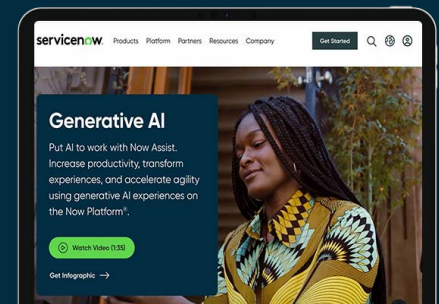
[Read Guide](#)



### Generative AI with Now Assist

Do you know how to put generative AI to work in your enterprise? Increase productivity, transform experiences, and accelerate agility across all workflows with Now Assist on the Now Platform®.

[Visit Page](#)



**servicenow**

#### 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](http://www.servicenow.com).

© 2024 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.