



AI UNLEASHED

Revolutionizing Enterprise Performance

How to get started with ServiceNow and artificial intelligence to transform processes, mindsets, and outcomes



Introduction

Artificial intelligence (AI) technology has played an integral role in our lives for many years, powering our search engines (Google) and recommendations (Netflix, Amazon), vacuuming our homes (Roomba), and interacting with us in our homes (Siri, Alexa). As AI evolves to include more generative AI tools capable of creating net-new content (ChatGPT, DALL-E, Midjourney, Copilot), it creates a never-before-seen transformative effect on how people **learn, create, and interact**.

Inside the organization, the same revolution is occurring. Continuous innovations in AI promise a wide range of business outcomes, including **cost savings, business growth, improved customer experience, and better employee engagement**. It all sounds great, but is it just hype? How do you realize the potential of AI?

In this eBook, we'll demystify how AI and its latest evolution, generative AI, can be leveraged within the ServiceNow platform to enhance employee abilities, increase productivity, and deliver better service.

What is artificial intelligence (AI)?

AI broadly refers to machines or software with human-like capabilities to learn, solve problems, answer questions, or take actions.

Machine Learning (ML)

A subset of AI in which machines are taught to make predictions through data training.

Deep Learning (DL)

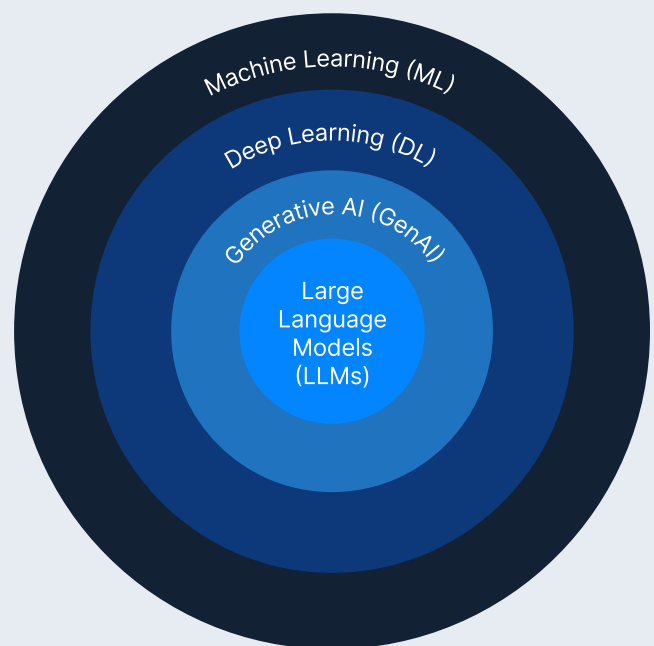
A subset of ML that leverages neural networks made up of layers to refine data into intelligence or improve automations.

Generative AI (GenAI)

A subset of DL capable of creating new content (text, image, video) that is (close to) indistinguishable to content created by humans.

Large Language Models (LLMs)

A subset of GenAI that is specialized in text-based output.



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Digital transformation is not just about technology and its implementation. It's about looking at the business strategy through the lens of technical capabilities and how that changes how you operate and generate revenues.

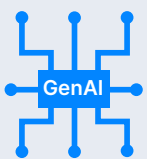
Isaac Sacolick, Driving Digital¹



82% of enterprises have **actively deployed** or are **experimenting** with AI²



2/3 of employees are **experimenting with AI** in their job or personal life³



65% of U.S. executives believe **GenAI will have a high impact** on their organization⁴



In the next 3-5 years 62% of executives say GenAI will **disrupt** how organizations design experiences⁵

The current state of AI in the enterprise

Digital transformation remains a key strategic priority for organizations across every vertical. Talent shortages, economic and competitive pressures, and technology innovation require a constant re-evaluation of transformation efforts.

Throughout history there have been disruptive shifts in technology. While it may seem like AI arrived quickly, researchers have been working on AI since 1956. Innovations in deep learning in the early 2020s triggered a wave of advancements that led to the release of strong LLMs such as ChatGPT in late 2022, credited with creating today's AI boom.⁶ In 2024, Microsoft announced it would add a new Copilot key to its keyboard, the first new key in 30 years.⁷

By 2026, Gartner estimates **80% of organizations will have used a GenAI API or model or deployed a GenAI-enabled application**, up from 5% in 2023.⁸ Forrester estimates that spending on AI-infused software will reach \$227 billion by 2030, with genAI rising to 55% of the market share.⁹ While technology remains the top business priority for both CEOs and CFOs,¹⁰ adoption of AI is nascent, limited by a lack of skills, a clear business case, and a roadmap to success. In many cases, this is compounded by the abundance of point solutions and siloed approaches that fail to deliver on business value.

Executives that **embrace bolder transformation**, leveraging deeply-embedded AI capabilities and refined processes, are more likely to realize value from their investments. Further, those organizations with the longest experience with AI don't just measure success in dollars or productivity improvements, but instead strongly align success around many top and bottom line business outcomes.¹¹ In fact, 78% of organizations are looking to integrate GenAI into user interactions to meet redefined **customer expectations** and convert talent challenges into new, **empowered ways of working**.¹²

Critical drivers for digital transformation and AI



Growth & new business opportunities



Efficiency & productivity



Maximizing use of data



Employee experience



Consumer satisfaction



Technology advancements



Competitive pressure



Cybersecurity risk & compliance

Enterprise use cases for AI

There are an expanding number of examples of how AI is being leveraged to improve productivity and efficiency in order to **elevate work experiences** and **service interactions**.



Customer service & engagement

Chatbots, personalization, assisted search



Data analysis & insights

Discover hidden insights, trends and opportunities



Automation & productivity

Automate business processes, augment efforts of workers



Employee service

Self-service content & actions, search discovery, service interaction support



Globalization

Region-specific adaptations for products, services & interaction



Product & service development

Develop new products and experiences, accelerate time to market



Risk management

Monitoring & governance, threat detection, automated actions



IT automation

Routing & prioritization, coding, bug fixes, optimization



Finance & supply chain optimization

Support planning, simplify operations, create more resilient supply chains, support ESG goals

While AI has sparked predictions of job loss to automation, the reality is the opposite. Aligning investments around key drivers such as employee and customer experience are more likely to ensure that investments assist, not replace, human interactions. In fact, Forrester estimates GenAI will influence 4.5 more jobs than it replaces.¹³

According to a recent employee survey, workers are seeking improved experiences and career growth — as well as tools to help them get there.¹⁴ Further, process improvements, AI assistants and action prompts offer notable benefits on both sides of the service equation, streamlining interactions for both users and agents.



How to use AI with ServiceNow

Built for a fast-changing world, the **ServiceNow platform has been the backbone of digital transformations across the globe**, connecting people and data for greater productivity and innovation. As a global leader in enterprise workflow automation, ServiceNow has been strategically investing in AI, ML and GenAI through organic product development and a series of acquisitions and integrations beginning as early as 2017.



The NowPlatform includes GenAI, ML frameworks, natural language understanding, search and automation, and analytics and process mining working together to unlock a growing number of use cases.

GenAI is Now Assist

At ServiceNow, GenAI experiences that support human interactions are called **Now Assist**. Now Assist is used to help users (employees or customers) get help, solve problems, answer questions or boost productivity.

Now Assist is not just a point solution, it is available **across workflows and throughout Now Platform capabilities**, including AI search, Virtual Agent, Workspaces, Service Portal and through integrated scripting across the platform. Now Assist is available and licensable as of the Vancouver release with pre-integrated capabilities (i.e., Now Assist for ITSM, Now Assist for CSM, Now Assist for HRSD, and Now Assist for Creator).

ServiceNow reduces integration complexity and the burden of technological innovation by leveraging an extensible architecture to support LLM models. ServiceNow's Generative AI Controller includes direct integrations with OpenAI and Azure OpenAI as well as ServiceNow's proprietary LLM, Now LLM. For custom generative AI use cases organizations may wish to explore, out-of-the-box connectors are also available for OpenAI or Azure OpenAI.

Data security and privacy remain top of mind considerations for any AI implementation. With the Now Platform, each solution is trained with your own data, so recommendations and predictions are tailored to your business with all the appropriate protocols, safeguards, and permissive licenses in place.

Improve self-service Makes it easier for users to get what they need with a 24/7 Virtual Agent that understands their requests in natural language	Detect incidents faster Quickly identify critical issues by proactively identifying similarities across open incidents or cases	Route & prioritize work Classify requests so incidents, cases, and tasks automatically get to the right team, at the right time
Discover hidden patterns Continuously group clusters of related items to uncover trends and the best opportunities for improvement	Optimize knowledge bases Deflect tickets and reduce call volume by uncovering knowledge gaps and preventing duplicate content across knowledge bases	Recommend actions Connect the dots for agents by suggesting relevant tasks and content to help them solve issues faster
Empower users with search Gain highly accurate and relevant search results for an enhanced user experience	Process optimization Uncover and visualize hidden efficiencies and bottlenecks	Boost developer productivity Speed up time to market with intelligent code generation, code optimization, bug fixes

Table source: ServiceNow

Best practices for getting started with AI in ServiceNow

The world has step-shifted forward. Strategic investment in AI, including GenAI, can unlock new levels of efficiency as well as support critical acquisition and retention efforts for both talent and consumers. However, strategic investments in AI must reflect the overall digital transformation roadmap, incorporate process improvements, and include careful organizational change management.¹⁵

ServiceNow is a platform that digitizes your workflows — and then allows AI to improve them.

Astrica is uniquely positioned to help you realize the full value of AI for ServiceNow. We offer deep knowledge of ServiceNow, industry best practices, and the technical and process proficiency to be able to leverage AI as an accelerator to change processes, mindsets, and outcomes.

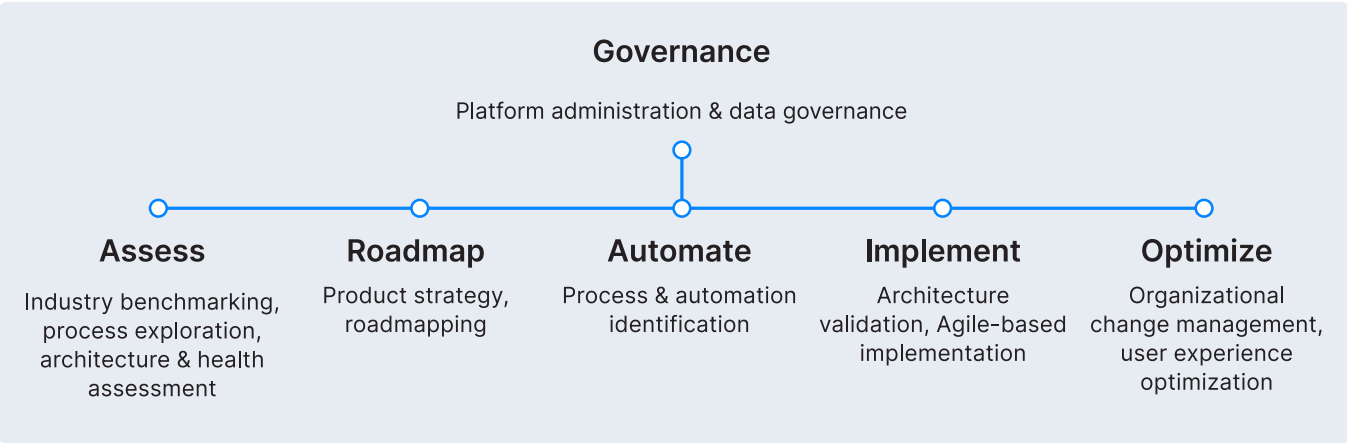
With a proven track record of helping ServiceNow customers optimize their digital transformations with proven accelerators, we can help develop an industry-tailored blueprint designed to maximize your ROI on AI investments. We recommend



a phased approach to AI integration, creating and measuring results from proof-of-concepts, and harnessing innovations that support the employee experience, evolving those capabilities over time through careful organizational change management.

As the pace of innovation continues, Astrica can continue to be a partner to ensure AI investments align within a ServiceNow operating model, ensuring a well-designed and high-functioning platform delivering continuous value over time.

The Astrica Approach



Sources

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¹⁵Gartner, [Building a Value-Driving AI Strategy for Your Business](#), (Accessed January 24, 2023)



About Astrica

[Astrica](#) is a women-owned and led small business. Founded by a team of ServiceNow veterans, Astrica guides clients to leverage the full potential of ServiceNow. Astrica exclusively focuses on ServiceNow and leverages new AI capabilities to ensure a faster path to value for its clients – ensuring outcomes at an unprecedented pace.

Ready to talk ServiceNow? [Contact us today →](#)