



PUT AI TO WORK FOR PEOPLE

# STREAMLINE CUSTOMER SERVICE EXPERIENCES WITH NOW ASSIST ✨

How to automate tedious tasks for customers, agents, technicians, and developers with GenAI-powered Now Assist

servicenow®

## Contents

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# Why GenAI is a game-changer for customer and field service

Caught between shrinking budgets and expanding customer expectations, customer and field service leaders are searching for ways to deliver more value with less effort. Is there a way to upgrade experiences without increasing expenditures or burning out employees? Generative AI (GenAI) is the game-changer that can do it.

With its abilities to understand user context and intent, synthesize information, and generate content, GenAI streamlines the customer service process from beginning to end. It enables your organization to:

- **Reduce customer effort, increase customer satisfaction, and lower case volume** by helping customers self-solve issues easier and faster
- **Increase the productivity and job satisfaction of agents** by enabling them to quickly ramp up on complex cases and speed time to resolution
- **Empower field service technicians** to solve issues on the first visit with work order summarization, as well as easy access to customer information, parts required, and work order history
- **Fast-track custom app development and automation** with low code, especially when it's used on the same platform as IT operations
- **Remove unnecessary work from team queues** by automating the categorization, compilation, and assignment of work
- **Put strong data governance and cybersecurity processes in place** to roll out AI safely and responsibly across the enterprise by mitigating ever-changing technology and cyber risks through predictive intelligence

**74% of customer experience leaders and 53% of agents agree that customers hold higher expectations now versus the past 3 years<sup>1</sup>**

**70% of customer experience leaders say that GenAI has led their organizations to take a step back and reevaluate their entire customer experience<sup>2</sup>**

<sup>1</sup> ServiceNow, [Customer Experience Trends: Customer service insights in the GenAI era](#), 2023

<sup>2</sup> Zendesk, [CX trends 2024](#), January 17, 2024

# Tap into the potential of GenAI for customer service

When you marry AI capabilities with a powerful workflow automation platform, every employee in your organization is empowered to do more and do it faster. The Now Platform® in combination with ServiceNow® Now Assist, our GenAI capability, is unique. Users get deep-seated GenAI experiences and automation technologies that can not only generate content from your unstructured data, but also take action on it.

Now Assist GenAI solutions increase organizational efficiency by enabling fast, personalized customer self-service and by automating manual work for customer service agents, field service technicians, and developers of the custom apps these support professionals use. With a choice of out-of-the-box Now Assist experiences based on domain-specific large language models (LLMs) or general-purpose LLMs, ServiceNow boosts your company's agility by supporting a broad set of customer service use cases.

Read on to learn more about how Now Assist can help you transform every corner of your business with actionable GenAI, purpose-built for work.



37%

of customer experience leaders have already deployed some form of GenAI

64%

of customer experience leaders think GenAI is an important capability for the future

#2

GenAI is the second most important capability cited by leaders for driving faster resolution time, reduction in customer effort, and cost savings

Source: ServiceNow, [Customer Experience Trends: Customer service insights in the GenAI era, 2023](#)

## Three key areas where GenAI adds value:



### Customer service management

GenAI provides instant, accurate chatbot assistance for customers and autogenerated case summaries for agents.



### Field service management

GenAI can summarize work order tasks for technicians, reducing manual data entry and improving accuracy on mobile devices.



### App development

GenAI speeds app delivery by creating code and app templates and automating programming, bug fixes, code refactoring, and documentation.

## NOW ASSIST FOR CUSTOMER SERVICE MANAGEMENT

# Create satisfying experiences for customers and agents alike

The state of customer service can often be described in a single word: frustration. 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, to understand a customer's issue the agent must tediously research volumes of manually entered chat transcripts, case histories, or work notes. And the summaries between agents are often inconsistent. When your agents continuously spend their time on menial and mind-numbing tasks, job satisfaction and morale will drop.

It's no wonder that 48% of enterprise leaders say improving the customer experience is one of the main drivers for implementing AI<sup>3</sup> and of 27% leaders say AI is the capability providing the greatest reduction in customer effort.<sup>4</sup>

The GenAI capabilities in Now Assist can help you to dramatically improve customer interactions, streamline support processes, and boost productivity for agents. With Now Assist you can build experiences that will delight your customers and the teams who serve them.

### GenAI-powered Now Assist optimizes customer service management, enabling your organization to:

- **Respond faster** when context on issues and actions taken are automatically gathered.
- **Speed up resolution** with easy-to-understand summaries for cases and interactions.
- **Improve agent productivity** through an intuitive conversational assistant.
- **Allow customers** to submit catalog requests with a natural language experience.



## Personalized service delivered efficiently to customers

**Kainos sought a smart solution to support its agents in delivering seamless customer service to an expanding client base with ever-increasing demands.**

Using Now Assist's GenAI capabilities and natural language tools, Kainos has quickly and significantly improved both its customer-facing service experience as well as its internal operations. [→ Read Story](#)

**"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

**600** knowledge articles created with Now Assist

**99%** customer satisfaction, up from 80%

**71%** reduction in average time to resolve efficiencies

<sup>3</sup> Frost & Sullivan, [Put AI to work for people](#), 2024

<sup>4</sup> ServiceNow, [Customer service \(CX\) trends](#), 2023



NOW ASSIST FOR  
FIELD SERVICE MANAGEMENT

Enhance and expedite  
service-visit experiences

Field service visits can be make-or-break moments that influence customers' long-term perception of your brand. But coordinating visits can be exasperating for all parties—schedulers, technicians, and customers, too.

Dispatchers must manually manage multiple technicians spread across territories, often without adequate visibility into schedules and available capacity. This results in time conflicts and rescheduled appointments that inconvenience customers.

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.

GenAI can assist field service technicians who 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 parts required before a truck roll, then later recap work performed with ease using a summarization tool.

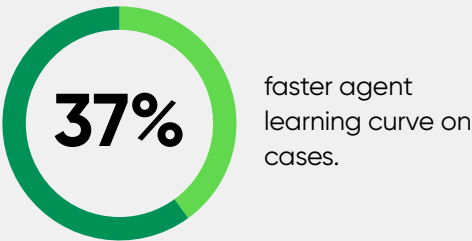
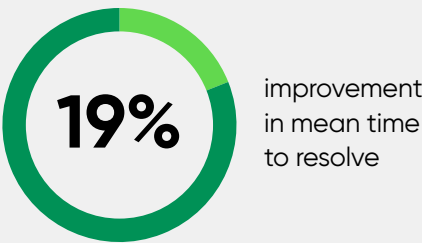
GenAI-powered Now Assist optimizes field service operations by:

- **Simplifying task debriefs** with automated work order summarization, which reduces manual data entry.
- **Enhancing data entry** on mobile devices, ensuring a seamless and efficient user experience for field resources.
- **Increase process adherence and data accuracy** with task summarization across activity streams, parts, and incidentals.

GenAI-powered ServiceNow  
tool for field service  
management

Reduce cumbersome work for technicians and increase the accuracy of closure reports.

Expected outcomes from  
deploying Now Assist for  
Field Service Management



Source: Internal results from ServiceNow

## NOW ASSIST FOR CREATOR

# Speed app development and automation

GenAI can vastly improve the productivity of experienced developers and lower the barrier of entry for citizen developers who are just starting to use intelligent automation and low-code development. That's why ServiceNow is taking the lead in using GenAI for development with Now Assist for Creator, and we are introducing new GenAI capabilities that are built in, not bolted on.

## Simplifying development steps

Every organization writes scripts, generates flows, creates playbooks, and updates service catalog items, and Now Assist for Creator can simplify the steps. For example, you can automatically generate service catalog items using GenAI to easily grow your portfolio business and IT services. You can also create playbooks in seconds to accelerate workflow development.

Each organization also has unique processes that aren't covered by out-of-the-box solutions. Now Assist for Creator radically simplifies the creation of custom ServiceNow apps and workflows for every type of developer, expediting delivery and making optimal use of available development skill sets. It allows anyone to get a head start at building apps in a fully governed environment through conversational chat with a virtual assistant.

## Empowering developers of all skill levels

With Now Assist for Creator, developers of all skill levels can build apps swiftly with advanced text-to-code capabilities, and they can easily automate a new process just by describing what it does. Now Assist untethers experienced coders with embedded code completion and comment-to-code capabilities, which reduce tedious, repetitive coding tasks and lower debugging efforts by eliminating manual syntax errors.

The result? Developers end up with more time to focus on innovation and strategic thinking.



## Accelerating development of field service apps

**TRIMEDX needed a way to support growing business operation needs, without having to hire additional developers at the same rate.**

The company was also looking for AI that could drive efficiency for their technicians. Now Assist enhanced developer productivity in building use cases for summarizing work order tasks and resolution notes. It also expedited knowledge article generation to retain the experience of tenured technicians.

**"If we can shave two to five minutes off each of our 2.5 million annual work orders, you're talking hundreds of thousands of hours saved."**

Brad Jobe, CEO, TRIMEDX

**22%** increase in developer productivity

**50%** of developers actively using Now Assist in just 3 months



Increase in number of citizen developers as they learn best practices from Now Assist

## Automate app development with Now Assist for Creator, our out-of-the-box GenAI

According to Gartner, “Generative AI code generation has the potential to revolutionize software development workflow and the developer experience.”<sup>5</sup> ServiceNow can certainly make the case that these GenAI capabilities delivered in Now Assist for Creator qualify as revolutionary:

- **Flow generation:** Offers flow authors a “soft start” with guided directions for process flows using natural language statements to create and modify a flow and subflow skeleton.
- **Code generation:** Enables developers of all skill levels to write natural language comments that are automatically translated into actual code/flow suggestions; empowers pro developers with intelligent code completion recommendations when they start typing a line of code.
- **Playbook generation:** Allows playbook authors to create complete workflow playbook outlines in seconds just by describing what they want the playbook to do, instead of spending hours manually crafting it.
- **Service catalog item generation:** Accelerates self-service rollout by allowing developers to quickly create catalog items—complete with professional descriptions and questions—based on a natural language description of what they want the catalog item to do.
- **Conversational app generation:** Lets developers collaborate with a virtual assistant to create custom, foundational applications through a natural language chat; they simply outline their business processes to streamline preliminary development.

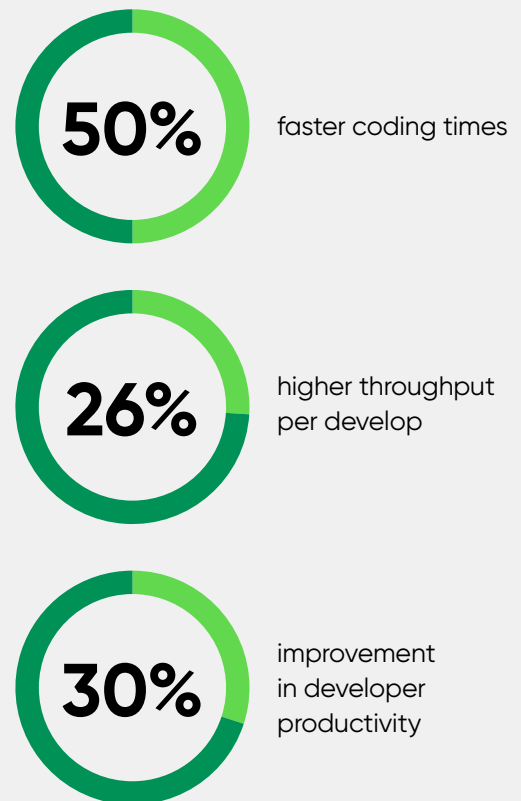
Using Now Assist for Creator, you can jump-start innovation and deliver more value faster. By increasing the efficiency and output of your experienced developers and tapping into a vast new pool of citizen developers across your organization, you extend the benefits of digital transformation to every part of your business—making it more efficient, agile, and competitive.

## ServiceNow GenAI-powered tool for app development

### Now Assist for Creator

Improve developer productivity with flow generation and intelligent recommendations for code.

### Expected outcomes from deploying Now Assist for Creator



Source: Internal results from ServiceNow

<sup>5</sup> Gartner, [Emerging Tech: Generative AI Code Assistants Are Becoming Essential to Developer Experience](#), May 2023

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## Build trust in GenAI initiatives and accelerate value delivery

Rolling out AI responsibly requires a good risk-based strategy. This includes staying on top of compliance, monitoring for emerging risks (such as hallucinations), and implementing strong data governance processes to provide assurance to customers and stakeholders. Leaders are also concerned about justifying investments in GenAI. In fact, about 70% of companies lack a cohesive strategy and roadmap for implementing AI.<sup>6</sup>

### Use a single source of truth enterprisewide

A single source of truth will help you manage information about the AI models that are in use and planned for use. With ServiceNow, you can easily establish a proper governance framework—not just to manage risk or compliance for AI models but also for the applications, processes, or projects that use the models. This includes management of privacy risks, data protection, and security violations. You can also respond to emerging government regulation of AI systems, with [a solution](#) that resides on a single platform with other enterprise management solutions.

### Anticipate security issues through predictive intelligence

With ServiceNow, you can use machine learning and natural language processing to quickly analyze and compare records across your applications. [ServiceNow Security Operations](#) comes with built-in predictive intelligence to help you stay on top of vulnerabilities and quickly mitigate ever-changing technology and cyber risks.

### Quickly implement GenAI projects and ensure ROI

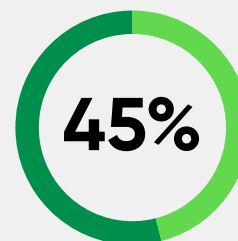
By helping you prioritize what truly matters, [ServiceNow Strategic Portfolio Management](#) (SPM) accelerates and ensures GenAI value delivery. SPM can empower your entire enterprise to focus everyone on initiatives that align with your strategy as well as fulfill stakeholder and customer demands.

“

**You have to move fast. You have to do it with governance. You have to do it with security. You have to do it with the right platform partner. But once you've done that, the company going the fastest is going to win the most.”**

Paul Smith, Chief Commercial Officer, ServiceNow

### One thing keeping the C-suite up at night



of executives say they believe GenAI can harm trust of their organizations if the appropriate risk management tools are not implemented.

Source: KPMG, [U.S. survey: Executives expect generative AI to have enormous impact on business, but unprepared for immediate adoption](#), 2023

<sup>6</sup> Frost & Sullivan, [Put AI to work for people](#), 2024



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

According to KPMG, 60% of organizations view generative AI as an opportunity to drive greater efficiencies, grow market share and revenue, and gain a competitive edge.<sup>7</sup> But it's the organizations placing bigger, strategic bets and striking up partnerships with select AI providers that are going to be the winners here, highlighting the value of adopting a platform-centric approach.<sup>8</sup>

## A platform optimized for 27x speed and 12x scale

ServiceNow is uniquely positioned to blend the innovative capabilities of AI technologies with the unmatched efficiency of our world-leading workflow automation platform that's optimized for 27x speed and 12x scale. What sets the Now Platform<sup>®</sup> apart is our unparalleled expertise in crafting structured workflows—the backbone of processes that support compliance, precision, and predictability.

## An accurate, secure LLM that runs faster and costs less

The primary GenAI strategy of ServiceNow is to leverage the domain-specific Now LLM, which runs faster, costs less, and is more accurate and secure. Plus, we are using the latest microservices to develop and deploy new LLMs faster and more cost-effectively, so our customers can scale GenAI to new use cases and accelerate ROI across their businesses. To tailor an AI-driven transformation to your unique needs, ServiceNow also allows you to bring your own LLM.

## The AI platform for business transformation

ServiceNow can bring AI to every workflow across every department and industry transforming experiences, unlocking productivity, and efficiency for every end user. You can turn your AI investment into real business value in days, not months or years with ServiceNow. It's truly the AI platform for business transformation.

## Now Assist and Copilot: A joint solution to propel your AI-driven business

Enterprises like yours are rapidly adopting GenAI to enhance workforce efficiency, streamline user experiences, and reduce mundane tasks. But there's a proliferation of GenAI tools with distinct use cases that lack interoperability. That means constant switching between these disparate tools—and the resulting productivity loss.

### Get two leading GenAI assistants

Thanks to an ever-expanding strategic alliance, ServiceNow and Microsoft have combined their industry leading capabilities to enhance workforce choice and flexibility. The integration of Now Assist from ServiceNow and Copilot from Microsoft brings the power of these two GenAI assistants into one seamless solution.

### Help your workforce where they are

That joint solution will improve productivity for our mutual customers by quickly delivering answers, deflecting manual requests for help, and automating service requests across the organization. It will intuitively interact to meet employees where they are, allowing them to get the help they need from the most relevant GenAI assistant—regardless of which platform they are in.



Watch a [demo](#) of the Now Assist and Copilot in action.

<sup>7</sup> KPMG, [Generative AI: From buzz to business value](#), 2023

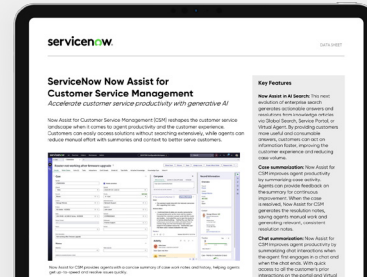
<sup>8</sup> VentureBeat, [Big bets will unlock the real value of generative AI](#), May 13, 2024

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

## Now Assist for Customer Service Management

Can GenAI reduce manual effort and frustration for customers and agents, too? This data sheet explains how Now Assist for Customer Service Management reshapes the customer experience.

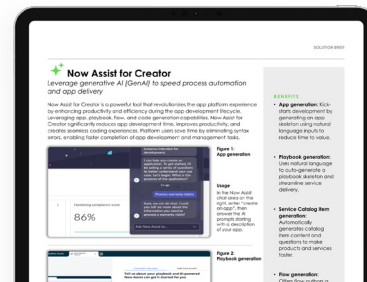
[Read Data Sheet](#)



## Now Assist for Creator

Can GenAI speed app development and delivery? This data sheet shares the four features of Now Assist for Creator that save time by eliminating errors and automating coding and management tasks.

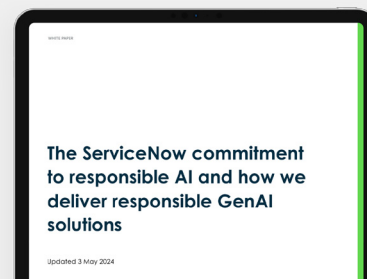
[Read Data Sheet](#)



## The ServiceNow commitment to responsible AI

With a growing number of companies jumping on the GenAI bandwagon, ethics concerns are increasing. This white paper explains the approach ServiceNow takes toward AI.

[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](https://www.servicenow.com).

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