



**AI done wisely
delivers better, faster,
and more scalable IT**

Three ways to drive value with intelligent automation



Introduction

The demand for better, faster, cheaper and more scalable IT services and operations has been fueled by advances in technology and a rise in people's expectations. The benefits to the modern workforce of emerging technologies—specifically artificial intelligence (AI) including machine learning and virtual agents—has been proven time and time again during recent world events. And the benefits for IT services teams, has been equally huge.

86% of organizations that have fully embraced AI say it has improved customer experience¹

¹ Predictions 2021: How to navigate the top 5 AI trends facing your business, PwC



The world of IT services is changing rapidly

Delivering IT services has never been particularly easy, which is why the IT support industry has seen such an evolution over the last 30 years. While each transition—from disparate personnel responding to phone calls and emails, to service desk structures and basic ticketing systems, to self-service and automation—has exponentially enhanced how service is delivered, there's still more room for improvement.



Modern IT service and support are still dealing with old-fashioned issues

Despite the advancement of solutions and best practices in IT, the industry still grapples with age-old issues that could be solved with AI. These include:

- Reducing budgets and financial pressures
- Increasing costs and too much of agents' time spent on simple, repetitive support tasks
- Attracting and retaining talent
- Increasing business technology use and support requirements
- Needing to deliver faster service to employees to keep them productive
- Meeting customer expectations just to remain competitive, let alone providing services that anticipate and exceed expectations
- Desiring a high rate of innovation without significant downtime
- Understanding and using increasingly larger data sets
- Evolving CIO priorities including digital transformation

Start by learning what AI can do for you

Recognizing and understanding the issues that your IT services team is facing is an important first step to problem solving. The next steps are to understand how AI and intelligent automation can enable your team to work smarter, and to see how other organizations are already making this happen.

Problem solving with AI and automation

With a well-considered application, AI can be used to drive better, more efficient and scalable ITSM and IT operations management (ITOM). Furthermore, organizations can apply AI to solve business process problems and improve efficiencies, whether it be through automation or augmentation of human roles. It's no wonder that IDC's Worldwide Semiannual Artificial Intelligence Tracker forecasts companies to increase spend on AI solutions by 19.6% in 2022*.

Better, faster and cheaper—all three all possible

Intelligent automation and the use of virtual agents move the dial beyond the traditional "better, faster, cheaper—pick any two" conundrum. With AI, organizations can improve operations across all three variables, making it possible to:

- Reduce costs and resolve issues faster
- Increase productivity and scale IT (by relieving staff of repetitive work)
- Improve the employee service experience

Here are three benefits that your organization can enjoy by implementing intelligent automation and predictive intelligence, right now.



19.6%

Increased global
spend on AI solutions
by businesses in 2022*

* "IDC Forecasts Companies to Increase Spend on AI Solutions by 19.6% in 2022." IDC research. February 2022.

CUSTOMER EXAMPLE:
University of South Carolina



79%

Of incoming phone calls deflected to automated virtual agents

10X

Increase of self-solve knowledge base usage in one year

\$8K

Savings in one week through self-service initiatives

The University of South Carolina (UofSC) is the largest publicly funded university in the state. The flagship campus has approximately 33,000 enrolled students. ServiceNow provides a platform for University of South Carolina to optimize their digital experience. The university streamlines the systems that manage IT to accelerate the digital transformation of university service, while incorporating ServiceNow as part of the digital strategy, and establishing an effective knowledge sharing platform.

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“

ServiceNow is the bridge that enables us to take ownership of the whole digital experience.”

Trevor Jerue, Knowledge Manager, University of South Carolina

AI BENEFIT 1:

Self-service and self-help via virtual agents

Even when incorporating robust self-service systems in your organization, you may find that employee adoption and satisfaction levels have not yet caught up with those of your customers. Negative employee experiences can be a result of a growing disconnect between service design and employee expectations. An example of this is your employee platform failing to keep up with everyday digital experiences outside the company*.

AI can help close that gap by helping deliver the digital experience employees already enjoy in their personal lives. Artificial intelligence driven self-service makes help easier to access and consume. Natural language processing (NLP) lessens use frustration by delivering the correct response the first time.

Examples of how AI and self-service can already help employees:

- Resetting a password or checking VPN issues
- Searching a knowledge base or receiving outage information
- Opening a new ticket and checking the status of an existing ticket
- Scheduling a walk-up or drive-thru appointment with IT support
- Ordering a new or changed service via chat rather than following a service catalog hierarchy

*ServiceNow, "The Employee Experience Handbook" (2022)

AI BENEFIT 2:

IT support augmentation via intelligent automation and greater predictive intelligence

It's all about scale. Because AI resolves the high-volume of low complexity issues hitting the IT service teams, agents are free to focus on higher-complexity, value-add work. AI also helps IT agents in their everyday responsibilities, supplementing their knowledge with predictive intelligence so they can work more efficiently and effectively.

Consider these 3 intelligent automation examples:

Repetitive task automation

Using intelligent automation in for assessing, categorizing, prioritizing, and routing tickets, based on the requester's description and learned patterns drawn from historical data. While this might seem a trivial task to replace, it's a high-volume, low-value activity that places a considerable toll on IT support teams, with our research showing that it's approximately 12% of available IT support time. It's also a task that's prone to human error due to a high level of choice complexity. One Accenture survey and report, *Enabling Service Excellence Through ServiceNow's Predictive Intelligence*, found that:

- 21% of IT service agents have more than 100 categories to choose from, with more than 10% facing a choice from more than 300 categories
- 43% of IT service agents have more than 100 different assignment groups to choose from and nearly a quarter face a choice from more than 300 groups

CUSTOMER EXAMPLE: Thames Water



6K

Employees supported via AI helpdesk

93%

Reduction in virtual machine and platform build time

£6M

Cost savings per year

Thames Water is the private utility company responsible for the public water supply and waste water treatment in large parts of Greater London, Luton, the Thames Valley, and other areas of the UK. By using ServiceNow, Thames Water brings operational efficiency, drives positive employee experiences, and builds customer trust.

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“

Our Taps portal, powered by ServiceNow, provides a modern, light-touch way for employees to interact with IT, which is underpinned by powerful digital workflows that mean problems and requests are resolved at pace.”

Philip Taphouse. Command Centre and ServiceNow Programme Manager, Thames Water

CUSTOMER EXAMPLE:
Finance of America



FINANCE of AMERICA™

82%

Issues resolved on first attempt

2.4X

Faster request fulfillment than industry average

50%

Faster MTRR than industry average

Finance of America offers a diverse portfolio of home loans and mortgage solutions to help hundreds of thousands of customers achieve their financial dreams. The company has undergone approximately 15 acquisitions and currently has around 6,000 employees. Finance of America sought to improve the user experience, so it transformed operations with the Now Platform—automating manual processes, and building agent and broker apps.

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“

We have a wonderful partnership with ServiceNow and we've done amazing things together.”

Meghan Sander, Technical Business Analyst,
Finance of America

Virtual agents and analytics to assist with process participation and improvement

Allowing service agents to engage with a virtual agent while participating in ITSM processes such as incident and change management. This in-action assistance helps reduce both mean time to repair or restore (MTTR) and the adverse impact issues have on business operations. Virtual agents can:

- Resolve and reduce incidents, highlighting known solutions or similar issues in real time
- Process-based approvals via the agent
- Update assigned support tasks
- Update requests for change
- Identify planned changes and change windows

Major incident management facilitation

Detecting known or potential major incidents and alerting IT service agents. For example, Predictive Intelligence informs agents that the current issue should be linked to a known major incident or the issue they're currently working on may constitute a new major incident. The agent then proposes a new major incident, ensuring that IT support efforts are suitably focused on the issue(s).

This IT support staff augmentation through intelligent automation is an area that will grow and improve IT and business results in the coming years, with the technology assisting increasingly in more complex scenarios.

AI BENEFIT 3:

Greater insight into services and operations performance and improvement needs

While AI helps with the heavy lifting of handling repetitive tasks, it can also help with the heavy thinking—giving us insight into large datasets that would be a slow, or potentially impossible, task for humans. Machine learning can be used for ITSM-related operations, performance management, and improvement insights such as the identification of problems or greater visibility into IT service desk performance patterns and trends (even predicting performance).

And it can be applied to ITOM-related opportunities that similarly help to deliver better business results.

Detecting anomalies and identifying patterns to prevent issues

Improvements from an IT operations perspective include proactive analytics and preventative automation—with machine learning used within the context of AIOps, detecting patterns in event data to predict when IT components or services might fail and automatically applying appropriate preventative solutions. These anomaly detection capabilities correlate thousands of events to identify patterns that are likely to result in a future outage or issue, with incoming events are then matched with these patterns.

CUSTOMER EXAMPLE:
Danske Bank

Danske Bank

93%

Reduction in high-priority incidents

6x

Improvement in time to restore services

90%

Portal adoption rate by employees in 2 weeks

Danske Bank is a 145-year-old Danish bank with strong ties around the world. With its roots firmly in the Nordics, Danske Bank is committed to serving personal as well as business and institutional customers. With ServiceNow, Danske Bank has created a foundation for enterprise-wide innovation that improves risk management and enhances the employee experience.

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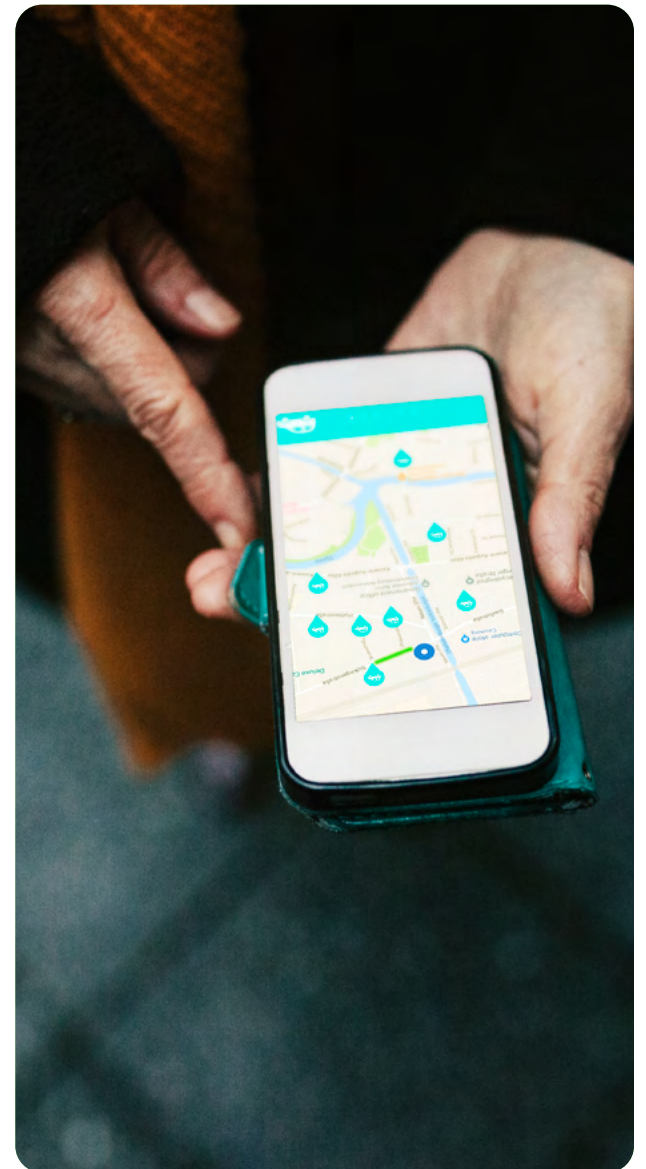
Conclusion: AI is a wise next move for effective IT

Today, intelligent automation and predictive intelligence improves the customer and employee experience, increasing IT team success and deflecting more incidents and requests while reducing costs. But we're just scratching the surface when it comes to the possibilities of AI and AI-enabled technologies. When designed with the employee in mind, your IT organization can take advantage of AI today to deliver support that is better, faster, and cheaper than ever before.

With Predictive Intelligence from ServiceNow, you can leverage the power of machine learning to help your employees work smarter. It's a perfect partnership, with people and machines each doing what they do best.

By leveraging Predictive Intelligence to get work to the right place, resolve issues faster, and identify operational improvement opportunities, you can raise productivity, increase customer satisfaction, unlock the true potential of your employees, and reduce business risk.

And, you don't need to be a data scientist to get started—Predictive Intelligence is designed to solve real-world problems for your business and your people.





Discover how your organization can use the power of AI to transform IT. With ServiceNow, your IT team just got bigger.

[Learn More](#)

Resources

Ebook: [3 steps to delivering digital-first business growth](#)

Ebook: [How to keep your digital services up and running 24/7](#)

About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004, its goal is to make work easier for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 7,400 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit www.servicenow.com.

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