

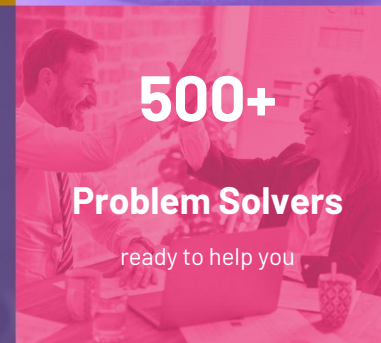
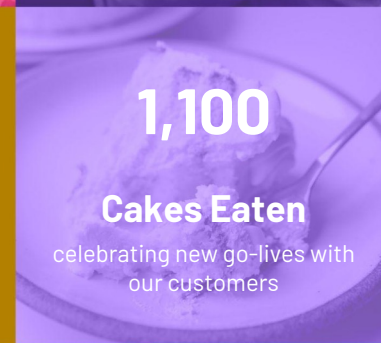
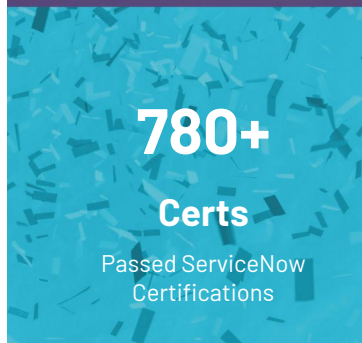
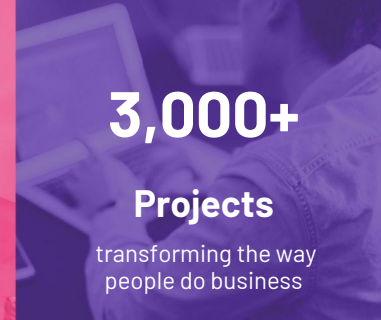
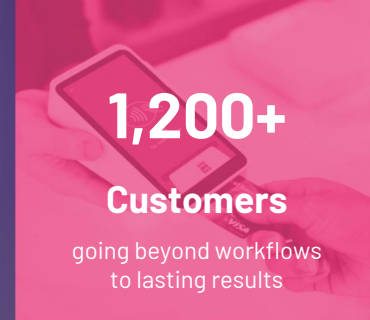
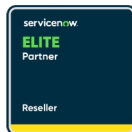
Embracing AI in Customer Service: A *Bold Move* *For Growth and Savings*

Go Beyond Workflows™



Your Go-To Experienced Guide

The challenges you're up against are **big**, but with the right team and the right experience they don't have to be.



A city skyline at sunset with a green grid overlay. The text "Every company is expected to have an AI strategy" is centered in white. Below it, a purple box contains the text "...do you?".

Every company is expected to have an AI strategy

....do you?

Why is Embracing AI important?

Enhanced Efficiency

Automation of routine tasks, freeing agents to focus on complex issues, faster response times and round-the-clock support

Personalisation

Analyse customer data to deliver tailored recommendations & responses, improving customer satisfaction and retention

Scalability & Consistency

Handle high volumes of inquiries simultaneously, follow predefined guidelines, and ensure uniform service quality



Cost Savings

Reduce the need for human agents and admins, lower operational cost, and provide more meaningful interactions

Data Insights

AI-driven analytics provide insight into customer behavior, helping drive real time data-based decisions

Proactive Support

Use powerful dashboards to detect issues before they become critical, enabling proactive support and preventing dissatisfaction

Get Started with AI Now⁺⁺

1

Establish

a solid foundational platform

CMDB/CSDM, Knowledge Management, Service Catalog, CSM

2

Deliver

engaging experiences to customers

Conversational interfaces, Mobile, CSM Portal, SLAs, Workspaces, Dashboards

3

Automate

and deflect with self-service

Process Automation Designer, Flow Designer, Decision Builder, Advanced Work Assignment

4

Optimise

for instant insights & smarter decisions

Predictive/Task Intelligence, Performance Analytics, Process Mining

Generative AI

Highlight: Now Assist for Customer Service Agents



servicenow All Favorites History Workspaces CSM/FSM Configurable Workspace

List CS0002197 x +

Unable to send and receive emails

Details Customer Information Customer Activity Work Orders SLAs (1) Tasks Interactions Draft Emails

Summary: Mike Rogers connected with the virtual agent and began a conversation around his issues being able to check his mail. The virtual agent had Mike go through some basic troubleshooting steps like ensuring his password was correct, verifying his server settings, and updating his email client. None of the steps worked and the virtual agent suggested that he speaks with a live agent for further analysis.

Powered by Now Assist
Show less ▲

Case

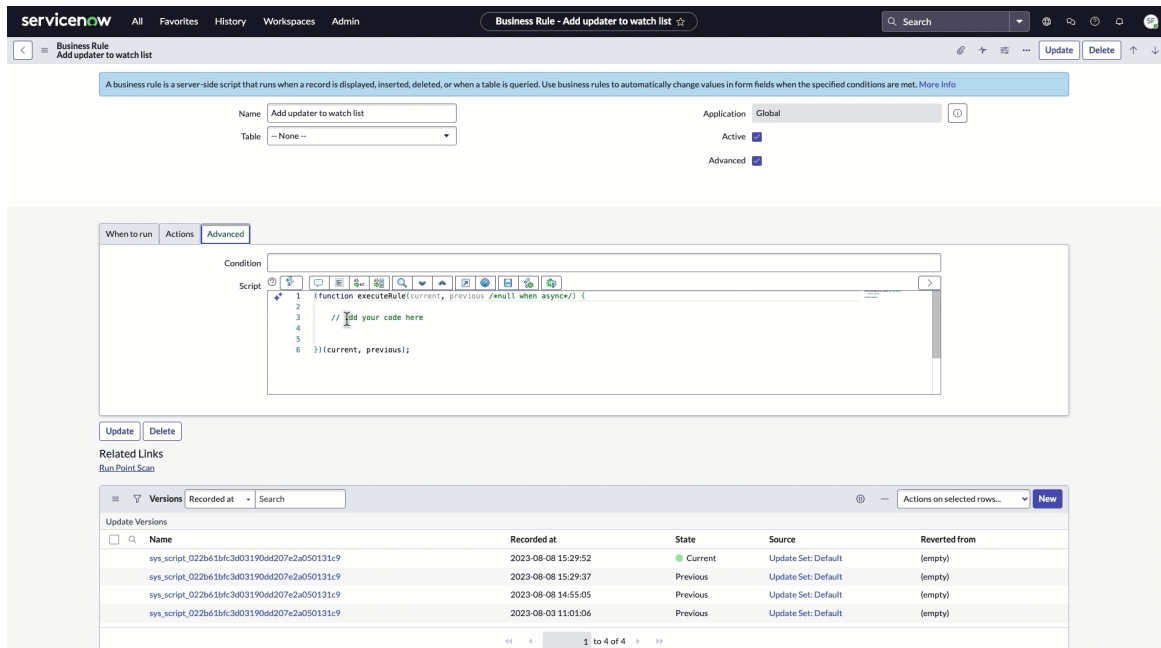
Number	Assigned to
CS0002197	John Jason
Channel	Assignment group
Chat	
Account	Category
K-Tech	Issue
Contact	Priority
Mike Rogers	2 - High
Sold Product	Requesting Service Organization

Shipline Country

Accelerate customer service productivity with generative AI

- 1 Accelerate service response with faster context gathering on issues and actions taken
- 2 Rapidly generate summaries for cases, interactions, and other record types
- 3 Improve operations by collecting consistent resolution data

Highlight: Now Assist for Creator



Complete platform tasks faster with generative AI experiences

- 1 Increase developer productivity with text-to-code
- 2 Improve business agility by automating the creation of workflows with text-to-flow
- 3 Streamline business collaboration and execution with auto-creation of Visio-like process diagrams via text-to-process

AI is only as powerful as the foundation it's built on

Example maturity journey by feature



01

Phase 1



02

Phase 2



03

Phase 3



04

Phase 4

Case Management, Account +
Contact Model

Basic CSDM Service Portfolio

Basic Knowledge (internal + external)

Basic Auto Assignment + SLAs

Basic CSM Portal

Contract + Entitlement model

NowAssist Foundations

Basic integrations with CRM, ERP, &
Invoicing

Proactive Customer Service

Advanced Knowledge, Knowledge
Blocks

Case Escalation + Case Types

Playbooks + Guided Decisions

Advanced Contract + Entitlement

AI Search

Customer Project Management

Performance Analytics

Additional integrations with external
systems

Integration with ITSM components:
incident, change, problem

Advanced Work Assignment

Virtual Agent

Advanced CSM Portal

Advanced NowAssist

Advanced SLAs

Integration with Customer Project
Management

Advanced CMDB

Mobile Apps

ITOM to discover Customer Assets

Predictive Intelligence

Continual Service Improvement

Advanced NowAssist

Integration with other Apps: ITOM,
GRC, IRM, SPM, HR, etc.

**Advanced Proactive Customer
Service**

Advanced Playbooks + Guided
Decisions

Develop an AI Strategy ✨

that drives growth and lowers cost

Let's schedule
a discovery
session

1

We'll show you
an "Art of the
Possible" demo

2

We'll build a
Strategic AI-Centric
Roadmap together

3

Thank You

Get in touch!

Go Beyond Workflows™

