



PLAT⁴MATION

Use Cases for ServiceNow GenAI

Real life artificial intelligence stories

July 2024

Using AI to solve business challenges

ServiceNow's GenAI is perfect for designing solutions for both simple and complex business needs. What makes ServiceNow GenAI stand out is its use of the Now LLM, a Large Language Model trained on domain-specific data. This means it's more accurate and cost-effective than generic LLMs.

To navigate ServiceNow GenAI successfully, you need a strategic approach. It's essential to understand the nuances of AI and the different AI capabilities within ServiceNow. After multiple implementations, we've developed a strategy that seamlessly integrates intelligence into every aspect of your operations, allowing you to leverage Generative AI and Machine Learning technologies with built-in platform capabilities.

Understanding AI and GenAI

Artificial Intelligence (AI) covers a wide range of technologies that let machines mimic human intelligence. These include machine learning, natural language processing, and computer vision, among others.

Generative AI (GenAI), a subset of AI, is all about

creating new content. Whether it's text, images, music, or even code, GenAI uses advanced models like OpenAI's GPT and Google's Gemini to produce human-like responses and content. This opens transformative possibilities for various industries.

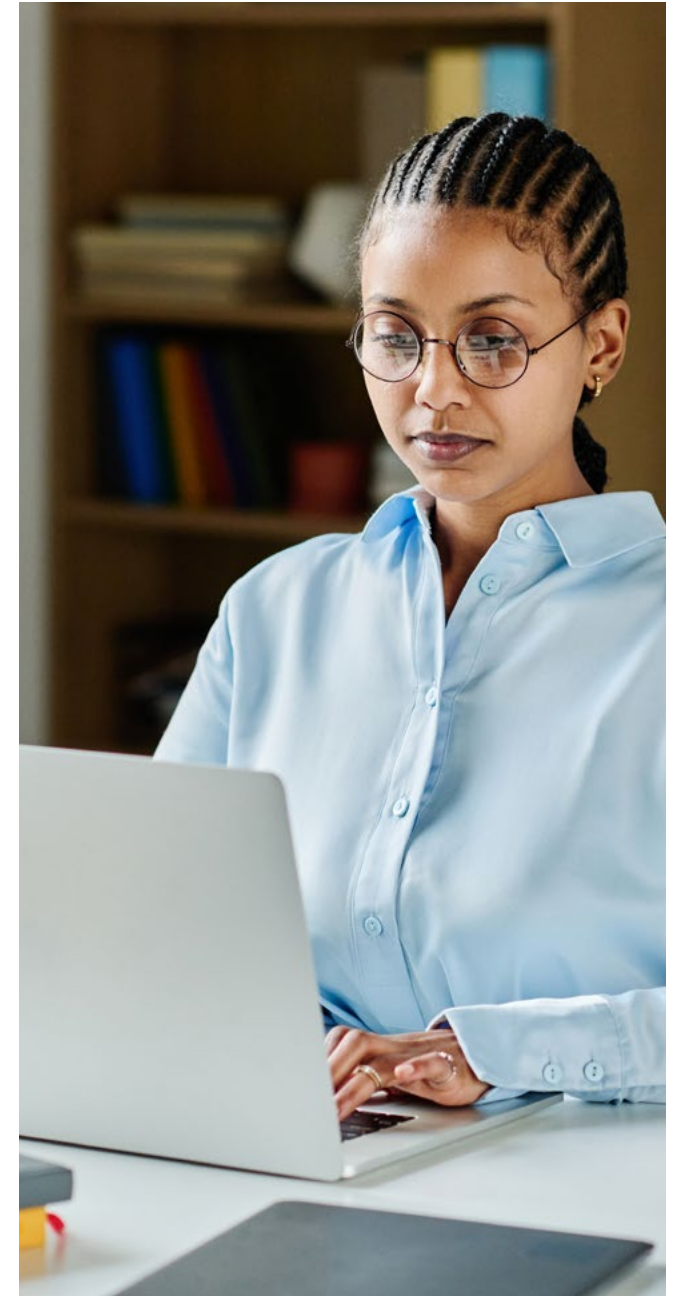
Now Assist

ServiceNow's Now Assist leverages generative AI to enhance user productivity and efficiency through conversation and proactive experiences. Now Assist aims to reduce manual work and personalize experiences.

Is AI Here to Stay?

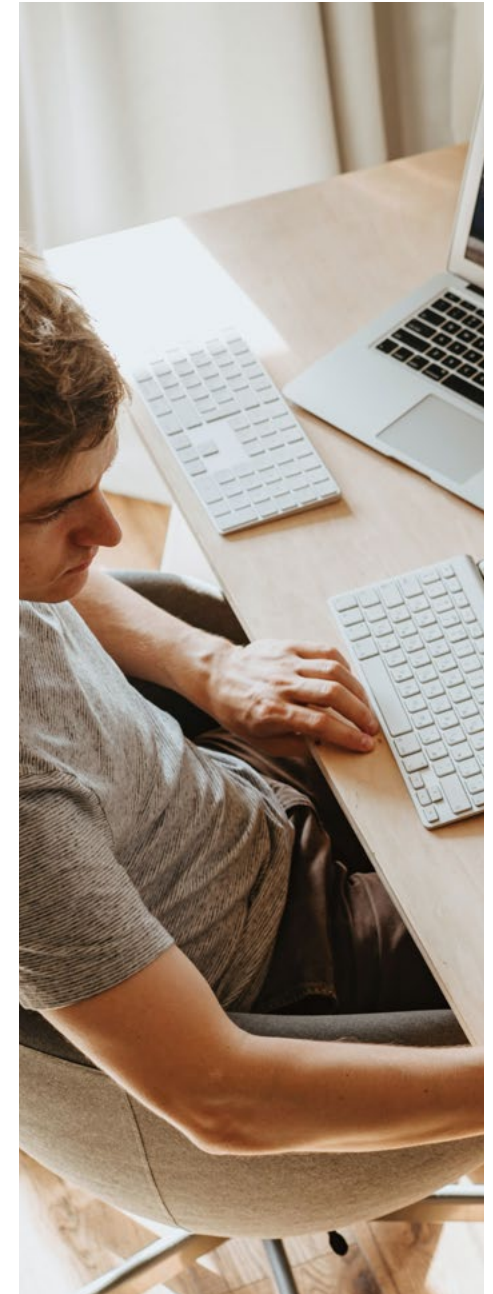
Absolutely! AI is not just a buzzword; it's a foundational technology that's here to stay. One of the best ways to explore its potential is through a hackathon. These events provide a hands-on experience, helping you understand AI's capabilities and how it can solve real-world problems.

To paint the full picture of GenAI's potential, here are some real-life use cases based on our experience with different customers.



Use Cases

Generative AI Project	Available Modules	Built for	Use Case description	Result
1. Now Assist Incident/case summarization	ITSM HRSD	Agents Fulfillers	Easily Summarize tasks records with the click of a button. The result is a summary including the issue, actions taken, and resolution.	Quickly review the case/ incident without reading and reviewing all the information on record level.
2. Now Assist Chat summarization	ITSM HRSD	Agents Fulfillers	Easily summarize chat conversations with one click.	Quickly get a summary of the chat conversation between the Employee and the (Virtual) Agent. Save valuable time.
3. Now Assist Resolution Notes Generation	ITSM HRSD	Agents Fulfillers	With one click, create the resolution notes for an incident/case.	Save time when generating resolution notes. Help the next agent solve a similar incident/case and provide context.





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<p>4. Now Assist Multi-Turn Catalog Ordering</p>	<p>Virtual Agent</p>	<p>Employees Customers</p>	<p>Transform original Virtual Agent topics into Now Assist topics. Additionally, order catalog items via the Virtual Agent.</p>	<p>Natural Language conversation is easier to understand and more comfortable than talking to a bot.</p>
<p>5. Now Assist Q&A Genius Results</p>	<p>Portal Global Search Virtual Agent</p>	<p>Employees Customers</p>	<p>Get an AI Summary within the genius result. Find the most relevant KB article, then apply GenAI to provide an answer that directly addresses the user's question.</p>	<p>Get the right answers faster and prevent the need to open knowledge articles. Save time with summarized answers.</p>

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6. Predictive Intelligence, Classification	ITSM HRSD	Process Owners	Building a model to predict the Service Offering field based on short description and description field of an incident.	It is frustrating to provide unclear mandatory information to the users. Solve it by applying the Machine Learning Capabilities in ServiceNow to predict the fields without manually filling in.
7. Predictive Intelligence Clustering	ITSM HRSD CSM	Process Owners	Create an overview of clusters of records based on similarity and find automation opportunities through high impact topics (large volumes).	Lower the number of records by building flows which prevent the creation of tickets. Maximize the value of IT spent by focusing on high volume automation.
8. Predictive Intelligence Similarity	ITSM HRSD CSM	Agents Fulfillers	Suggest similar and already resolved tasks to help the fulfiller resolve the current ticket.	Save time by providing the agents with the right information about the same issue, including historical data.

Want to make your AI journey smooth and successful?

GenAI is a powerful tool that can transform your business. With the right guidance and strategy, it can streamline your work, making everything faster and hassle-free.

Got a business challenge? Contact us to set up a strategy session where we'll dive into your needs and come up with a plan to tackle them together.

About Plat4mation

Plat4mation is a global pure-play ServiceNow Elite partner that makes work flow. Our solutions and strategic guidance drive digital transformation and boost employee happiness. Hereby empowering people to get work done quickly and efficiently so they can focus on what truly matters in their work.

By utilizing the golden square – People, Process, Platform and Performance, we provide tailored ServiceNow solutions and insights to ensure work flows intelligently across and between organizations. Enabling customers to continually measure and improve performance. After all, technology is only as good as the processes implemented around it, which in turn are only as good as the insights gained from it and the people responsible for them.

[Contact us to learn more, or visit our website.](#)

