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NEXT STEP GUIDE

PUT AI TO WORK
TO DELIVER EXCEPTIONAL EMPLOYEE EXPERIENCES

Next steps to transform employee experiences with GenAI-powered Now Assist.

GenAI is a powerful productivity tool that can delight employees and increase efficiency

AI has a rich history of practical use, but generative AI (GenAI) stole the limelight in the tech industry when tangible business cases emerged. For HR service delivery (HRSD), GenAI has become a powerful tool by giving employees instant answers to information, the convenience of self-service, and the ability to take action on common HR or career development needs. It has also boosted HR agent productivity significantly.

HR leaders are in a competitive sprint to harness GenAI's advantages for transforming the way employees work. Implementing a GenAI solution that empowers your employees at every level to succeed, while increasing HR productivity and fueling your business, is an essential first step to winning that race.

Use this guide to help navigate the next steps to successfully achieve business transformation with GenAI for HR service delivery.

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Unlock GenAI success with a people-first approach

Your workforce drives innovation, growth, and success. Yet when your HR teams and your employees spend valuable time trying to navigate manual, disjointed, or confusing HR processes, it can get in the way of exceptional experiences. Maybe you've witnessed these familiar circumstances.

- Employees often find themselves navigating a maze of HR, IT, and talent portals, unsure where to seek guidance or answers. Combing through multiple HR portals and intranets is frustrating, plus inaccurate search results and lengthy, complex articles get in the way of fast resolution.

- As employees grapple with information scattered across various systems, HR agents and business partners often face delays in tackling employee problems. Searching for case details and sifting through knowledge articles slow the process. Manual tasks such as writing case summaries and emails add to the complexity and time needed to bring issues to a close.

- Many employees would like to develop their careers but don't know how or where to begin. Also, leaders and managers often struggle to identify skills gaps within their teams, set up relevant learning and development opportunities, and enable fruitful career planning discussions.

73%
of business leaders believe GenAI will increase workforce productivity.[1]

42%
of companies plan to use AI in human resources in the next two years.[2]

90%
of enterprise leaders feel productivity gains generated by GenAI are likely to reduce employee stress and burnout.[3]

> "
> **The key to AI is a winning talent strategy. We need to help our employees know how to leverage AI responsibly in their roles and prepare them for the future of work. We need to share our vision and show our people that this new technology will not replace jobs, but it will change their experience.**"
>
> **Jacqui Canney**, Chief People Officer, ServiceNow

[1] KPMG, Generative AI: From buzz to business value, 2023
[2] Frost & Sullivan, Put AI to Work for People, 2024
[3] KPMG, KPMG GenAI Study: The path to sustainable returns, March 2024

GenAI for HR and talent enhances productivity, the employee experience, and organizational agility

HR leaders have increasingly turned to AI, and now to GenAI, as vital capabilities for improving key facets of employee experience across the entire enterprise. With the right strategy, GenAI can help you deliver a modern AI-powered search and conversational employee experience that brings together HR, talent, IT, and workplace systems with enterprisewide workflows to guide every moment—from hiring, career growth, and transitions—all on a single integrated platform.

Provide seamless self-service with a system that recognizes employee intent and understands natural language

With GenAI, employees can gain access to information at any time via a virtual agent, then receive accurate, conversational answers to their questions. Instead of just providing a link to an article about a topic, a GenAI-powered virtual agent can understand intent and summarize the answer by extracting information from a range of articles. GenAI goes a step further by guiding employees on next steps. And GenAI can also determine when to refer sensitive requests about employee relations to an HR business partner.

Guide career growth and enable smarter talent decisions with AI-powered skills intelligence

Employees can also create personalized paths with the help of AI-powered skills intelligence and automated prompts. Managers can get practical guidance on mentoring tactics, enabling them to identify skill gaps, align talent with business priorities, make informed talent decisions, and strategically invest in upskilling and reskilling initiatives to drive business growth.

Streamline case handoffs and boost efficiency with AI-assisted summaries and resolutions

When an agent receives a case from another agent or a virtual agent, GenAI can provide a summary of actions that have already taken place. This saves significant time and allows the next agent to pick up directly from where the last agent left off—without digging for information or having to ask the employee to repeat details of an issue. And then once the case is closed, GenAI can also save additional time for an agent by automatically creating both resolution notes and a new knowledge article for deflecting cases in the future.

> " AI helps HR managers handle everything from onboarding and training to payroll and PTO requests—all without having to manually trawl through terabytes of information.

Frost & Sullivan, Put AI to Work for People, 2024

Expected outcomes* from deploying GenAI in HRSD

0.8M
self-service interactions

14%+
boost to employee deflection rate

20
FTEs GenAI-enhanced productivity equivalent

*Based on internal results

Building trust in GenAI and accelerating value delivery

For many business leaders, security and governance are major concerns for GenAI.

Implementing the appropriate guardrails and having a solid, risk-based strategy are the first steps to implementing a GenAI initiative that builds trust and serves the organization. Approximately 70% of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.[4] Justifying investment in GenAI begins with choosing AI solutions purpose-built for your people, as well as use cases that solve critical challenges, unify business units, and deliver a cohesive strategy for business transformation.

A single source of truth across the enterprise

With a single platform solution, HR service delivery is secured across the organization and not just another siloed piece of technology in a crowded tech stack with unknown associated risks. A single architecture solution delivers a consistent employee experience and the ability to unify every AI model in use and planned for use.

Unifying all your enterprise management solutions on one platform and implementing a robust governance framework will ensure that you can promptly and accurately respond to emerging government regulations of AI systems. Having a single source of truth for all your applications, processes, and projects that use AI models—including privacy, data protection, and security—allows you to import relevant regulations, rapidly create policies and test controls, and deftly address compliance violations

45%

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

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[4] Frost & Sullivan, Put AI to Work for People, 2024

> "
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> **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

Predictive intelligence anticipates security issues

Risk management can be enormously complex, time-consuming, costly, and subject to human error. However, you can use machine learning and natural language processing to analyze and compare across your applications quickly. A solution with built-in predictive intelligence can help you stay on top of vulnerabilities and quickly mitigate ever-changing technology and cyber risks.

Customized, domain-specific LLMs meet business needs

Large language models (LLMs) in GenAI are complex machine-learning models trained on massive data sets such as websites and documentation. A GenAI solution that integrates domain-specific LLMs with your own LLMs tailors AI-driven transformation to your unique needs and delivers responsible, reliable, and cost-effective results customized to your proprietary use cases.

Strategic portfolio management increases GenAI adoption

Implementing a GenAI solution for customer and field service is the first step to transforming how work is done at your organization. The next step is to ensure the solution is widely adopted and that all users have access to the same information and processes. Strategic Portfolio Management (SPM) provides the communication layer that will empower your entire enterprise to focus everyone on initiatives that align with your strategy.

Don't let the abundance of data related to AI and GenAI projects derail your strategic planning, prioritization, and value delivery. SPM will help you prioritize what matters, accelerate and ensure GenAI value delivery, and increase efficiency and productivity while meeting stakeholder and customer demands.

92%
of business leaders have moderate to highly significant concerns about the risks of implementing GenAI.[5]

70%
of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.[6]

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[5] KPMG, Generative AI: From buzz to business value, 2023
[6] Frost & Sullivan, Put AI to Work for People, 2024

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In fact, the accelerated pace of emerging technology change is likely to significantly widen the first-mover and fast-follower gap. As such, tracking the evolution of tools and applications to keep pace with innovation will be imperative. Further, early adoption will quickly highlight resource and capability gaps and give first movers a leg up in investing in people, technology, and process change."

KPMG, Generative AI: From buzz to business value, 2023

Now Assist for HR service delivery

Revolutionize the experience across big and small moments of an employee's work life with GenAI

Now Assist for HRSD delivers a modern, AI-powered search and conversational experience that brings together HR, talent, IT, and workplace systems with enterprisewide workflows. It's designed to guide every moment—from hiring, career growth, and transitions—all on a single integrated platform.

With Now Assist for HRSD, you can:

- **Enable self-service**
  Empower employees to get answers quickly and take actions via AI-powered, conversational chat on a single portal.

- **Boost HR agent productivity**
  Help agents resolve employee requests faster through process automation, AI-generated case summaries, and suggested resolutions.

- **Optimize the employee lifecycle**
  Help employees navigate important career milestones and life events with guided journeys.

- **Transform rapidly on one AI platform**
  Act quickly, benefit from ongoing innovation, and continuously improve the employee experience with one trusted AI platform.

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. However, GenAI tools built for distinct use cases lack interoperability and cause users to constantly switch between disparate tools, impacting productivity.

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

The joint GenAI 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 interact intuitively 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 using.

AI is only as intelligent as the platform it's built on

We know the transformational impact that AI can have on an enterprise is significant. But, to better understand how organizations deploy AI, ServiceNow and Oxford Economics teamed up to create the _Enterprise AI Maturity Index_. We surveyed nearly 4,500 senior leaders and IT decision-makers worldwide and used a proprietary indexing model to measure the AI maturity of their organizations. Our research revealed that while most organizations are early in their AI journeys, a select few, known as AI Pacesetters, are pulling away from the pack.

Since 2017, the ServiceNow Research team has published over 70 studies on GenAI and LLMs. Collaborating closely with various teams, they rapidly expand generative AI use cases and innovations, ensuring their application is socially responsible, secure, and ethical.

Our GenAI strategy focuses on the domain-specific Now LLM, which is faster, more affordable, more accurate, and secure. Utilizing the latest microservices, we rapidly develop and deploy new LLMs, allowing customers to scale GenAI for new use cases and accelerate ROI across their businesses.

The Now Platform takes advantage of AI to automate key tasks across the enterprise, seamlessly connecting digital experiences across departments, vendors, partners, and customers. It's a powerhouse of intelligence, ready to meet the complex IT demands of today. And with the seamless integration of Now Assist from ServiceNow and Copilot from Microsoft, users are empowered to quickly get answers and take actions from their preferred interface using these two leading GenAI assistants.

60%
of organizations view generative AI as an opportunity to drive greater efficiencies, grow market share and revenue, and gain a competitive edge.

64%
of business leaders believe GenAI will give them a significant competitive advantage.

Source: KPMG, _Generative AI: From buzz to business value_, 2023

What thought leaders are saying about acting on AI opportunities

"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."

VentureBeat, _Big bets will unlock the real value of generative AI_, May 13, 2024

"There's no doubt that generative AI is a once-in-a-lifetime opportunity for the enterprise. The results are real, undeniable, and hugely profound—we see it in our own business and across every industry. If your competitors are moving on this while you hesitate, then the gap between you and them will grow sharply, and it will be enormous."

Paul Smith, Chief Commercial Officer, ServiceNow

To learn more about ServiceNow solutions, **please explore these resources.**

Boost employee output and cut HR costs

How do you improve productivity, drive efficiency, and optimize your workforce while unlocking revenue and profitability? This guide shares how a unified portal experience helps you do it all.
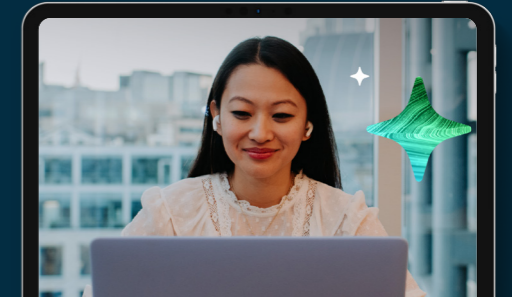
Read Guide

Enhance employee satisfaction with AI and skills intelligence

With fewer resources than ever, talent leaders strive to improve retention and drive growth. This guide explores how automated career development complements traditional talent management functionality.

Read Guide

Reinvent the employee experience at every moment with Now Assist

HR leaders are already turning AI into real business value by embracing technology with built-in AI capabilities. This guide shares how GenAI makes employee service delivery faster and more cost-effective.
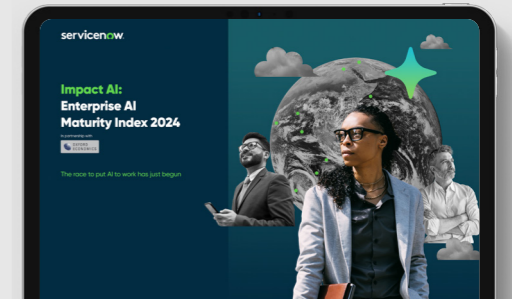
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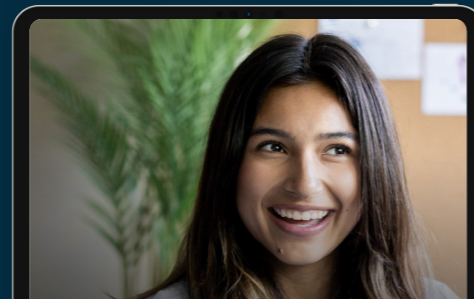
Enterprise AI Maturity Index 2024

Is the hype around artificial intelligence (AI) realistic? This report shares the results of a global survey of 4,470 executives at organizations where AI is in use, measuring five key pillars of AI maturity.

Read Report

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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.