

Original Article

Trusting ServiceNow AI to Deliver Business Value

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Abstract: The growing complexity of corporate operations needs the use of innovative technology to improve efficiency and value. ServiceNow, a major digital workflow platform, uses artificial intelligence (AI) to improve business processes across a variety of industries. This thesis looks into the potential of ServiceNow AI to provide concrete business value by automating workflows, improving decision-making and increasing customer experiences. ServiceNow's platform integrates AI capabilities, allowing enterprises to streamline operations, cut costs, and drive innovation. The findings indicate that trusting ServiceNow AI not only optimizes existing processes but also enables businesses to react to changing market needs, resulting in enhanced performance and competitive advantage.

Keywords: AI, Digital Workflow Platform, Concrete Business.

I. INTRODUCTION

In today's fast-paced business world, firms are under increasing pressure to operate effectively while providing excellent value to customers. Traditional workflow management methods frequently fail to match these expectations, resulting in inefficiencies and missed opportunities. The rise of artificial intelligence (AI) offers a disruptive option for businesses looking to optimize their operations. ServiceNow, a major participant in the digital workflow industry, uses AI to automate procedures, increased data analysis, and better overall service delivery.[1][2]

For example, a search for "the highest peak." Entering "the highest peak" into your typical search engine yields a plethora of information on the world's tallest mountain, films about the summit, and traffic levels (or lack thereof, due to the pandemic). However, if you enter "the highest peak" into the ServiceNow Employee Portal, you will be able to see if a six-person conference room in our Santa Clara, Calif. location is available for your next meeting.

This opinion examines the potential of ServiceNow AI to provide considerable commercial value across a variety of industries. This research intends to highlight how organizations may use ServiceNow AI to promote operational excellence by exploring its capabilities in automating regular processes, offering intelligent insights, and promoting seamless team communication. The goal is to emphasize the strategic benefits of using AI-driven solutions, as well as the need of trusting these technologies to deliver the required results.[6][7]

A. The Importance of AI in Business Transformation:

Artificial intelligence has emerged as a significant driver of business transformation. Organizations are increasingly recognizing AI's promise to boost productivity, save operational costs, and improve customer experiences. By automating routine processes and offering data-driven insights, AI frees up employees' time for higher-value activities that require creativity and critical thought. This change not only improves efficiency but also encourages innovation within firms.

ServiceNow's AI capabilities are designed to effortlessly integrate into existing workflows, allowing businesses to adopt sophisticated technology with minimal interruption. The platform's machine learning algorithms analyze historical data to detect patterns and forecast future outcomes, allowing businesses to make more educated decisions faster. As businesses negotiate an increasingly complicated landscape, employing AI becomes critical to preserving a competitive advantage.

B. Adopting AI Solutions:

Despite the obvious benefits of artificial intelligence, many organizations struggle to properly implement new technologies. Concerns about data privacy and security, interaction with old systems, and employee resistance to change can all jeopardize successful deployment. Furthermore, firms may struggle to comprehend how to best use AI tools to achieve their own business objectives.[4][5] To address these problems, enterprises must build a thorough plan for integrating AI into their operations. This includes investing in staff training programs, developing clear data governance standards, and cultivating a culture that values innovation. By proactively tackling these hurdles, enterprises may realize the full potential of ServiceNow AI and generate significant commercial value.

C. ServiceNow's AI capabilities:

ServiceNow's platform includes powerful AI capabilities that increase workflow automation and service delivery



across multiple functions. Natural language processing (NLP), machine learning techniques, and predictive analytics are among the key aspects. These solutions help firms expedite processes like incident management, service requests, and customer support by automating mundane tasks and making intelligent recommendations.

The platform's NLP features enable users to communicate with the system using natural language inquiries, making it more user-friendly for employees of all levels. Furthermore, machine learning algorithms examine past data to find XXX-X-XXXX-XXXX-X/XX/\$XX.00 ©20XX IEEE trends and deliver actionable insights that guide decision-making processes.

D. Key benefits of ServiceNow AI:

Increased efficiency: By automating repetitive processes and optimizing workflows, ServiceNow AI lowers manual effort and speeds up service delivery. **Improved Decision Making:** Access to real-time data insights enables businesses to make educated decisions quickly and effectively in response to changing market conditions.

a) Enhanced Customer Experience:

Automated service requests and intelligent recommendations result in faster resolution times and increased customer satisfaction.[9]

E. Trusting ServiceNow AI for Business Value:

In building trust the AI Solutions are to be fully enjoy the benefits of ServiceNow AI, enterprises must first establish confidence in these technologies. Transparency in how AI algorithms operate can help stakeholders understand the decision-making processes that underpin automated suggestions, thereby establishing trust. Furthermore, enterprises should prioritize ethical considerations in AI adoption by removing biases in data sets and ensuring compliance with applicable rules.

Engaging employees throughout the deployment process is also essential for building trust in AI technologies. Training employees on how to utilize these tools effectively empowers and encourages them to view new technology as beneficial assets rather than threats as shown in below Figure 1: Strategies for Build a AI in HR.



Figure 1: Strategies for Build a AI in HR

F. Measuring Business Value:

To evaluate the impact of ServiceNow AI on business value delivery, enterprises should set key performance indicators (KPIs) that are linked with their strategic goals. Metrics such as decreased operating expenses, faster service response times, and higher customer satisfaction can help determine the effectiveness of AI systems.

Regularly reviewing these KPIs enables firms to find areas for improvement while also highlighting the practical benefits of using ServiceNow AI solutions. Furthermore, sharing success stories internally might assist to generate impetus for future investment in AI-driven initiatives.

G. The Future of AI in Business:

As more businesses grasp the revolutionary power of artificial intelligence (AI), the future of AI in business is poised to change operational paradigms and improve service delivery. In the context of ServiceNow, AI capabilities are about more than just automating processes; they are also about delivering significant business value through improved efficiency, better decision-making, and superior customer experiences. This section examines critical trends and projections for the future of AI in business, with aspecial emphasis on how trusting ServiceNow AI can leadto substantial breakthroughs.

H. Advanced Automation and Workflow Optimization:

The future of AI in business will place a greater emphasis on enhanced automation capabilities that streamline workflows across multiple departments. ServiceNow's AIpowered automation will help enterprises avoid repetitive processes, freeing up personnel to focus on more strategic objectives. For example, automating incident management operations can result in shorter resolution times and lower operating expenses. Businesses who trust ServiceNow AI to manage their workflows will see higher productivity and a more agile reaction to changing market demands.

I. Enhanced Predictive Analytics:

Predictive analytics powered by AI will play a critical role in designing future corporate strategies. ServiceNow, by

integrating historical data and machine learning algorithms, can give enterprises with insights that help them make decisions. Businesses, for example, can forecast customer behavior, demand trends, and potential risks before they become major issues. Trusting ServiceNow AI for predictive analytics enables businesses to make proactive decisions that boost operational efficiency and customer happiness.

J. Personalization at Scale:

As customer expectations shift, organizations will increasingly rely on AI to provide personalized experiences at scale. ServiceNow's AI capabilities may evaluate client data and personalize interactions to their specific preferences and habits. This level of customization not only increases customer engagement, but it also promotes loyalty and retention. Organizations that trust ServiceNow AI to adopt personalized strategies will be better positioned to fulfill their customers' specific needs, resulting in higher revenue and market share as shown in Figure 2: Generative AI in finance

K. Case Studies:

a) Healthcare Provider: Streamlining Clinical Operations:

A big healthcare provider used ServiceNow's AI capabilities to improve clinical operations. By automating the scheduling and management of clinical devices, the organization reduced scheduling mistakes by 40% and equipment downtime by 30%. The predictive analytics function allowed the healthcare provider to anticipate equipment requirements depending on patient volume, resulting in better patient care and operational efficiency. This scenario highlights how relying on ServiceNow AI can improve healthcare operations' dependability and efficacy.

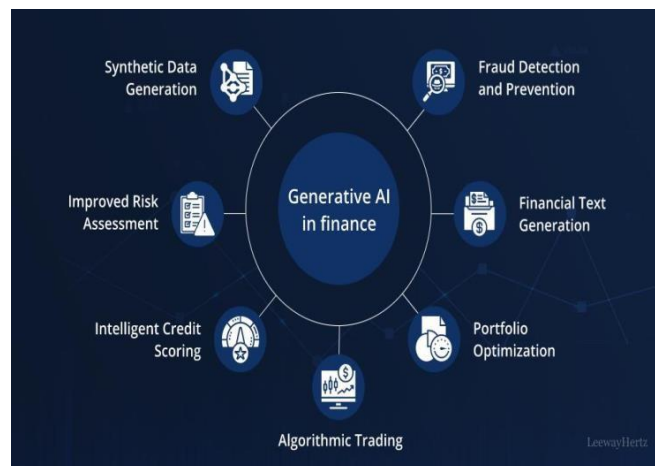


Figure 2: Generative AI in finance

b) Financial Institutions: Transforming Customer Support:

A large financial institution used ServiceNow AI to improve its customer support offerings. By employing AI-enabled Chabot's powered by natural language processing (NLP), the bank was able to address more than 60% of client inquiries without requiring human participation. This not only lowered response times but also allowed human agents to concentrate on more difficult situations, resulting in a 25% improvement in customer satisfaction levels. This case demonstrates the importance of trusting ServiceNow AI to improve service performance and customer engagement.

c) Manufacturing Company: Improving Supply Chain Management:

A worldwide manufacturing company used ServiceNow AI to streamline supply chain procedures. Using machine learning algorithms, the organization was able to identify supply chain interruptions and proactively create contingency measures, resulting in a 20% reduction in production delays. Additionally, automating maintenance scheduling for machines resulted in a 15% reduction in maintenance costs. This study demonstrates how ServiceNow AI can improve operational efficiency and reduce costs in manufacturing environments.

L. Building a Culture of Innovation:

a) Encourage Experimentation and Risk-Taking:

A culture of innovation values experimentation and the courage to take calculated risks. Organizations must encourage people to try out new ideas and solutions without fear of failure. Businesses that utilize ServiceNow AI may provide a safe environment for innovation, allowing teams to test hypotheses and iterate on solutions quickly. For example, by utilizing AI-driven analytics, firms can find trends and insights that guide decision making, allowing teams to experiment with new approaches based on facts rather than intuition alone.

b) Providing Employees with Training and Resources:

To foster an innovative culture, enterprises must invest in training and resources that enable workers to properly use ServiceNow AI. Providing thorough training programs on AI tools and technology guarantees that employees have the knowledge and skills required to fully utilize these solutions. Furthermore, creating an environment in which employees feel supported in their professional development motivates them to think creatively and bring new ideas. When employees believe they have the resources they need to succeed, they are more inclined to adopt new technologies and produce corporate value.

Promoting Cross-functional Collaboration Collaboration across departments and disciplines is frequently the catalyst for innovation. Organizations can address difficult challenges by breaking down divisions and encouraging cross-functional collaboration. ServiceNow's platform encourages cooperation by serving as a centralized center for communication and project management. Teams may share insights, measure progress, and collaborate in real time, boosting their capacity to develop together.

II. CONCLUSION

ServiceNow, a trusted AI platform, has introduced its Clinical Device Management (CDM) platform to improve operational efficiency and patient care in healthcare. The platform automates clinical device installation, service, and maintenance, addressing issues like increased downtime, compliance risks, and inefficient resource allocation. It provides real-time visibility into device status and maintenance schedules, enabling healthcare professionals to respond quickly. The platform also offers built-in reporting features and proactive monitoring to help organizations comply with regulatory standards and reduce risks. Cost savings are achieved by improving resource allocation and prolonging device lifecycles. Future studies should evaluate ServiceNow CDM's impact across various healthcare contexts and review successful deployments to gain insights into broader adoption strategies.

III. REFERENCES

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