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Empowering your workforce with generative AI

Webinar Recap

Presenters

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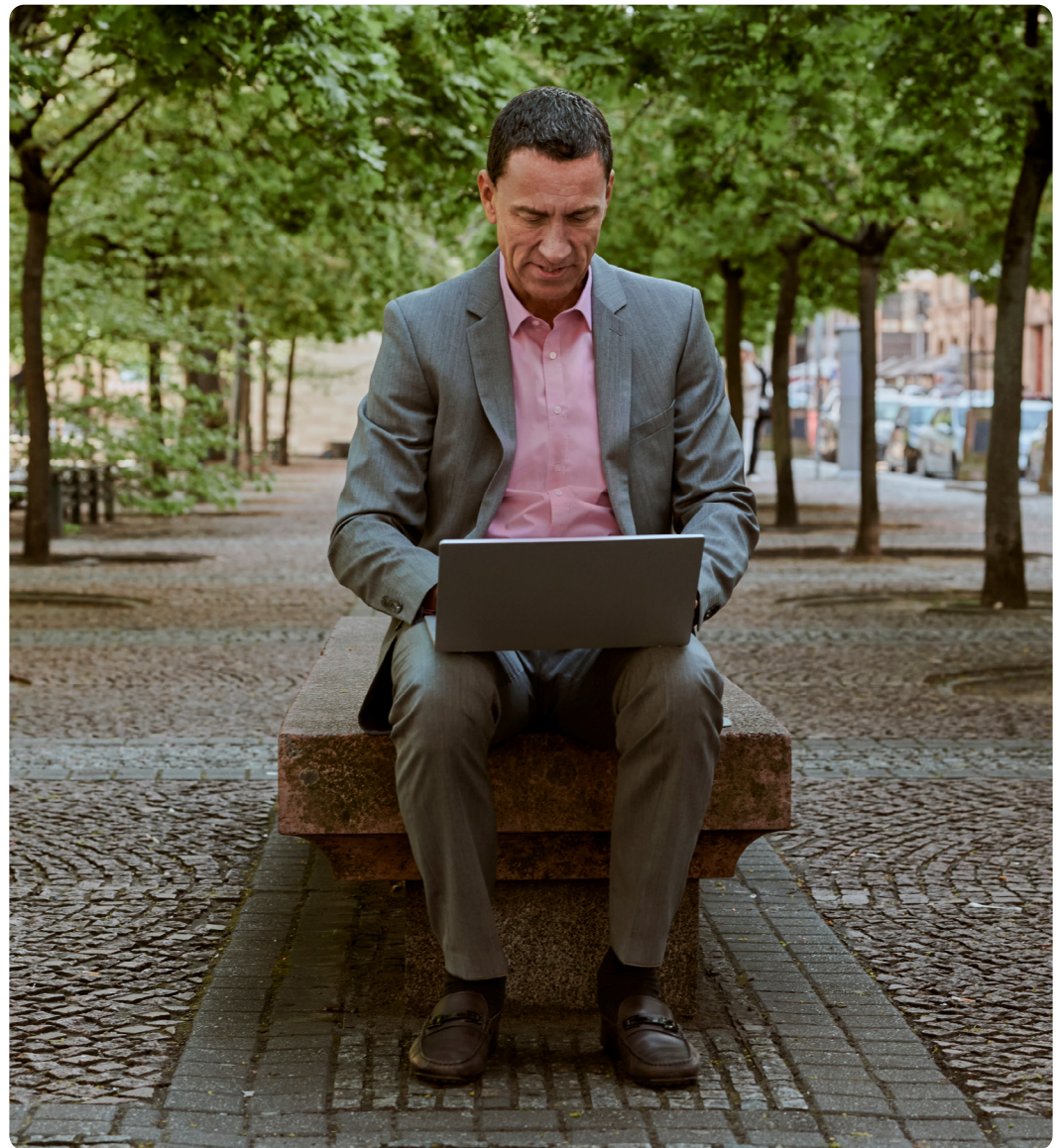
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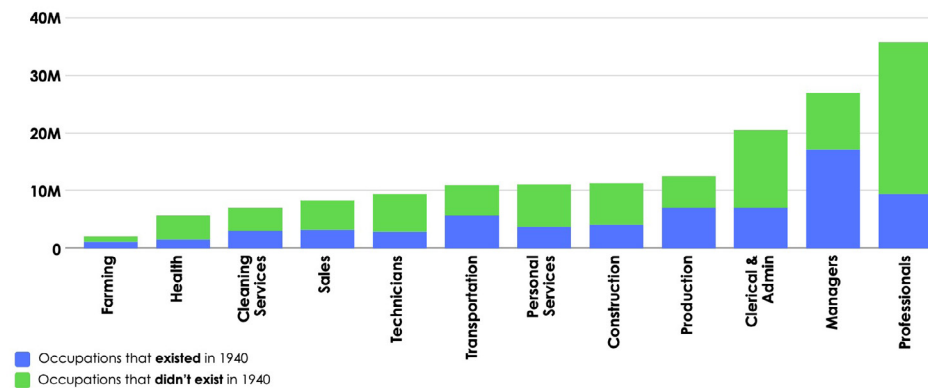
Overview

Everyone is talking about generative AI—its speed, its ability to learn, and its opportunity to disrupt nearly every industry. GenAI has the potential to transform all our lives for the better.

Generative AI can benefit the workforce in many ways—from driving customer satisfaction with instant feedback, to helping us make better data-driven decisions, to automating mundane, repetitive tasks, and even personalizing employee training. Looking at its applications, generative AI is poised to help organizations everywhere drive productivity and efficiency.



Innovation leads to new occupations that account for most employee growth



Source: Autor et al. (2022), Goldman Sachs Research

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While some still worry about the long-term effects of technology taking away human jobs, this isn't the first time a new or emerging technology has been met with that kind of scrutiny. We already rely on many machines to free us from the monotony of repetitive processes. And history has shown us that innovations create new job roles that account for the most employee growth.

This webinar explores who can reap the benefits of generative AI, how ServiceNow uses it to enhance employee experiences, and where to begin on your generative AI journey.

How ServiceNow is making GenAI work

Generative AI in action

ServiceNow is piloting several use cases to transform its own employee experience using generative AI.



Digital technology

For IT teams, generative AI can speed up case summarization and record resolution. With text-to-code and virtual agent chat, teams can be more productive and troubleshoot, all from the same platform.



Finance

Generative AI can free up finance teams with automated order validation, auto-booking, routing, and signing for orders. Plus, GenAI can transform cash application and clearing automation.



Legal

With generative AI, legal teams can generate contracts, automate sales requests, and speed up executive reporting.



HR

Generative AI makes it easy for HR teams to process employee change requests, enable employee skills and growth, and quickly summarize cases.



Customer Support

With automated knowledge creation, portal search, and case summarization, teams can create content faster, find information they need across a company-wide portal, and quickly summarize cases.

The results speak for themselves

Generative AI is key for speeding up service delivery. A recent survey from ServiceNow support agents revealed that:

75%

of agents found GenAI results to be accurate

15%

faster speeds for writing case resolution notes

37%

faster to get up to speed on a case



Guiding every journey

On the ServiceNow platform, generative AI streamlines employee requests by contextualizing and personalizing interactions across every touchpoint. That's why it's crucial to remove "hallucinations," responses from the AI that aren't actually backed up by the data. By directing users to verified sources, like microsites, you can prevent employees from receiving incorrect information.

But the ServiceNow platform does more than just answer employee questions. It guides them through entire processes, enabling follow-up with chatbots, and summarizes at an interaction and case level. Capabilities like these are a major time-saver for HR and finance teams and help the service desk resolve incidents faster. With so much detail, you can further analyze resolutions for any issues downstream.

Driving efficiency and productivity

When creating a chatbot conversation using generative AI on Microsoft Teams, you can select which individuals can create topics for a knowledge base article. Then, you can enable GenAI to do the research. This is quick and easy to do when generative AI can pull from existing content within your knowledge base. Then, all that's needed is for a person to edit, format, and review the article before it's approved.

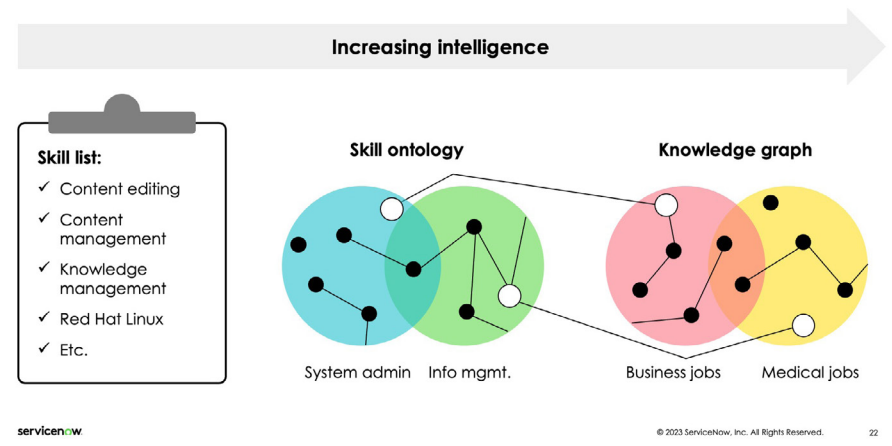
Developers can take advantage of text-to-code to quickly generate suggestions. This, too, is sure to save time—even if a human still needs to review and deliver it.

Enabling your skills strategy with GenAI

What is skills intelligence?

Skills intelligence is the practice of combining your organization's data with industry data to enable a data-driven approach to hiring, growth, employee engagement, and retention. Skills intelligence is a strategy to help you identify skill gaps, assess talent needs, and even discover emerging hiring trends. Overall, it exists to help you make smarter, more competitive talent decisions.

Skills Intelligence is a skills strategy



The maturity hierarchy

Low intel maturity organizations might just have a list of alphabetized skills collated using job description data.

Those with slightly more maturity might have a skills ontology. A skills ontology can help you understand the relationship between different skills. You can then use these insights to evaluate employee performance, set their goals, and set them up for future opportunities relevant to their experience while aiding their learning and development.

An organization reaches full intel maturity when it can connect multiple ontologies together. By building a knowledge graph, organizations can weave that data together to create a more complete picture.

But no matter where you sit on the maturity scale, skills intelligence benefits everyone. It makes it easier for employees to navigate internal career opportunities, find mentors, and upskill in new areas. For managers, it is key for growing their teams' skills and driving engagement. Executives can then make data-driven decisions based on skills, competition, and market trends.

How skills intelligence enhances generative AI solutions

Together, skills intelligence and generative AI can give you hyper-relevant insights.

But how would this work across different organizations, with different data struggles?

If you have small, fixed, unscalable data, skills intelligence can show you existing and expansive industry data. Generative AI can then query that data for you.

Even faced with large, difficult-to-manage data sets, skills intelligence can remove any duplicated data and merge duplicate skills. That way, you can evaluate your data a lot faster.

If you have outdated data sets, skills intelligence can automatically update external data. Then, generative AI can automatically suggest definitions and relationships between the data.

And with the right guardrails in place across your skills intelligence, you can overcome one of generative AI's biggest challenges—hallucination.

The added layer of generative AI can help you ask the right questions. You can determine how your team is progressing their skills, where any gaps are, or what unused skills could be in demand in your organization.

Skills Intelligence enhances gen AI solutions

Generative AI runs into issues...

Hallucination

What are top certifications for data analytics managers?

✓ "Data Management Certification" ✓ "Data Analysis Professional Certification"

Unstructured data

Skills found on resume:

"UI/UX research skills are found. These skills are for research in the area of user interface and useful for..."

No normalization

Marketing, Retail dept. → Retail Marketing
Marketing, Retail ACME → ACME Retail Marketing

...that ServiceNow Skills Intelligence can fix

No hallucination

What are top certifications for data analytics managers?

✓ "Wharton Business Analytics Certification" ✓ "Google Data Analytics Prof. Certification"

Structured ML outputs

Skills found in resume:

['UI/UX Research', 'Photoshop', 'Figma', 'Design']

Normalization of skills

Marketing, Retail dept. }
Marketing, Retail ACME } → Retail Marketing



How to kickstart your generative AI journey

So what can you do to build your own generative AI strategy? It starts by understanding the critical skills of the future. From there, you can find out how to get your data ready for AI.

Then, when you understand how AI learns, you can determine how best to implement AI across your organization. With generative model architectures, you can guide AI to create new things. But ultimately, the best way to ensure your generative AI strategy is secure and scalable, is by building a language model.



Follow these steps to build a GenAI strategy that lasts:

- 1 Set your objectives**
Find out what problems you're trying to solve.
- 2 Start experimenting**
Try out different technology, infrastructure, or models to see what's right for you.
- 3 Choose your metrics wisely**
Selecting which metrics you need to evaluate progress is key to understanding performance.
- 4 Build the foundation**
Design your architecture to support immediate and future needs.
- 5 Establish governance**
Keep security and scalability in mind when developing your governance model.
- 6 Focus on enablement**
Ensure everyone is on the same page when it comes to the risks, capabilities, and controls.

To get the most out of generative AI, you need to make it a critical part of your workflow to enhance user experiences. By driving transparency, users can trust the output. Building on your generative AI maturity requires continuous learning and experimentation.

What's next?

Get even more insights by tuning into the on-demand webinar or get in touch with ServiceNow expert to explore the next steps in your generative AI journey.

[Watch the Webinar](#)

[Contact Us](#)

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.

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