

ServiceNow Assistive and Agentic AI

SNUG Germany 2025

Timo Weber



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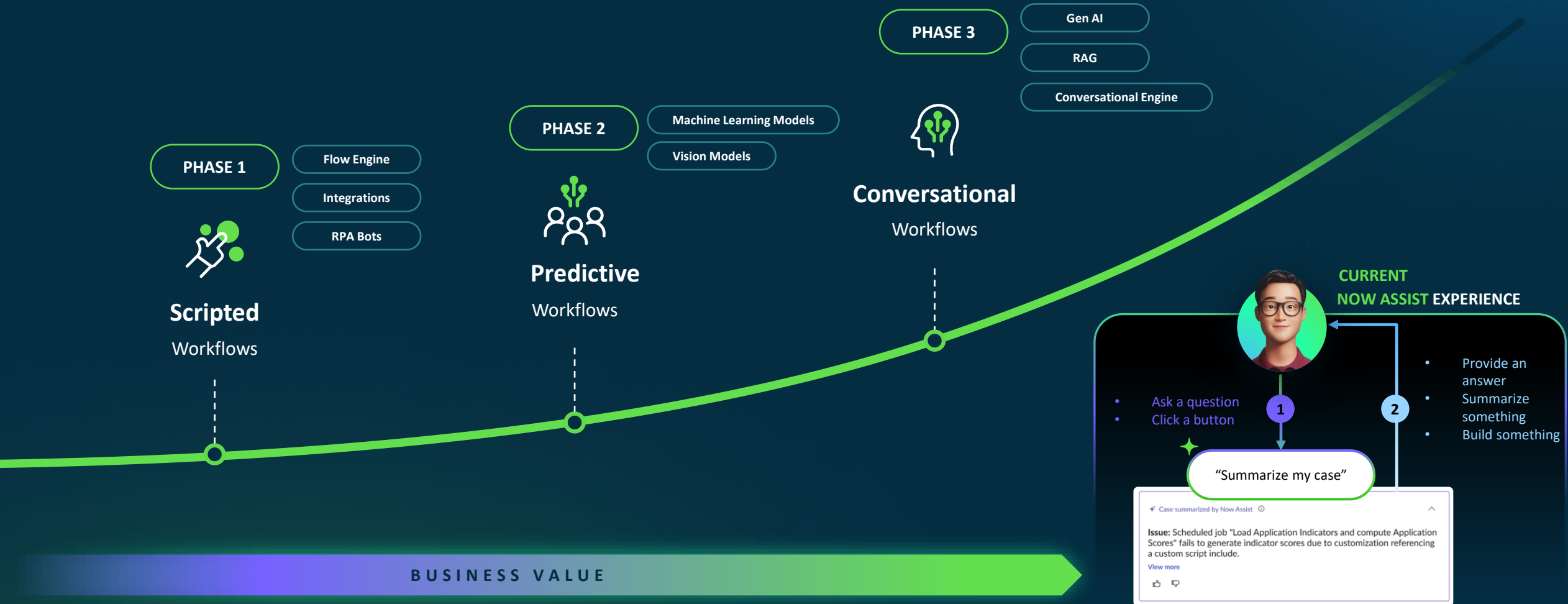
Senior Advisory Solution Consultant ServiceNow



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Automation Evolution:

Currently Generative AI has been simple actions taken in response to direct human prompting



Now Assist Experience

Put AI to work for every corner of your business

Transform Self-Service

Get customers and employees quick, personalized help with a smart conversational AI assistant.

Unlock Productivity & Efficiency

Let AI assistants handle time-consuming, repetitive tasks. Combine the power of two GenAI assistants with Microsoft Copilot integration.

Boost Developer Productivity & Creativity

Reduce IT backlog, create and configure workflows, and build custom apps faster with AI.

Accelerate Time to Value

Realize value faster with prebuilt AI-powered workflows running on the world's leading automation platform.

Can I bring my dog to work?

✦ Answer generated by Now Assist
Check this AI-generated result for accuracy.

You are allowed to bring your dog to work, provided that it is a domesticated dog and you have permission from HR. All pets must be kept in designated pet-friendly areas and away from areas where food is prepared or consumed.

Source: [Pet-Friendly Workplace Policy](#)


Close complete

✦ Closure notes generated by Now Assist [Learn more](#)

✦ Closure notes ✦ AI
Agent visited the site to complete a task of diagnosing and repairing the customers security camera. The task was completed successfully and took 1 hour to complete.

Actions taken:

- Full Inspection, obtained parts from inventory.
- Replaced the malfunctioning security camera.

✦ Customer signature 

✦ Now Assist can help you build your catalog item

Now Assist uses descriptions you write to generate parts of your catalog item. You'll be able to review and edit anything generated by Now Assist.

Create a catalog item for designers to request a Macbook pro

Add following questions:

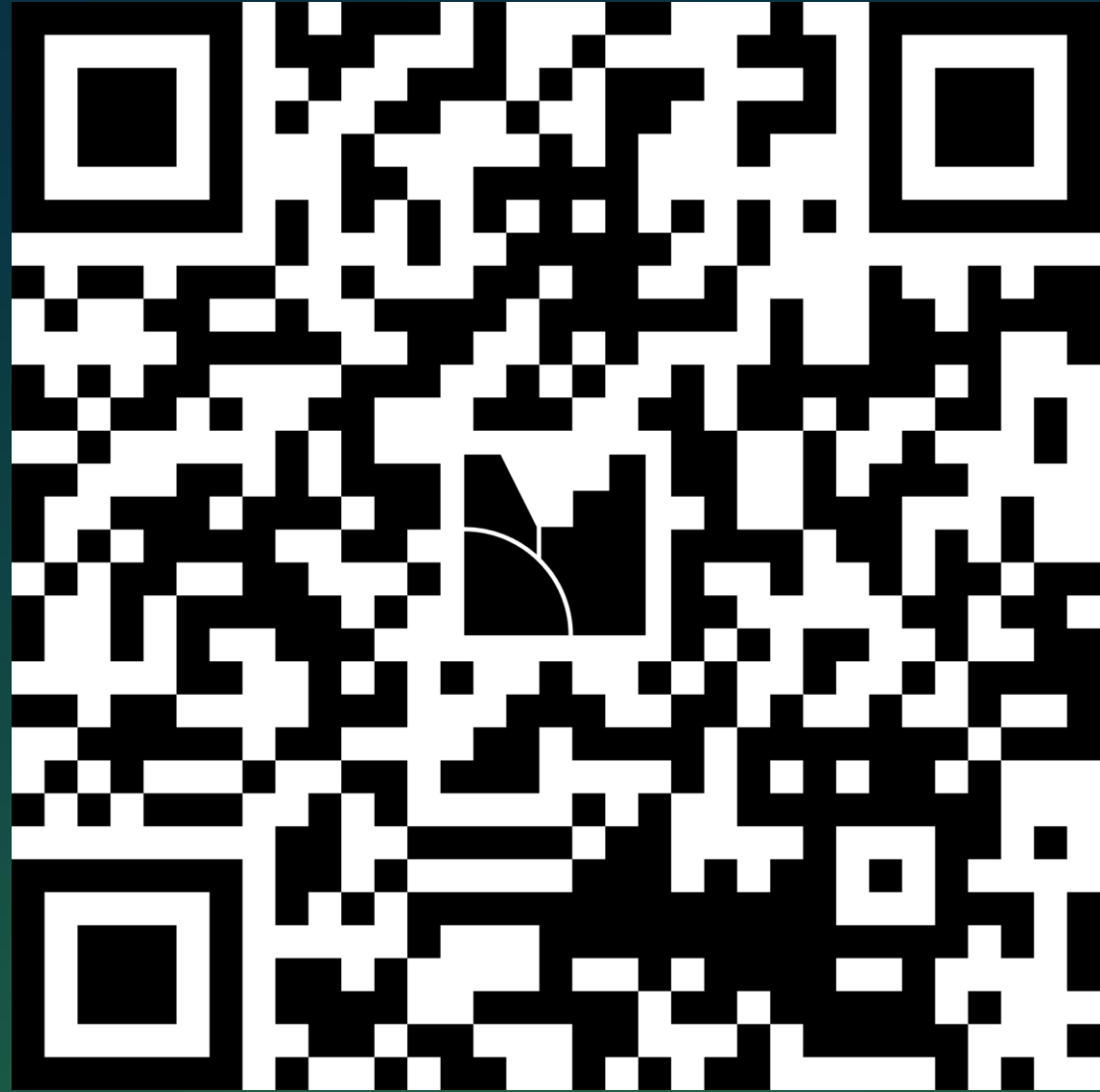
1. Display Type. Choose from 14" and 16"
2. Pre-installed software. Allow user to select what software they want installed from the Software_Install table
3. Delivery type . Choose from pickup or delivery
4. Home Shipping Address including country
5. Date and time of pickup

[Skip for now](#)

✦ Generate with Now Assist

Short Survey on Phase 3

What is yours
companies state
with Phase 3?



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Choose a slide to present



AI's next phase:

AI agents will close the productivity gap



AI Agents Degrees of Automation ✨

2023
AI Search
Question Answering
Summarization

2024
Generation Skills
Conversational Catalogs
Skills Kit

2025
AI agents Studio
Multi-Agent System
100s use cases

**COMING
2026**

PREDICTIVE AI Agents

AI agents anticipate and prevent issues before they happen, delivering a fully optimized experience.

AUTONOMOUS AI Agents

AI agents collaborate to deliver seamless, end-to-end workflow orchestration across systems and domains

FUNCTIONAL AI Agents

Single-domain AI agents autonomously manage workflows, optimizing performance within their area of expertise

ASSISTIVE AI Agents

AI agents assist humans by providing context-aware suggestions and completing specific tasks

GOALS → AUTOMATION & VALUE

What are your goals?

What are your goals for AI?

**Enduser
Satisfaction**

Reduce Costs



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0
Enduser Satisfaction

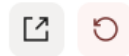
0
Reduce Costs

0
Other



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Choose a slide to present



What are your goals for AI?

**Enduser
Satisfaction**

Reduce Costs

What are your goals for AI?

**Enduser
Satisfaction**

Reduce Costs

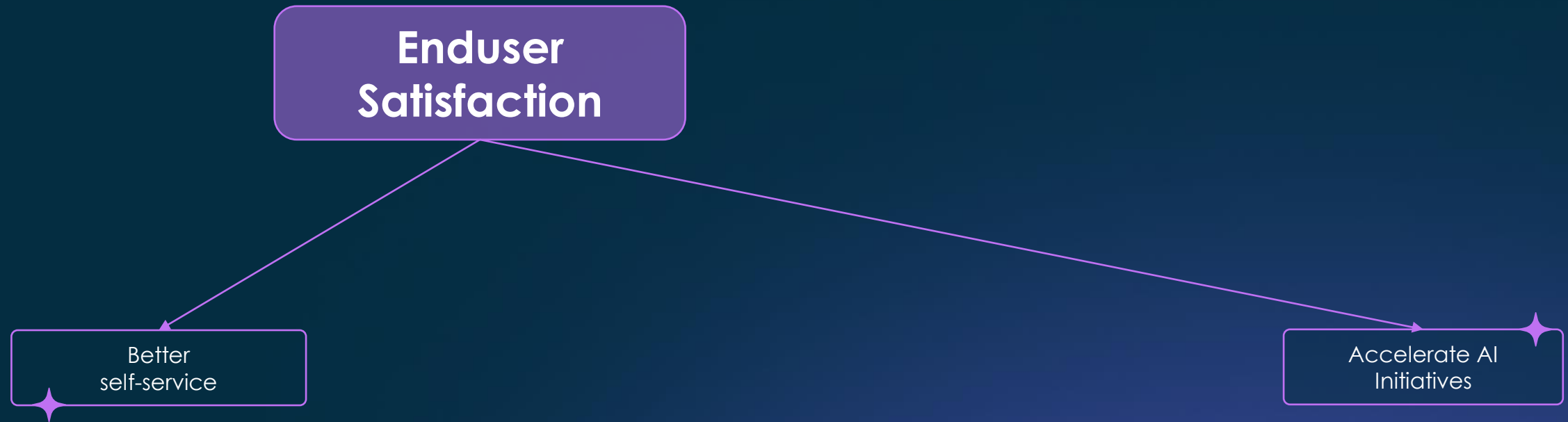
Better
self-service

Improved agent
productivity

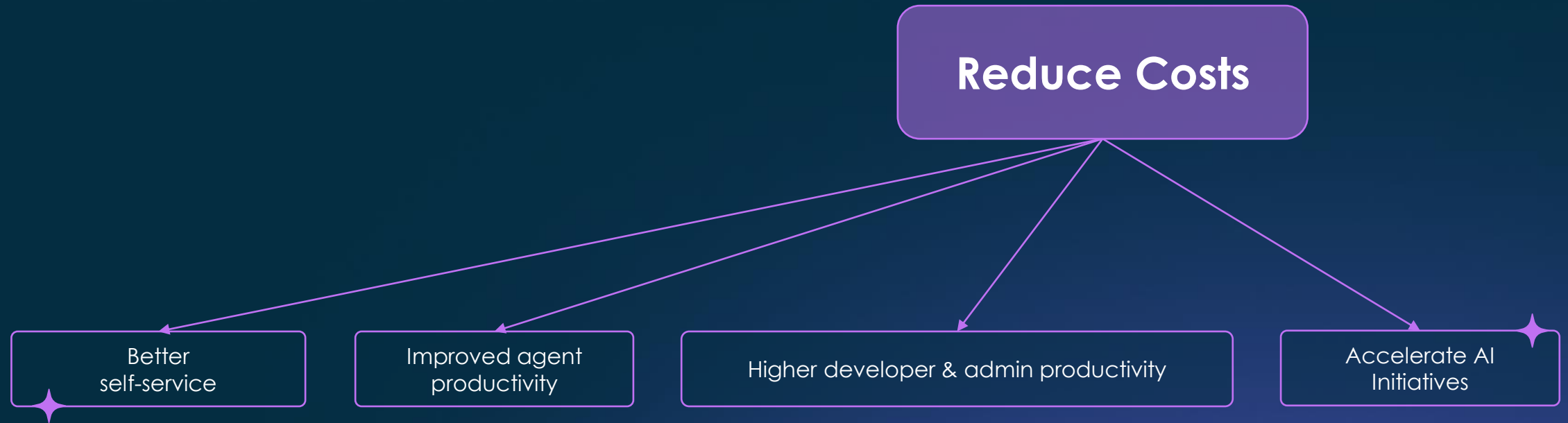
Higher developer & admin productivity

Accelerate AI
Initiatives

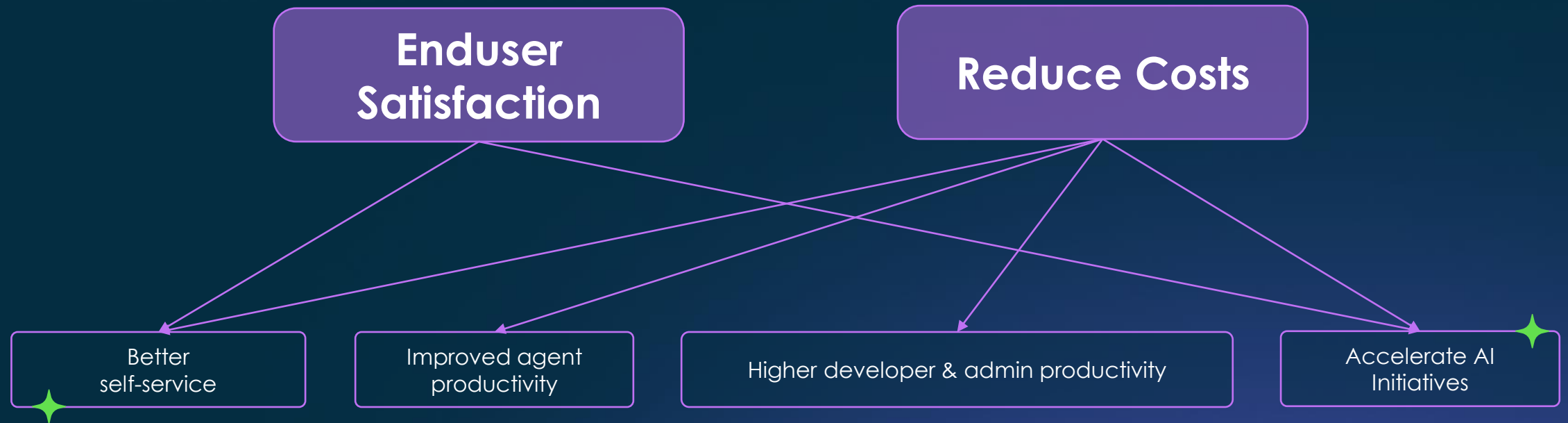
What are your goals for AI?



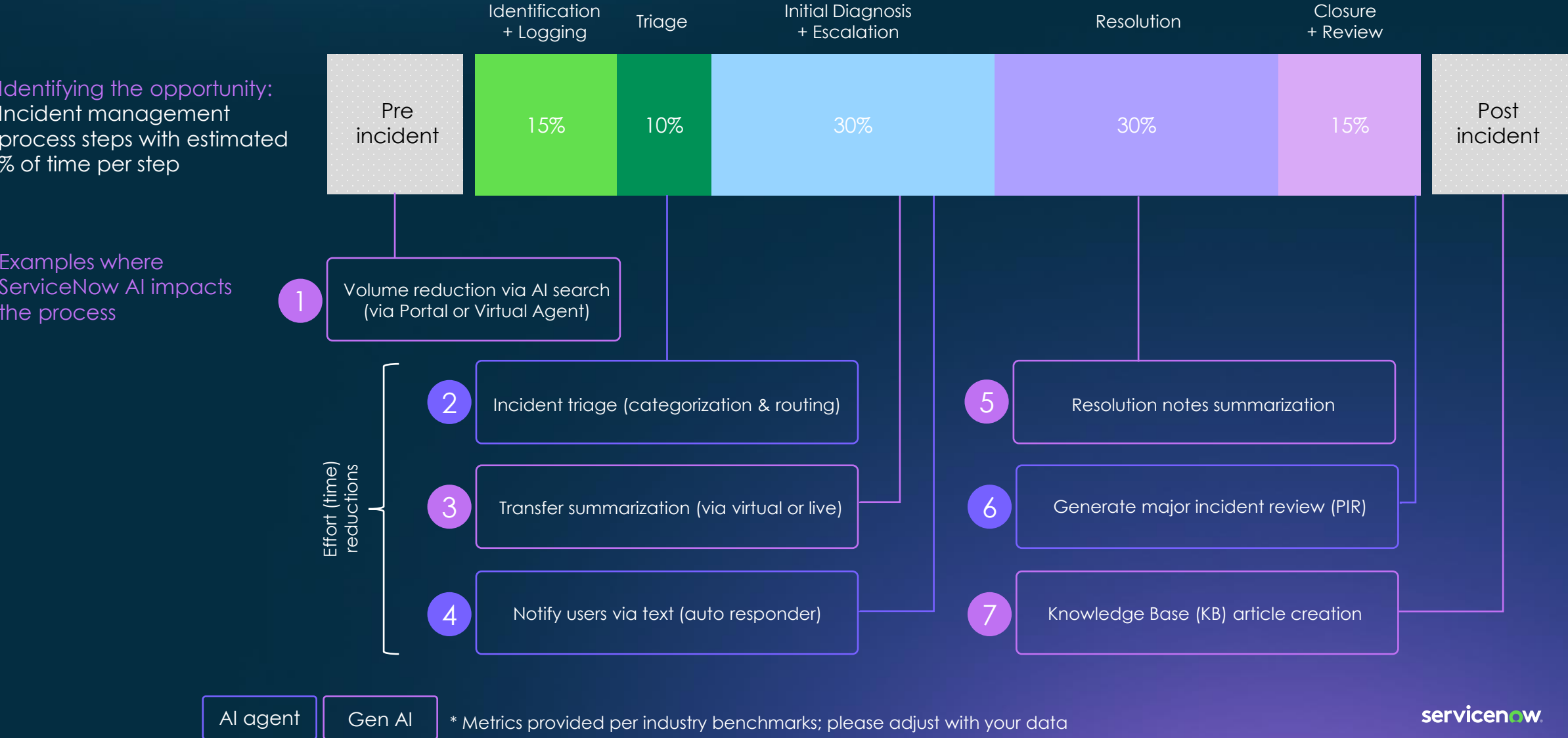
What are your goals for AI?



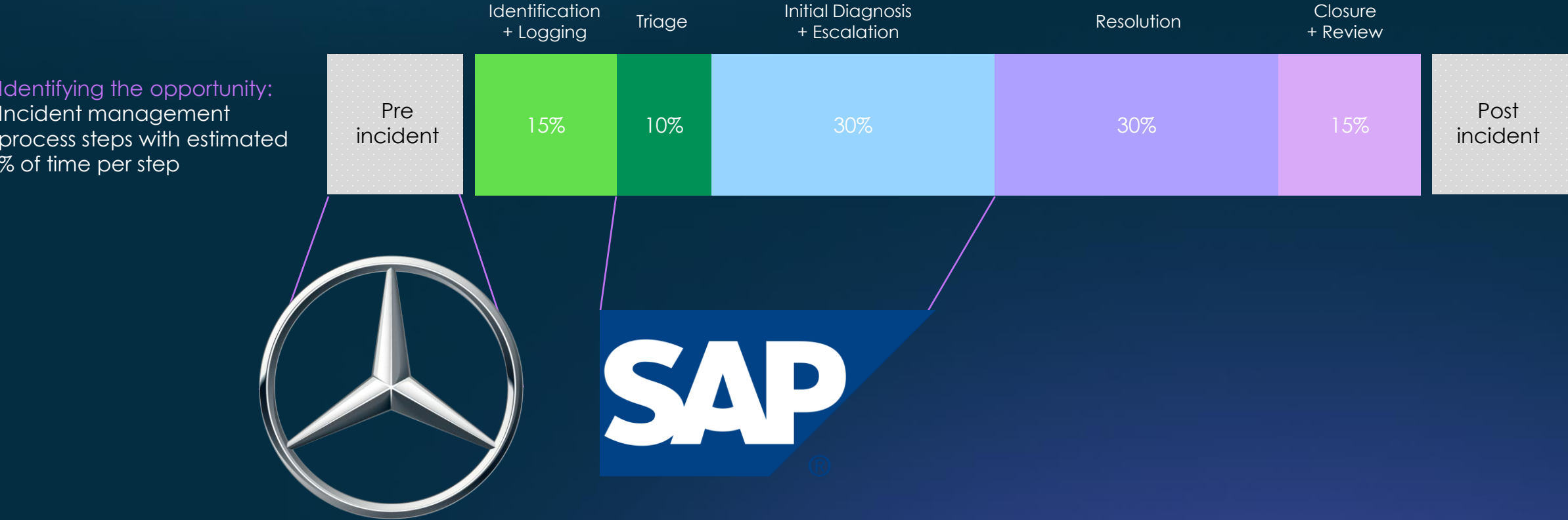
What are your goals for AI?



Reimagine Incident Management



Reimagine Incident Management



Some thoughts from customer discussions



GARBAGE

IN

=

GARBAGE

OUT





=



**GOLD
IN**

**DIAMONDS
OUT**

Use AI to make data better for the best AI Use Cases



KB Coach



Service or
Assignment Group
Description



Description and
Resolution Notes
Optimization



Catalog Item
Optimization



Assignment Group
Review



Daily Ticket Analyze



Group and Action
Framework



KB Generation



...



**GOLD
IN**



**DIAMONDS
OUT**

To enable assistive ^{Phase 3} AI and
^{Phase 4} agentic AI Use Cases

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AI Agents



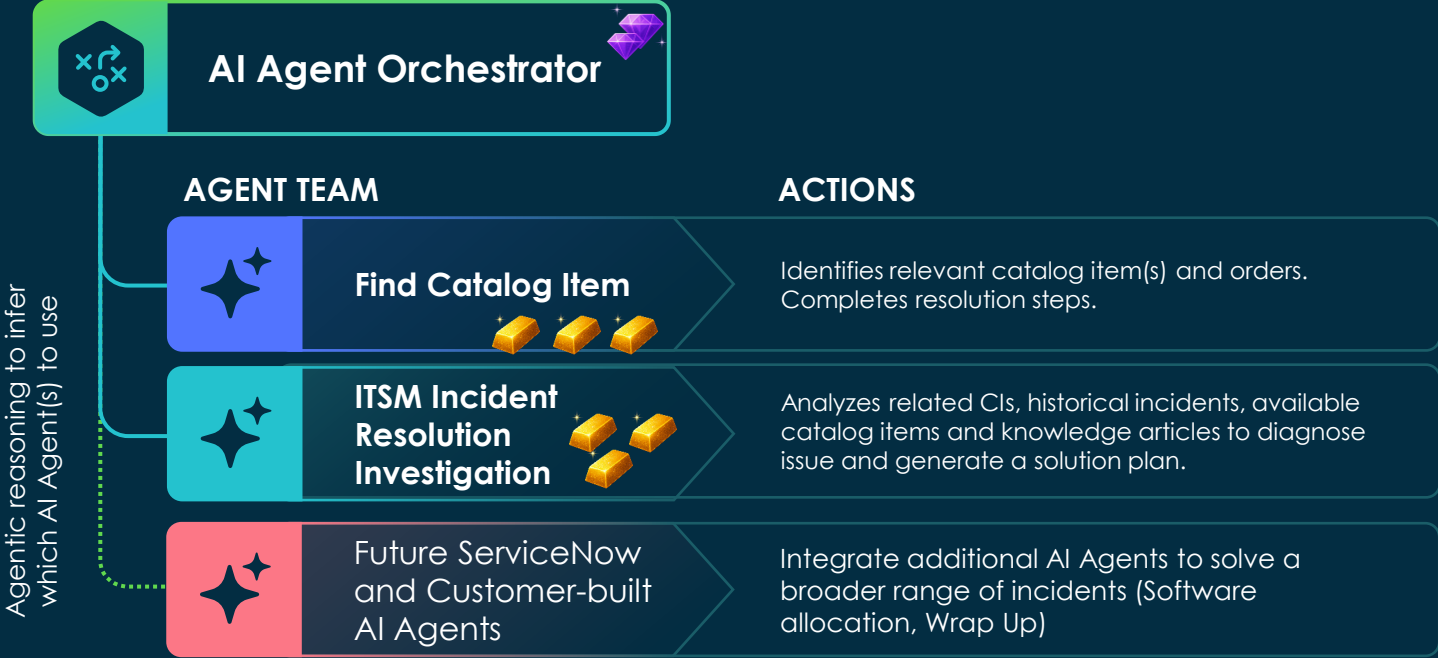
New ITSM Agentic Workflow Collection



Investigate & Resolve ITSM Incidents aka Agent Zero variant one

How it works

Automate incident resolution with Agentic recommendations and dynamic remediation. Leveraging insights from available catalog items and knowledge, AI Agents dynamically orchestrate resolution actions, reducing MTTR, increasing deflection, and improving employee and agent experiences.



* May+ ITSM Roadmap

Investigate & Resolve ITSM Incidents aka Agent Zero variant one

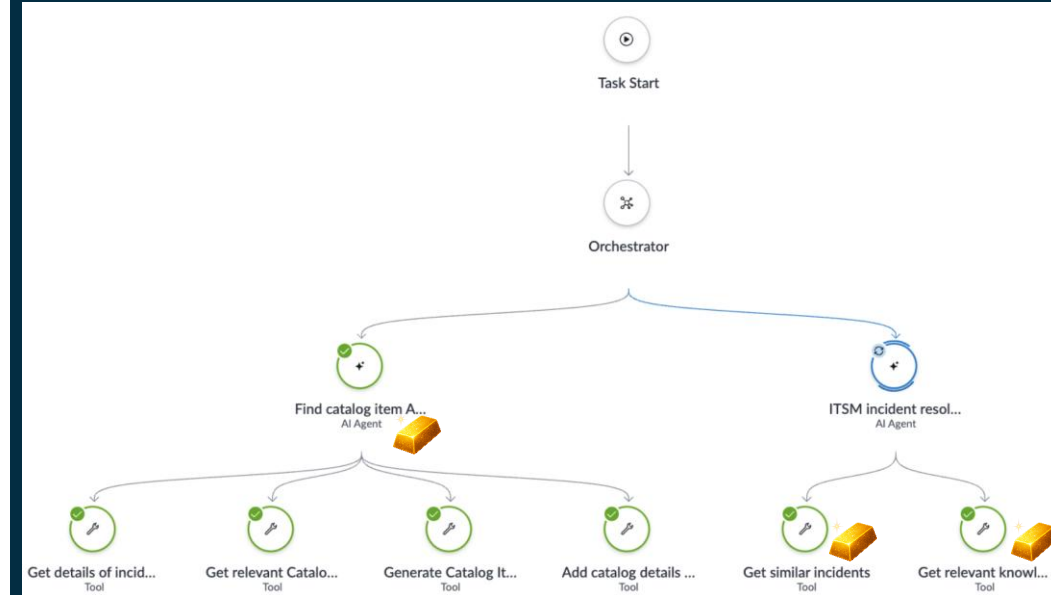


* May+ ITSM Roadmap

I found multiple catalog items related to the incident's short description. Please select one of the following options by providing the corresponding number:

1. Apple iPhone 15 Pro
2. Request for mobile devices for your department
3. Create a new Digital Integration
4. Connect to devices such as computers, smartphones, and tablets. Popular for hands-free calls, music listening, and casual gaming.
5. Start managing your own service requests
6. Request TRM Product
7. Request for software installation service
8. Wireless Keyboards: Bluetooth: Connects via Bluetooth to your computer or tablet. RF Wireless: Uses a small USB receiver (dongle) to connect wirelessly.
9. Request a firewall rule change to allow or block IP addresses.
10. Request a reset of a password for a service or an application.

Please provide the number corresponding to your choice.



Based on the retrieved information, here is a potential resolution plan for the incident:

1. Review the similar incidents (e.g., INCTEST00021728, INCTEST00022290, INCTEST00024616) and their solutions provided in the past. These incidents were resolved with solutions related to Mobile Phone & MiFi issues.
2. Refer to the relevant knowledge article 'Now Mobile Requester app download instructions' (KB0050179) for detailed steps on resolving similar issues.
3. Implement the steps outlined in the knowledge article and verify if the issue is resolved.

Please review this plan and let me know if you approve or if any modifications are needed.

More **examples** later from



Questions



Timo Weber

Senior Advisory Solution Consultant ServiceNow



Thank you

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