

Welcome! We'll get started soon... While we wait, feel free to introduce yourself in the Zoom chat

# Platform Academy



# Housekeeping

1

**We've saved time for Q&A**

Please use the Q&A button instead of the chat to submit questions.



2

**The presentation will be recorded and shared following the event**



3

**After the event, you will be prompted to fill out a short survey**

Thank you for your feedback!



# Safe harbor notice for forward-looking statements

This presentation may contain “forward-looking” statements that are based on our beliefs and assumptions and on information currently available to us only as of the date of this presentation. Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those expected or implied by the forward-looking statements. Further information on these and other factors that could cause or contribute to such differences include, but are not limited to, those discussed in the section titled “Risk Factors,” set forth in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q and in our other Securities and Exchange Commission filings. We cannot guarantee that we will achieve the plans, intentions, or expectations disclosed in our

forward-looking statements, and you should not place undue reliance on our forward-looking statements. The information on new products, features, or functionality is intended to outline our general product direction and should not be relied upon in making a purchasing decision, is for informational purposes only, and shall not be incorporated into any contract, and is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion. We undertake no obligation, and do not intend, to update the forward-looking statements.

# Platform Academy

## Maximize your value from Dynamic Guidance



**Paty Montesinos**

Outbound Product Manager  
AI Platform



**Mudit Khandelwal**

Product Manager  
AI Platform

# Agenda

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The Adoption Challenge

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Introducing Dynamic Guidance

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Measuring Impact & Next Steps

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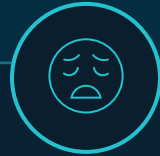
# Problem of Adoption

Fragmented help + product complexity = STALLED ADOPTION !!



## Static, Fragmented Help

Lacks real-time context — users get outdated, disconnected guidance that doesn't match their workflow



## Search Fatigue

Users leave the platform to find answers — bouncing between docs, forums, and support channels



## Declining Productivity

Higher support costs, stalled adoption, and poor time-to-value as users struggle to self-serve

**Result:** Low feature adoption, repeated support tickets, poor time-to-value

# The Industry Problem of Adoption

**\$10.9M**

Annual loss per 1,000-person company

**52.7%**

Of SaaS licenses wasted or unused

**80%**

Of features never used by employees

**1,200**

Toggles per employee per day

**Dynamic voice guidance** is a new avatar of User Onboarding and Help in ServiceNow that takes use of natural voice conversations to onboard users on ServiceNow capabilities.

# Ask it HOW.

## Dynamic Guidance

Voice-native guidance built into the ServiceNow platform. It hears what you ask, sees what you're doing, and walks you step by step—without ever leaving the page.

### Walkthroughs

to learn new processes

### Instructions

about any practice/  
workflow

### Information

about anything you see  
on screen



LIVE VOICE GUIDANCE

Listening...



YOU

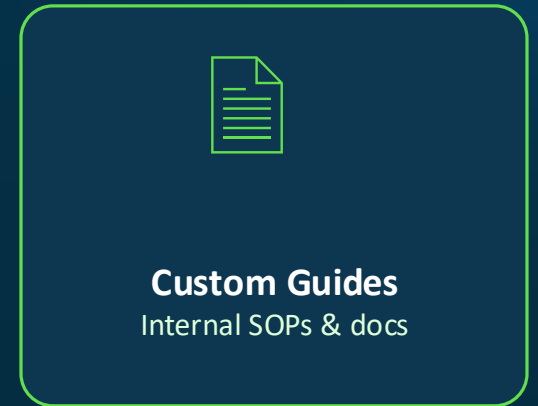
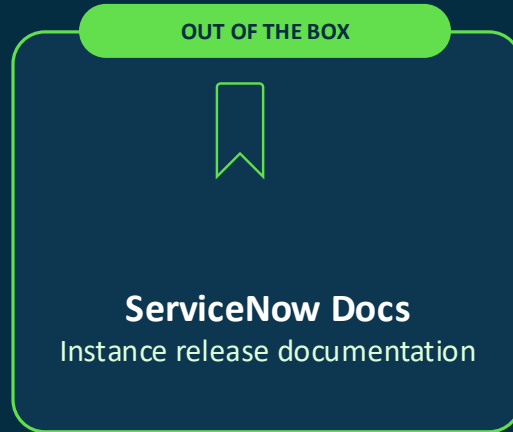
“How do I export an update set?”

DYNAMIC GUIDANCE

I can see you're on the Update Set form. Let's start by adding a name and description. I'll wait for you to complete that step.

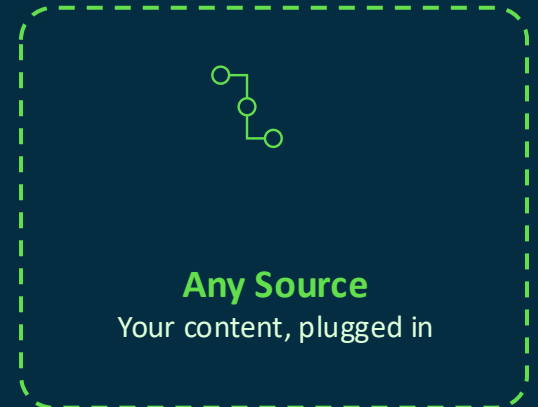
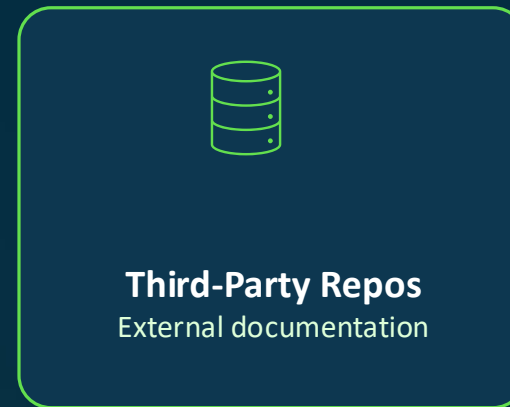
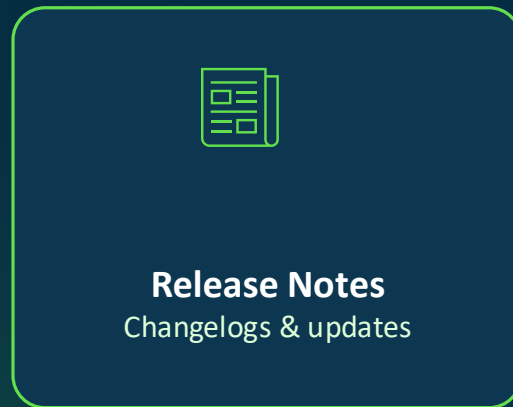
# Pluggable External Content Sources

Extend Dynamic Guidance beyond ServiceNow Docs — connect any knowledge source



**Plug in any source.  
Zero code changes.**

Otto queries across all registered sources automatically



**via XCC Configuration**

# Demo

# Dynamic Guidance

For Walkthrough

# Dynamic Guidance

For Instructions

# Accessing the Dynamic Guidance usage on your instance

## Find the event in Usage Insights

- Open All → Platform Analytics → Usage Insights (or search it in the filter navigator).
- Open the Events section in the left navigation panel.
- Search or filter by Event Name “Click Start for Dynamic Guidance”
- View counts over time; filter by date, user, or page.

The screenshot displays the ServiceNow Usage Insights interface. The left navigation pane shows the path: All → Platform Analytics → Usage Insights → Events. The main content area is titled 'Click Start For Dynamic Guidance' and shows a usage overview with the following data:

Metric	Count	Change
Total occurrences	5	↑ +5 (100%) Since previous per...
Active users	1	↑ +1 (100%) Since previous per...

The interface also includes a 'Click Start For Dynamic Guidance trend' line chart showing data from May 5 to June 4. The chart shows a sharp increase in event occurrences starting around May 30. Below the overview, there are sections for 'Event properties' with charts for 'channels' and 'applications'.

# Accessing the Dynamic Guidance transcripts

## Find the transcripts

- sys\_generative\_ai\_log
- Search for Dynamic Guidance in Definition

The screenshot shows the 'Generative AI Logs' interface. At the top, there is a search bar with 'Created by' and a search input. Below this are buttons for 'Run', 'Save Filters', 'AND', 'OR', and 'Add Sort'. A filter is applied: 'Definition is Dynamic Guidance'. The table below shows the results of this search.

Created by	Completed At	Conversation	Definition	Time Taken	Metadata document	Prom
cameron.richard	(empty)	(empty)	Dynamic Guidance		(empty)	
jo	(empty)	(empty)	Dynamic Guidance		(empty)	

# Resources

[Product Docs – Dynamic Guidance](#)

[Adding Custom Sources](#)

[Adoption Services Community Hub](#)

[Product Docs - Usage Insights](#)

[Platform Academy – Usage Insights](#)

The screenshot displays the 'Adoption Services Hub' interface. At the top, a dark blue header contains the title 'Adoption Services Hub'. Below this, the main content area is light green and divided into several sections. On the left, a 'Welcome!' section provides a detailed overview of the hub's purpose, from onboarding to dynamic guidance. To the right, a 'Share with Friends!' section includes a social sharing area. Below that, a 'Feedback!' section features a prominent green 'Give Feedback' button. At the bottom, three article cards are shown. The first card, titled 'Go From Zero to Hero ServiceNow's AI-Driven Onboarding', is categorized under 'Dynamic Guidance' and includes an 'Article →' link. The second card, 'Guided Tours + Dynamic Guidance (Together, by Design)', is also under 'Dynamic Guidance' and includes an 'Article →' link. The third card is a grey placeholder labeled 'Coming Soon'.

# Feedback Session

Dynamic Guidance

Are you on ZP9+ and have Now Assist for Platform?

Interested in trying out Dynamic Guidance?



# Questions?



Thank you



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## Future Sessions

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<https://sn.works/academies>

Platform Academy



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<i>What's New in Australia: Vault Console</i>	6/9/26
<i>What's New in Australia: Data Privacy</i>	6/11/26
<i>What's New in Australia: Platform Encryption</i>	6/16/26
<i>What's New in Australia: Authentication</i>	6/18/26
<i>Knowledge Center</i>	6/25/26
<i>What's New in Australia: Security Center</i>	6/30/26
<i>What's new for mobile in Australia</i>	7/7/26

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# Come join our other academies.



PLATFORM ANALYTICS ACADEMY



AI ACADEMY

## Platform Academies



PLATFORM ACADEMY



PROCESS MINING ACADEMY



<https://sn.works/academies>

# Sign up to our Platform Owner/Admin Feedback Sessions

## What to Expect

**Session Duration:** 60 minutes

**Scheduling:** Flexible, based on your availability

**Topics:** Tailored questions on Platform Applications, including:

- Upgrades
- Subscription Management
- Service Catalog
- Other foundational applications

**Time to Complete Form:** Approximately 3 minutes



<https://sn.works/listeningpost/snplatformowner/signup>

# ServiceNow Exchange

servicenow | Exchange

## Fast track your journey



See the schedule



Attend live ServiceNow events for expert insights and best practices.



Learn about implementation, deployment, and adoption.



Stay updated on new ServiceNow features.



Get tips for managing and upgrading products.



Connect with peers in Exchange roundtable discussions.



### Your fast lane to success

**Ramp Up**  
Get a flying start and meet other innovators.

**Level Up**  
Accelerate your progress alongside those who've done it before.

**Power Up**  
Get ahead of what's new and what's next.

### Curated experiences to help you deploy, adopt, and achieve value faster



**Academy**  
Listen and learn from subject matter experts



**Roundtables**  
Roundtable discussion with experts and peers



**Workshop and Labs**  
Deep dive and achieve your goals with an expert



**Office Hours**  
Ask questions and get expert support

Thank you

servicenow®