



servicenow™

Transform and Elevate the Service Experience with ITSM

Ric Hermans – Advisory Solution Consultant
Ralf Schnell – Advisory Solution Consultant
Luba Bohad – Senior Solution Consultant



Agenda

- **Virtual Agent**
- **Agent Intelligence**
- **Agent Workspace**
- **Major Incident Management Workspace**
- **Structured Problem Analysis**
- **CAB Workbench**

Ingredients: 99% live demos, 1% slides. May contain traces of humor.

Your Transformation Agenda

VP Initiatives

1 **New levels of employee satisfaction**

Enable intuitive self-service

Immediate resolution on common questions

2 **High IT productivity**

Intelligently automate incident resolution

Improve velocity of work

3 **Greater service performance**

Ensure high service availability

New insights into performance



Your trusted, strategic partner

Leadership

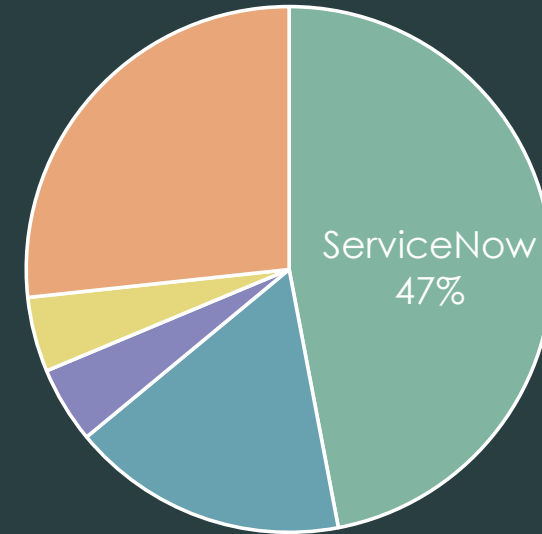
Leader in Gartner Magic Quadrant for ITSM
5 years in a row



Leader in Forrester Enterprise Service Management
Inaugural Forrester Wave

now

Gartner 2017 ITSM Marketshare
Estimates



Our Customers

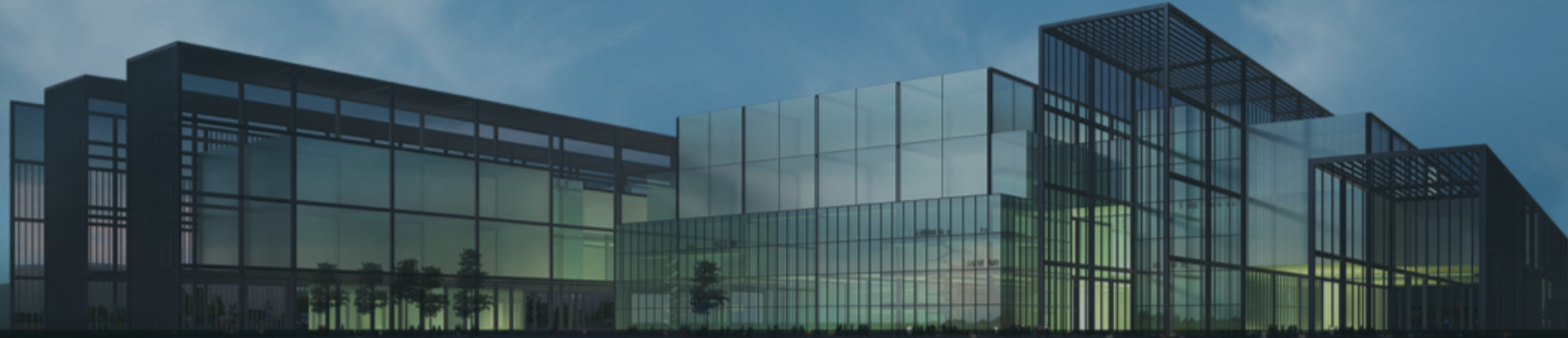
30

businesses switch from legacy
to ServiceNow each month

98%

renewal rate

Great experiences run on the Now Platform[®]



IT

User Experience

Service Intelligence

Service Experience



Now Platform



A great digital transformation
begins with great IT experiences

ServiceNow IT Service Management

Transform the speed, visibility and agility of IT

INCIDENT MANAGEMENT

Streamline service restoration with automated routing, built-in collaboration, and shared goals



CHANGE MANAGEMENT

Reduce change-related risks and costs while accelerating the release of business services



PROBLEM MANAGEMENT

Identify root cause of issues and proactively prevent future disruptions to the business.



Request Management

Give end users a modern, consumer-like experience through a single service portal

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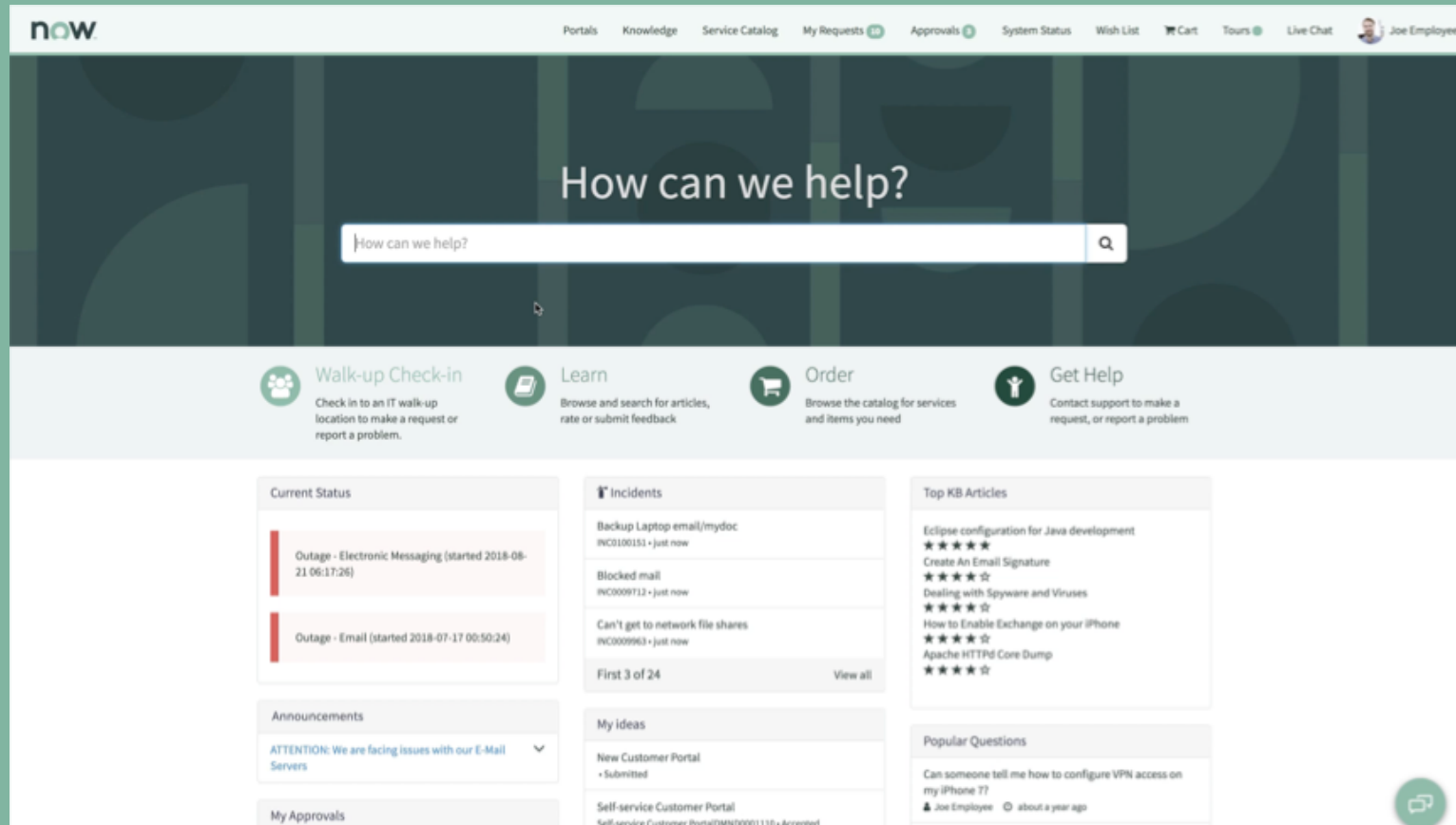
Ensure high service availability

New insights into performance



Intuitive self-service

Transform self-service with a personalized, consumer-friendly experience



ServiceNow Service Portal

Outcomes

Simplifies user experience with a single interface for IT

Enables consumer friendly user experience with contextual help and single click access to common actions

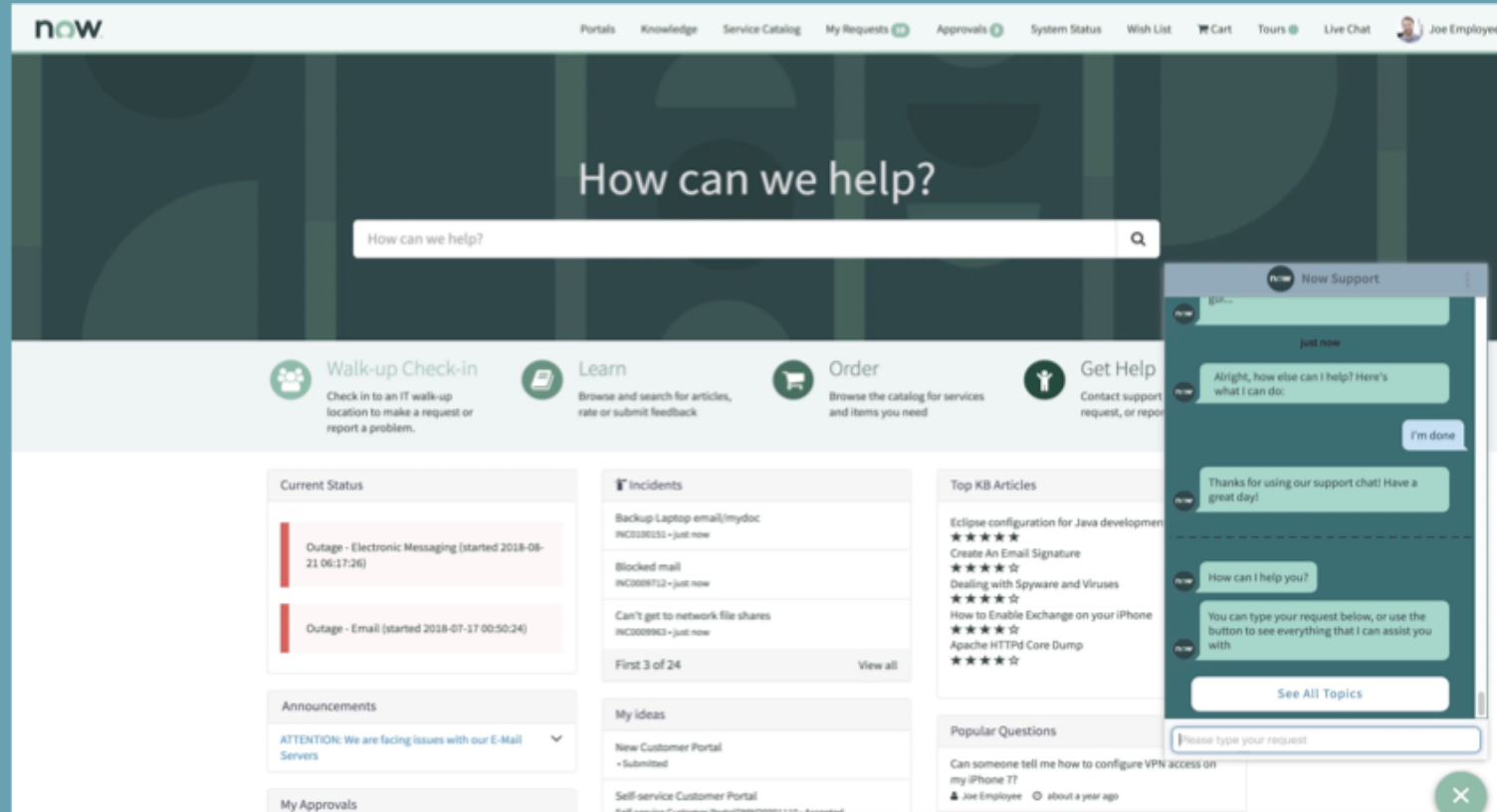
Personalized to employee profile

85%

issues handled via self-service

Immediate Resolution on Common Questions

Automate routine agent interactions and speed resolution



Outcomes

24x7 automated support for common requests

Meet increasing demand without adding staff

Empowers IT staff to focus on more meaningful work

ServiceNow Virtual Agent

50%
requests deflected

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Intelligently automate incident resolution

Improve velocity of work

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Ensure high service availability

Drive service excellence with unprecedented visibility
New insights into performance



Intelligently automate incident resolution

Speed time to incident resolution with supervised machine learning

Outcomes

Automates incident categorization and assignment

Eliminates bottlenecks created by manual incident triaging

Personalized, adaptive to each customer

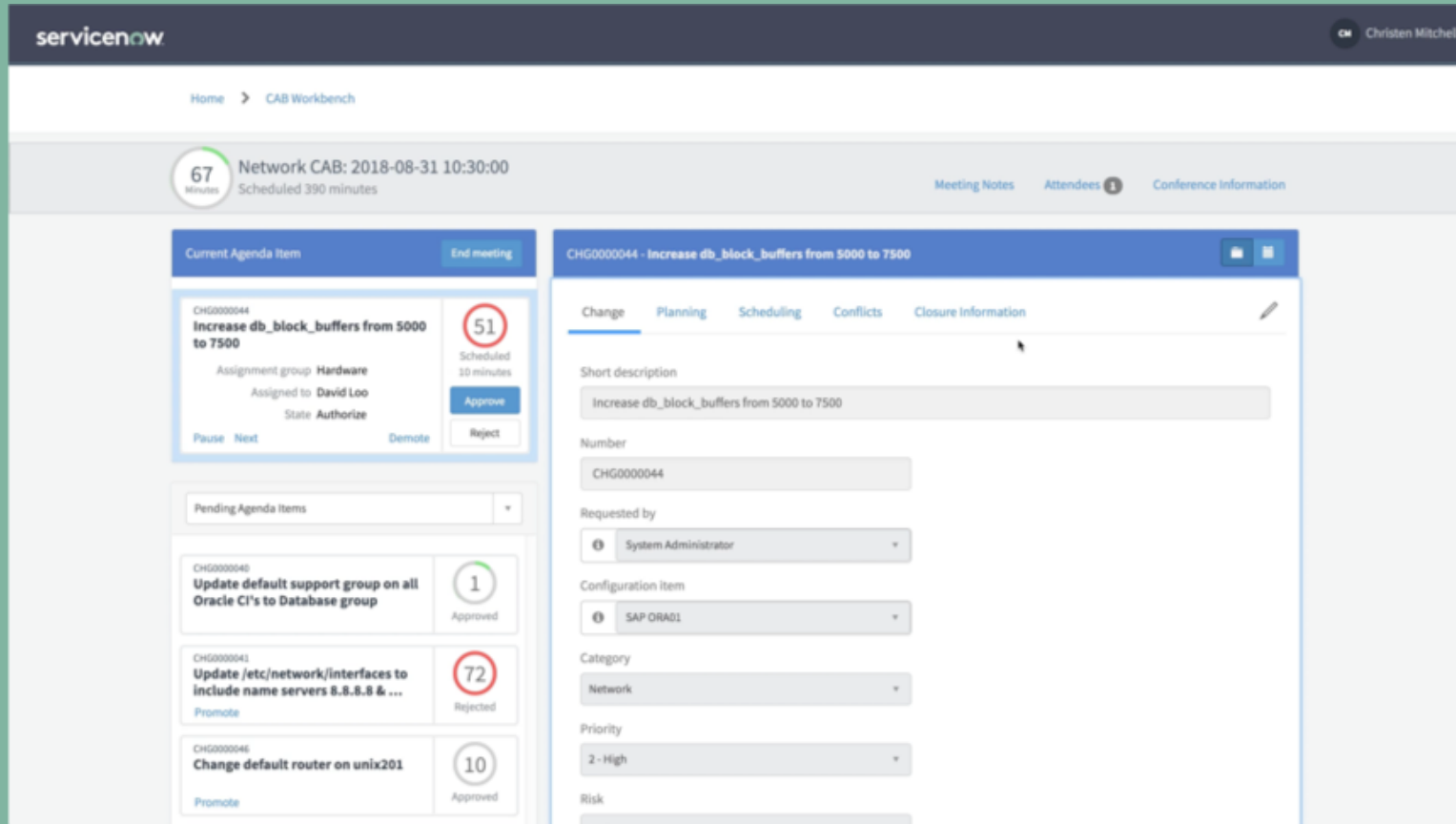
12%

service desk time saved each month

ServiceNow Agent Intelligence

Improve velocity of work

Schedule, plan and manage CAB meetings within ServiceNow



ServiceNow CAB Workbench

Outcomes

Accelerate the pace of change

Reduce time spent on approvals

Manage CABs from one place

76%

Improvement in time to raise change

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New insights into performance



Ensure high service availability

Major Incident Management – turn high risk into focused resolution

The screenshot displays the ServiceNow Major Incident Management interface for an incident titled "Inbound email outage" (INC0010419). The incident is in the "In Progress" state and has a duration of 02:23:11:07. Key metrics include 12 impacted services, 5 affected CIs, 4 outages, 4 affected locations, and 1 child incident. The "Latest Activity" section shows a timeline of events, including the incident being promoted to a major incident and assigned to a system administrator. The "Communication Tasks" section lists tasks such as "Initial Technical Communication" and "Initial Stakeholder Communication", all of which are currently "Open" and "Overdue". The "Groups" section shows that 1 group, "Major Incident Management", with 2 members is involved in the incident.

ServiceNow Major Incident Management

Outcomes

Solves incidents quickly with purpose-built workbench

Enables real-time collaboration with stakeholders

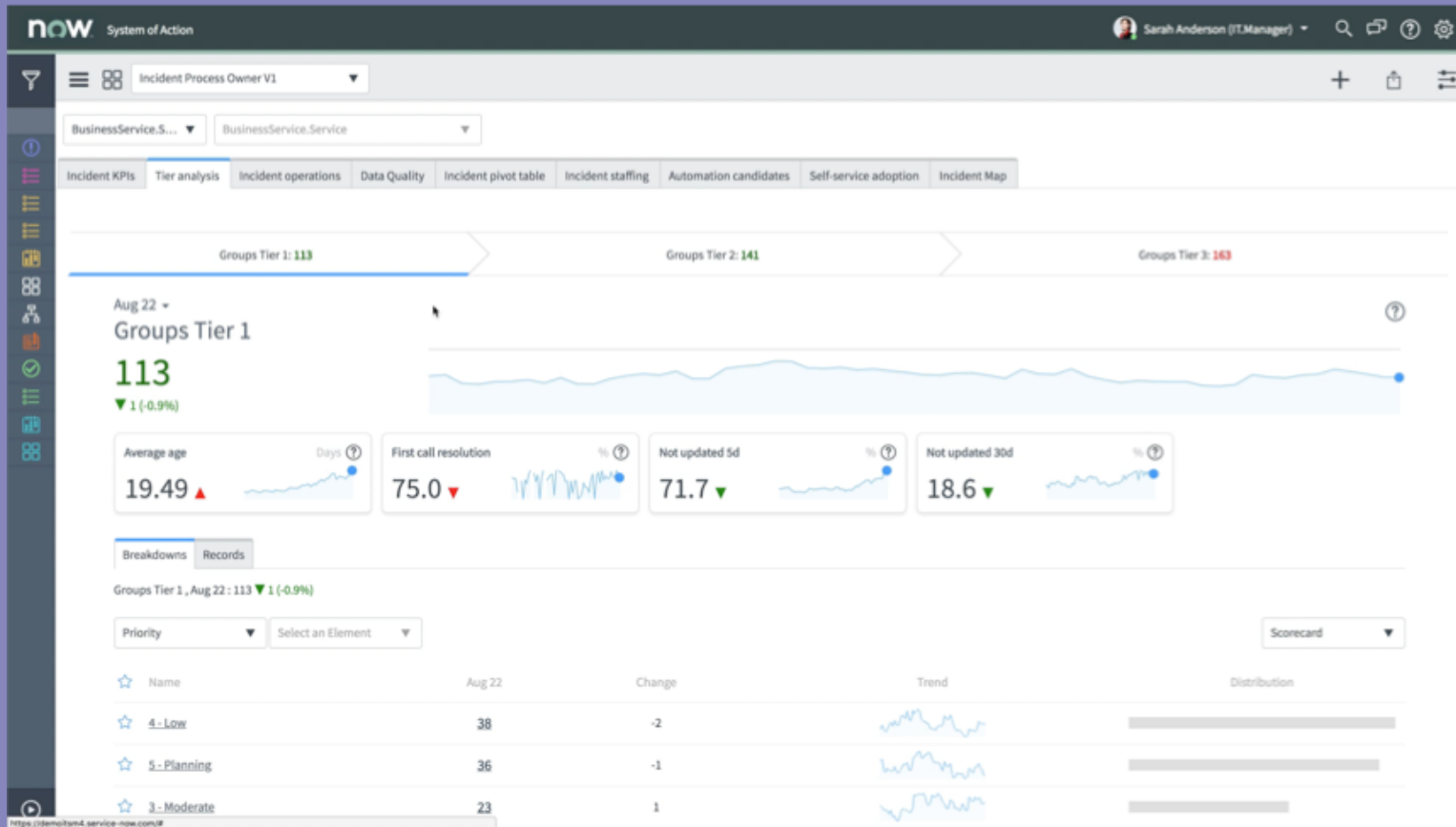
Automatically documents processes with post-incident review

60%

reduction in time to solve customer major incidents

New insights into service performance

Drive service excellence with unprecedented visibility



ServiceNow Performance Analytics

Outcomes

Visualize data trends and forecasts

Quickly identify opportunities for improvement

Align initiatives with business goals

70%

reduction in incident and request backlog

Transforming IT success stories



Success in Action

“

“We needed a single integrated toolset to automate the delivery and control of incident, problem, change, and configuration management.”

Pete Coleman
Head of Service Delivery



Enabling Better Experiences with ServiceNow

RBS had 14,000 users on 13 different ITSM tools. They spent too much time on administrative change management.

Success with ServiceNow

46,000

Man hours saved
per month

76%

Improvement in
time to raise
change

10

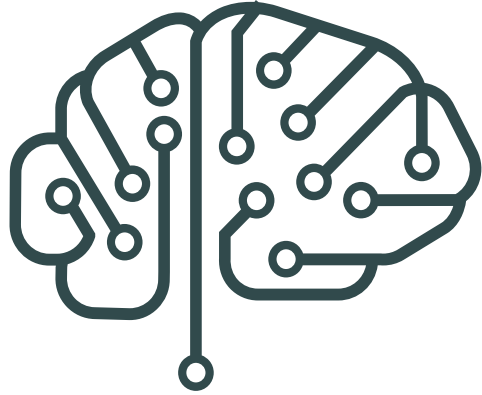
Legacy systems
decommissioned

servicenow™

New in London



London Release



Intelligence
for Everyday Work



Better
Experiences

Walk Up Experience

Raise IT user satisfaction to new

heights

The screenshot shows a user interface for a 'walk-up check-in' system. At the top, there is a navigation bar with the 'now' logo and various menu items: Portals, Knowledge, Service Catalog, My Requests (1), Approvals (24), System Status, Wish List, Cart, Tours, Live Chat, and a user profile for Sarah Anderson (IT Manager). The main heading is 'Welcome to the walk-up check-in' with a subtext: 'Need service? Select a location and reason for visit below to join a walk-up queue.' The selected location is 'San Diego Tech Lounge' with a 'Change location' link. The 'Join the queue' section includes a dropdown menu for 'What is your reason for visiting?' and a 'Check in' button. The 'Queue status' section is a table showing the current queue. The 'About this location' section features an image of the lounge and a table of weekly hours of operation.

San Diego Tech Lounge [Change location](#)

Join the queue

What is your reason for visiting?

--Select a reason for your visit--

Check in

Queue status

Now serving	Up next	Time arrived
Abel Tuter	1. Aileen Mottern	2:12pm
Alyssa Biasotti	2. Emily Jason	2:15pm
	3. Aaron Brooks	2:27pm
	4. David Loo	4:52pm

About this location

This weeks hours of operation:

Mon	8:00am to 6:00pm (PDT)
Tue	8:00am to 6:00pm (PDT)
Wed	8:00am to 6:00pm (PDT)
Thu	8:00am to 6:00pm (PDT)
Fri	8:00am to 6:00pm (PDT)
Sat	Closed
Sun	Closed

* Check-ins will end 30 minutes before closing time.

Walk Up Experience

Raise IT user satisfaction to new heights

The screenshot shows the 'now' portal's walk-up check-in interface. At the top, there is a navigation bar with links for Portals, Knowledge, Service Catalog, My Requests (13), Approvals (1), System Status, Wish List, Cart, Tours, Live Chat, and a user profile for David Loo. The main heading is 'Welcome to the walk-up check-in' with a subtext: 'Need service? Select a location and reason for visit below to join a walk-up queue.'

The interface is for the 'San Diego Tech Lounge' and includes a 'Change location' link. It is divided into two main sections:

- Join the queue:** A form asking 'What is your reason for visiting?' with a dropdown menu currently showing '--Select a reason for your visit--' and a 'Check in' button.
- Queue status:** A table showing the current queue.

Now serving	Up next	Time arrived
John Jason	1. Alyssa Blasotti	2:02pm
Abel Tuter	2. Aileen Mottern	2:12pm
	3. Emily Jason	2:15pm
	4. Aaron Brooks	2:27pm

About this location: Includes a photo of the Tech Lounge interior and 'This weeks hours of operation:'

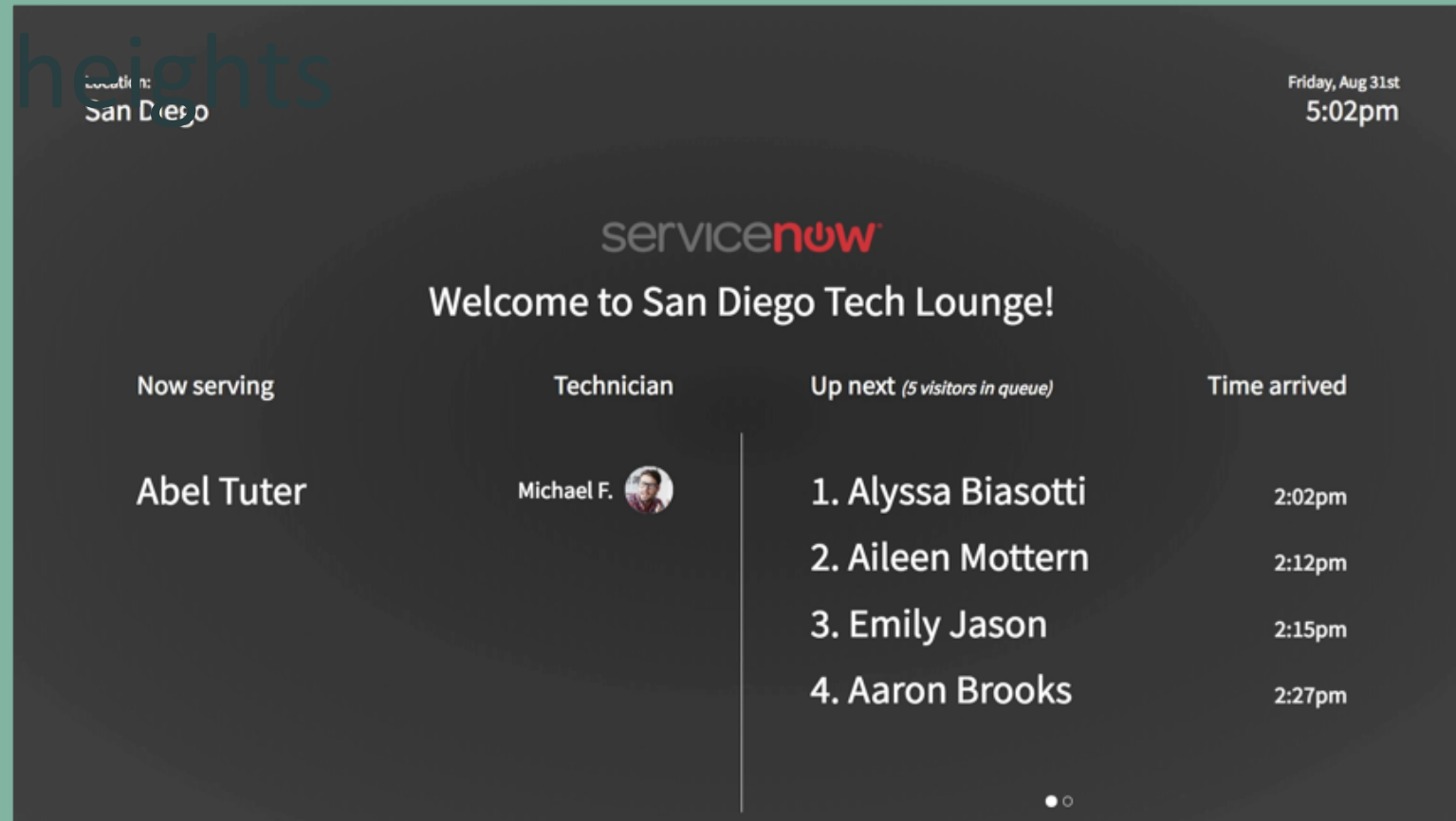
Day	Hours
Mon	8:00am to 6:00pm (PDT)
Tue	8:00am to 6:00pm (PDT)
Wed	8:00am to 6:00pm (PDT)
Thu	8:00am to 6:00pm (PDT)
Fri	8:00am to 6:00pm (PDT)
Sat	Closed
Sun	Closed

* Check-ins will end 30 minutes before closing time.

Save employees time with remote sign in and live updates

Walk Up Experience

Raise IT user satisfaction to new heights

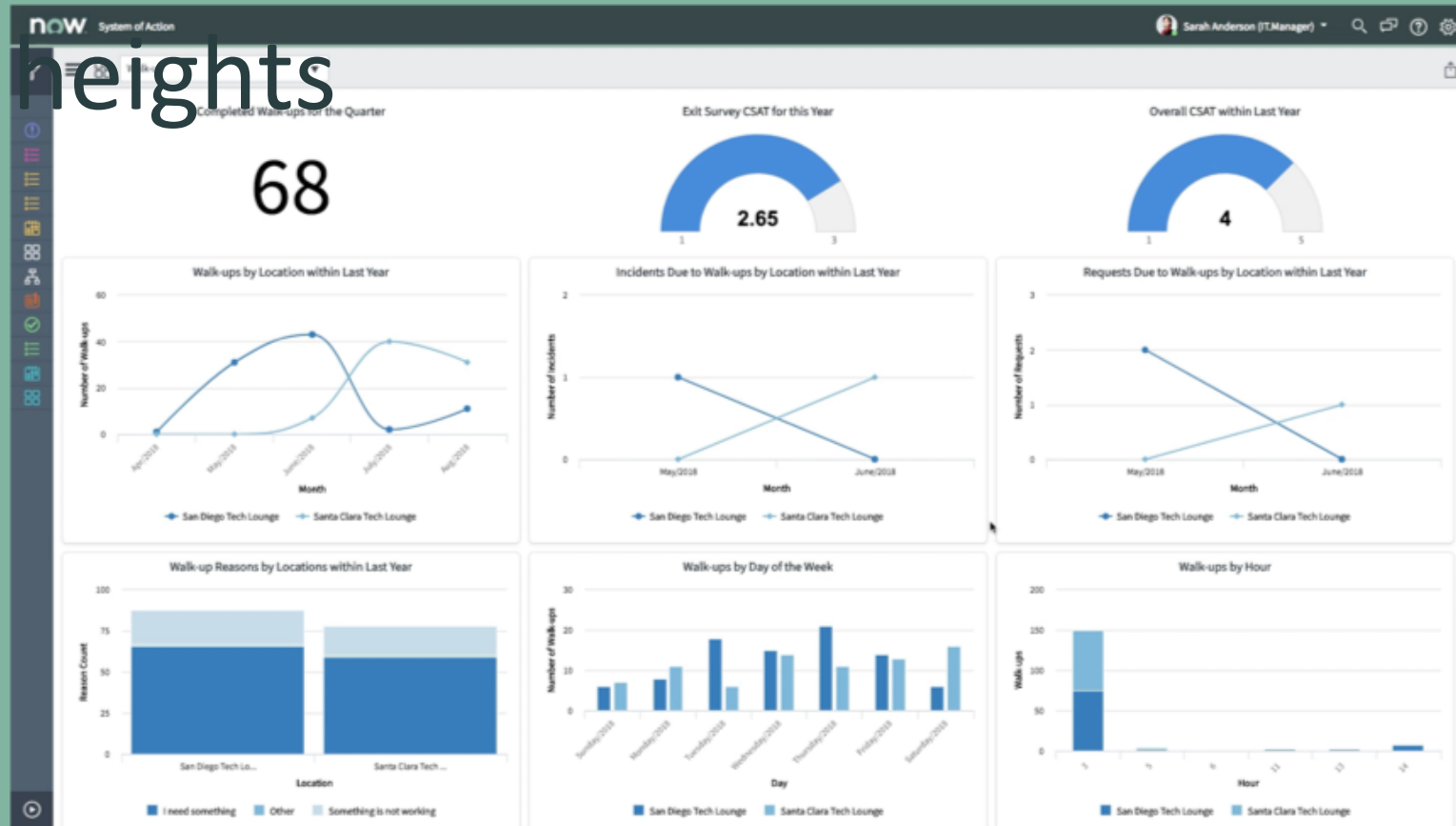


Save employees time with remote sign in and live updates

Help technicians focus on delivering great service

Walk Up Experience

Raise IT user satisfaction to new heights



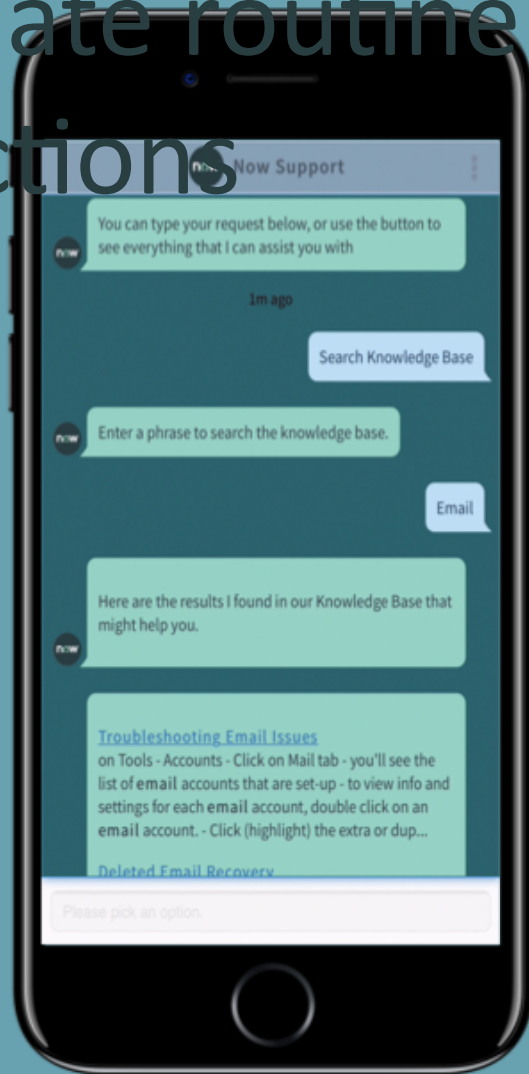
Save employees time with remote sign in and live updates

Help technicians focus on delivering great service

Manage staffing and inventory based on demand

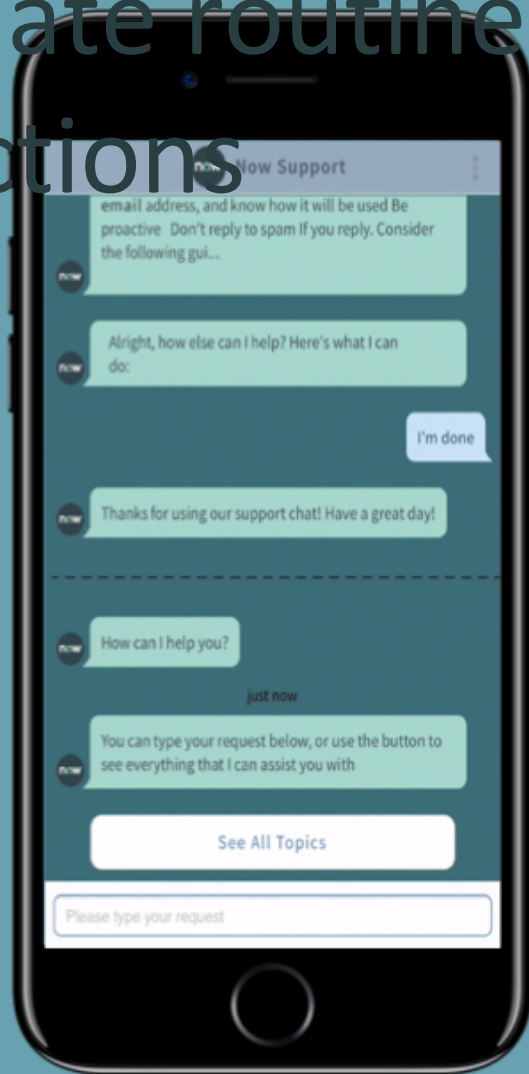
Virtual Agent

Automate routine agent interactions



Virtual Agent

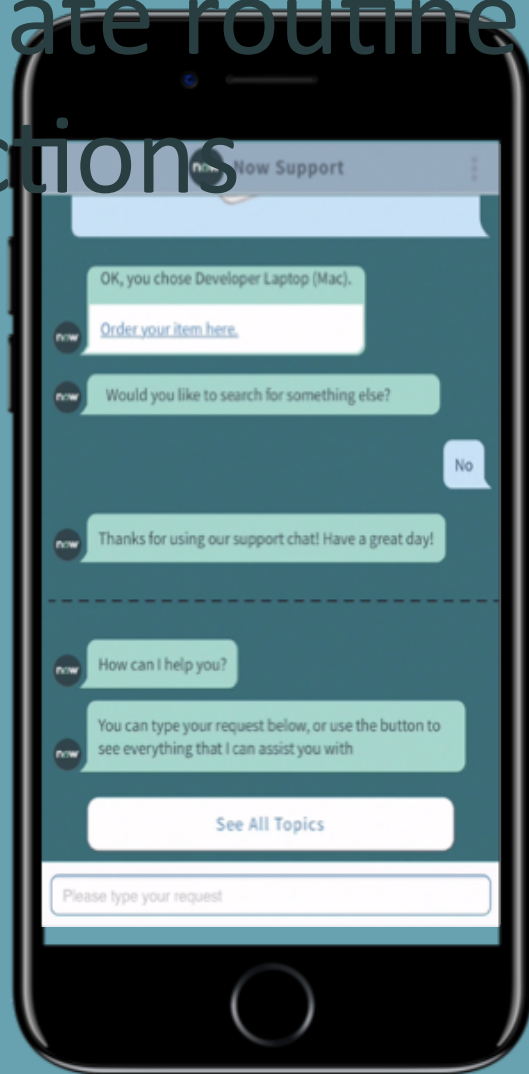
Automate routine agent interactions



24x7 automated support for common requests

Virtual Agent

Automate routine agent interactions

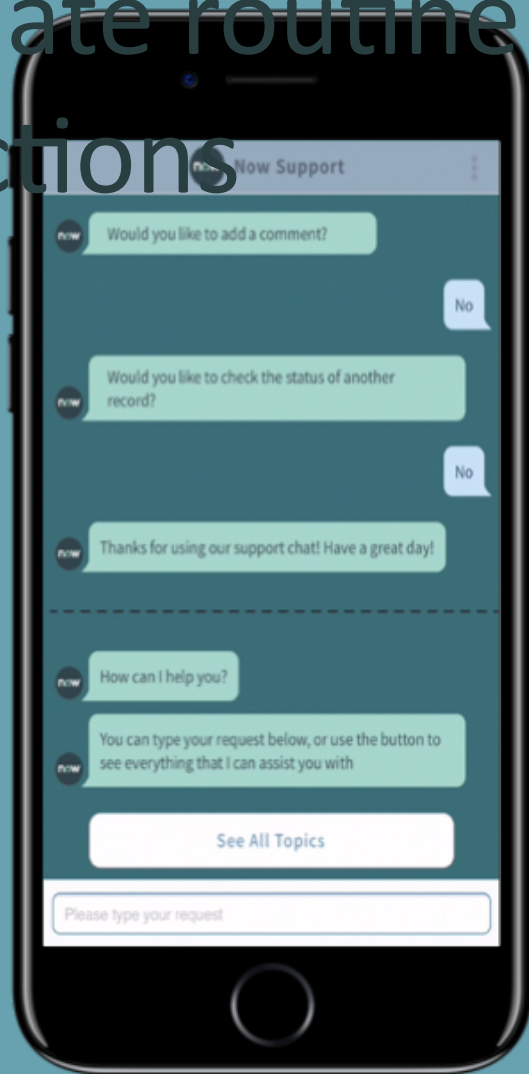


24x7 automated support for common requests

Meet increasing demand without adding staff

Virtual Agent

Automate routine agent interactions



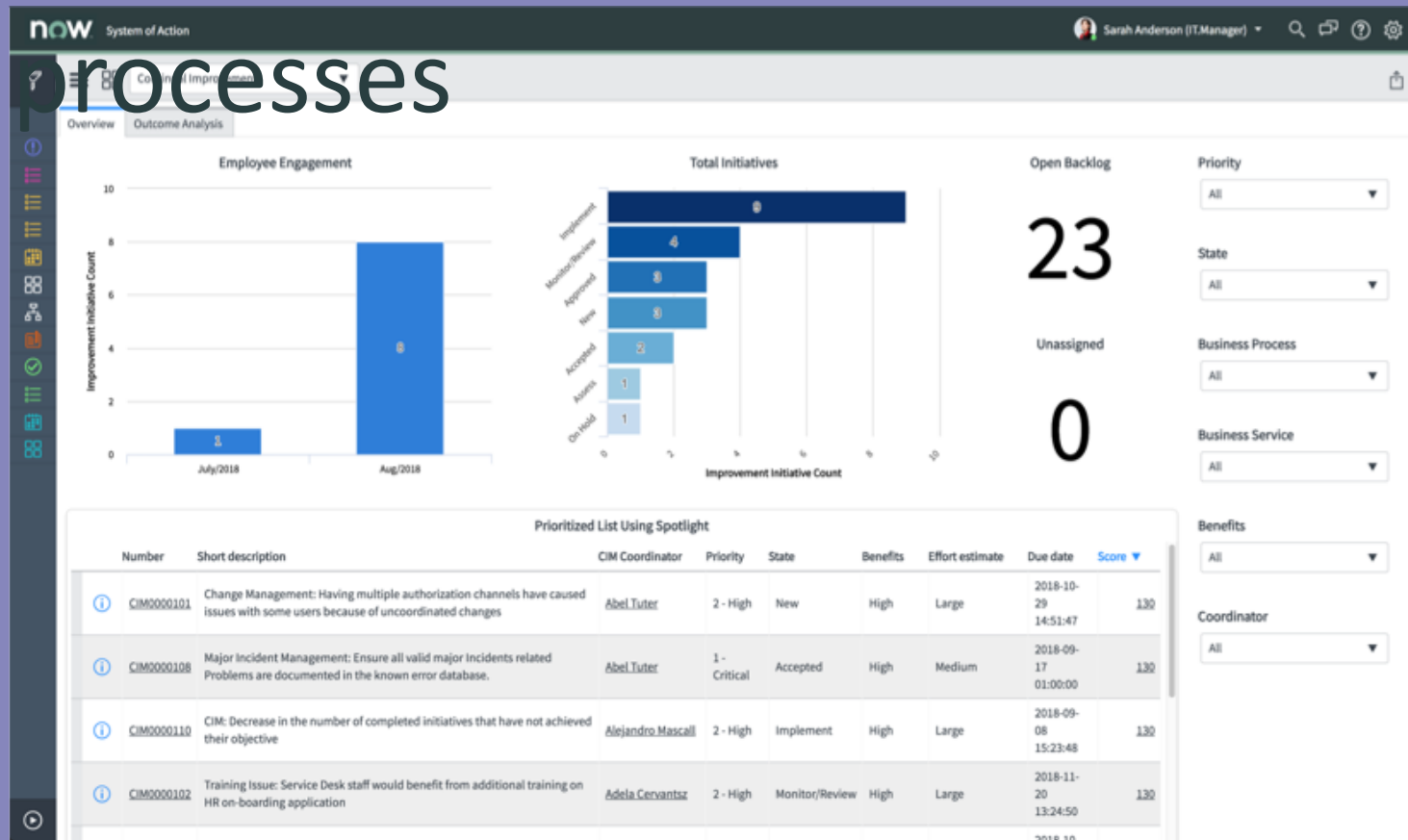
24x7 automated support for common requests

Meet increasing demand without adding staff

Empowers IT staff to focus on more meaningful work

Continual Improvement Management

Measure and improve services & processes



Continual Improvement Management

Measure and improve services & processes



Identify improvement initiatives across the organization

Continual Improvement Management

Measure and improve services & processes

The screenshot displays the 'now System of Action' interface. At the top, it shows the user 'Sarah Anderson (IT.Manager)' and navigation options like 'View Benchmarks', '+ Create Improvement', and 'View Standard List'. The main content is divided into two sections: 'Under Implementation' and 'Under Review'.

Under Implementation: This section contains eight initiative cards, each with a title, completion percentage, priority, and assigned person. For example, 'Event Management: The number of alerts from ABC ...' is 0% complete with a priority of 3 - Moderate, assigned to Abel Tuter. 'Release Management: A number of failur...' is 100% complete with a priority of 2 - High, assigned to Abel Tuter. 'Adoption: Improve adoption of new HR a...' is 50% complete with a priority of 1 - Critical, assigned to Adela Cervantoz.

Under Review: This section contains a table of initiatives. The table has columns for Number, Short description, Priority, Base value, Target value, Target review date, and CIM Coordinator.

Number	Short description	Priority	Base value	Target value	Target review date	CIM Coordinator
CIM0000102	Training issue: Service Desk staff would benefit from additional training on HR on-boarding application	2 - High			In 4 months	Adela Cervantoz
CIM0000139	Customer experience: CSAT scores are low from last 2 quarters. Improve it by 10%	2 - High	4	6	In 7 months	Abel Tuter
CIM0000141	Reduce % unsuccessful changes by 50%	4 - Low	100	50	In 3 months	Alejandro Mascall
CIM0000136	*Incident: Reduce the Incident backlog by 25% before Q2	3 - Moderate	420	315	In 10 months	Abel Tuter

Identify improvement initiatives across the organization

Align initiatives with corporate goals

Continual Improvement Management

Measure and improve services & processes

Under Implementation

- Adoption: Improve adoption of n...** 50% Complete, Priority: 1 - Critical, Due 19 days ago, Assigned to Adela Cervantsz
- Event Management: The number of alerts fr...** 0% Complete, Priority: 3 - Moderate, Due in 4 months, Assigned to Abel Tuter
- Survey Results: Customers are unhappy abo...** 50% Complete, Priority: 4 - Low, Due in 4 months, Assigned to Alejandro Mascall
- Release Management: A number ...** 100% Complete, Priority: 2 - High, Due in 4 months, Assigned to Abel Tuter
- CIM: Decrease in the number of completed i...** 50% Complete, Priority: 2 - High, Due in 4 months, Assigned to Alejandro Mascall
- Knowledge Improvement: Knowledge data d...** 0% Complete, Priority: 4 - Low, Due in 4 months, Assigned to Abel Tuter
- New App: Improve Continuous feedback by i...** 25% Complete, Priority: 4 - Low, Due in 4 months, Assigned to Alejandro Mascall
- Improve average time to resolve an incident ...** 50% Complete, Priority: 4 - Low, Due in 4 months, Assigned to Adela Cervantsz
- Improvement of Cost Saving per i...** 0% Complete, Priority: 4 - Low, Due in 2 months, Assigned to Adela Cervantsz
- Enhanced business and stakehol...** 0% Complete, Priority: 4 - Low, Due 15 days ago, Assigned to Abel Tuter

Under Review

Number	Short description	Priority	Base value	Target value	Target review date	CIM Coordinator
CIM0000102	Training Issue: Service Desk staff would benefit from additional training on HR o...	2 - High			in 4 months	Adela Cervantsz
CIM0000139	Customer experience: CSAT scores are low from last 2 quarters. Improve it by 10%	2 - High	4	6	in 7 months	Abel Tuter
CIM0000141	Reduce % unsuccessful changes by 50%	4 - Low	100	50	in 3 months	Alejandro Mascall

Identify improvement initiatives across the organization

Align initiatives with corporate goals

Track status throughout the lifecycle

Key Takeaways

1

Trusted Market Leader,
Analyst Accolades, Industry-
Leading CSAT and NPS

2

Single Platform To Automate
All Services Across The
Enterprise

3

Innovation Is Native, We
Continue To Add New
Features To The Product



servicenow™

Thank you