

ServiceNow-based GenAI Offering



Get Out-of-the-Box GenAI off the Floor with Persistent

As a ServiceNow partner, we bring a 360-degree approach to value extraction, embedding our ServiceNow practitioners and domain experts within enterprise teams to understand pain points and translate them into business requirements. Persistent assists enterprises with fine-tune underlying models to support unique business use cases while ensuring model governance, data integrity, and responsible AI.

Persistent GenAI Offering

Contract Lifecycle Management with custom built LLM: Persistent offers iCAC built on ServiceNow platform, with custom built LLM to leverage AI-driven CLM (Contract Lifecycle Management) capabilities on to manage your contracts effectively. It also offers modules for Obligation Management, Invoicing and more.

Now Assist Capabilities

- **Incident / Case Summarization:** The Incident and Case Summarization capability can reduce manual work for agents by easily summarizing task records and providing relevant information with an at-a-glance view.
- Persistent also has deep skills in Now Assist and offers ServiceNow's AI / GenAI capabilities, known as Now Assist.
- ServiceNow Now Assist capabilities powered by GenAI, for specific use cases tailored for different business scenarios across different applications.
- **Now Assist Panel:** The Now Assist panel allows agents to summarize tasks using actions from a side panel.
- **Generative Search:** The Generative search capability provides better, faster answers, and resolutions from trusted knowledge across Global Search, Service Portal, and Virtual Agent.
- Now Assist uses language generation to efficiently answer questions and generate new content from text inputs like search boxes, text fields, or chat.
- **Code Generation:** The Code generation capability helps developers generate code on the Now platform.
- **Generative AI Controller:** The Generative AI Controller capability allows admins to embed generative AI into workflows and Virtual Agent topics.

Key Use Cases



Detect Negative Survey Sentiment and Automate the Response

We will use NASK (Now Assist Skill Kit) to send the survey responses to the Now LLM which will predict the sentiment of a survey. If the sentiment of the survey is negative, we will automate the creation of an incident record so we can address the issue quickly.



Knowledge Article Coach

We will create a custom skill that reviews the contents of our knowledge article, and to provide suggestions on how to improve it. This feedback will be stored in a feedback task attached to the knowledge article.



Knowledge Article Compliance Review

For this use case, we will use NASK to ask the LLM to generate a new knowledge article using branding and compliance policies outlined within our instance. We leverage both the GRC and Knowledge Management Advanced plugins in this scenario.



Knowledge Article Categorizer

NASK is used in this use case to build a custom skill that gathers the existing categories for Knowledge Articles (KA) and then evaluates the content of KAs to assign them a category.

Key Benefits

- Leverage the power of search with the Now LLM generative AI model to answer questions in user searches with actionable AI-generated summaries of relevant knowledge articles.
- Monitor Now Assist consumption on your instance and performance usage of Now Assist implementation.
- Access generative AI skills in context through a user-friendly interface.
- Choose which skills to turn on and which users can access them.
- Customize your workflows and use your own third-party LLM license.
- Install and configure Now Assist applications and the skills they provide.
- Use Now Assist in other platform features and mobile devices.

The Impact on Enterprises

Here is our take on how the ServiceNow GenAI off-the-shelf use cases will impact enterprises:

Modern Businesses, Backed by Intelligent Workflows

ServiceNow sanitizes this landscape with a single-pane view across IT, human resources, and finance workflows and assets, it will now create synergies that accelerate the pace. With GenAI in the mix, ServiceNow enables deeper process mining, ready analyses via chat summarization, multiple knowledge base references, and predictive analytics that improve productivity and self-service deflection rates, and trigger innovations in service management.

Maximum Productivity with Minimal Friction

GenAI-powered no-code functionalities that automate image-to-workflow conversion, which can be iterated with simple conversational prompts. ServiceNow also allows code edits with natural language prompts that offer higher flexibility to developers and a wider playing field for citizen developers. The underlying LLMs rest within the ServiceNow core platform, ensuring enterprise data is secure since it does not leave the enterprise firewall.

People-led, Tech-driven Culture with GenAI-human Partnership

Digital avatars embedded within end-user journeys create frictionless experiences, converting technology into an enabler and not an inhibitor of real-life collaboration.

360-degree End-user Profile with Knowledge Graphs

ServiceNow enables agents, admins, and employees to get a 360-degree end-user profile to draw insights quickly. This is a game-changer for operations and business intelligence, where querying multiple data sets becomes superlatively faster and easier, allowing business users to avoid blind spots and capitalize on hidden synergies.

With a single view of all variables connected to an end user, businesses can deliver higher value with shorter turnaround times — making lives easier for admins, agents, customers, and employees.

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. Learn more on: <https://www.servicenow.com/>

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization to businesses across industries. With over 23,900 employees located in 19 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including AI-enabled software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15 as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 327% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in the 2024 Brand Finance India 100 Report.

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