Put AI to work for your customers

Beyond the call: Earning customer loyalty in the AI era

Empower customers to get answers fast, free your teams with AI that takes care of the busywork, and help technicians ensure a first time fix.

AJUVO | servicenow

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The evolving service landscape

Service leaders everywhere are solving for the same impossible challenge: rising customer expectations, flat budgets, and teams that are supporting more cases, often with fewer resources.

Customers used to accept long wait times and repeated transfers because there was no alternative, but now customers expect—and demand—better.

In fact, customer loyalty is evaporating faster than ever, with the Forrester Customer Experience Index reaching an all-time low. 69% of customers say they're likely to switch brands after a poor customer service experience, and 84% of customers say they're likely to recommend a brand based on great customer service[1].

This tells us that when customers can't find answers, are stuck on long hold times, or the quality of service is lagging, they are taking their business elsewhere.

Customers can't find answers, service teams jump between multiple apps and tabs to research issues, field technicians arrive without the right parts, and requests disappear across departments. And operations costs are rising.

This is the reality service leaders are facing today.

In the AI era, there's finally a way to reimagine the way service is delivered to build loyal customers.

69%

of customers say they're likely to switch brands after a poor customer service experience[1]

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64%

of executives expect AI agents to significantly improve customer service and satisfaction[2]



1 . Customer Experience (CX) Trends
2 . Capgemini, Harnessing the Value of Generative AI, 2024

Why AI is a game-changer

80%

of common customer service issues will be resolved autonomously with agentic AI by 2029, leading to a 30% reduction in operational costs[1]

Imagine if service worked differently.

A world where customers instantly get answers, personalized action steps, and resolutions on their preferred channel. Where human agents have everything they need, at the ready, in a unified workspace with AI agents that pick up the manual work. Where field technicians arrive at work site with the context and resources needed to resolve issues on the first visit.

With AI agents, that vision becomes a reality

Customers get resolution, not hold times

A customer calls about their internet being down, but before they can even call their service provider, teams of AI agents run diagnostics, identify a network outage in their area, automatically switch them to backup service, and text them and estimate of when the issue will be fixed.

Service teams find exactly what they need before they ask

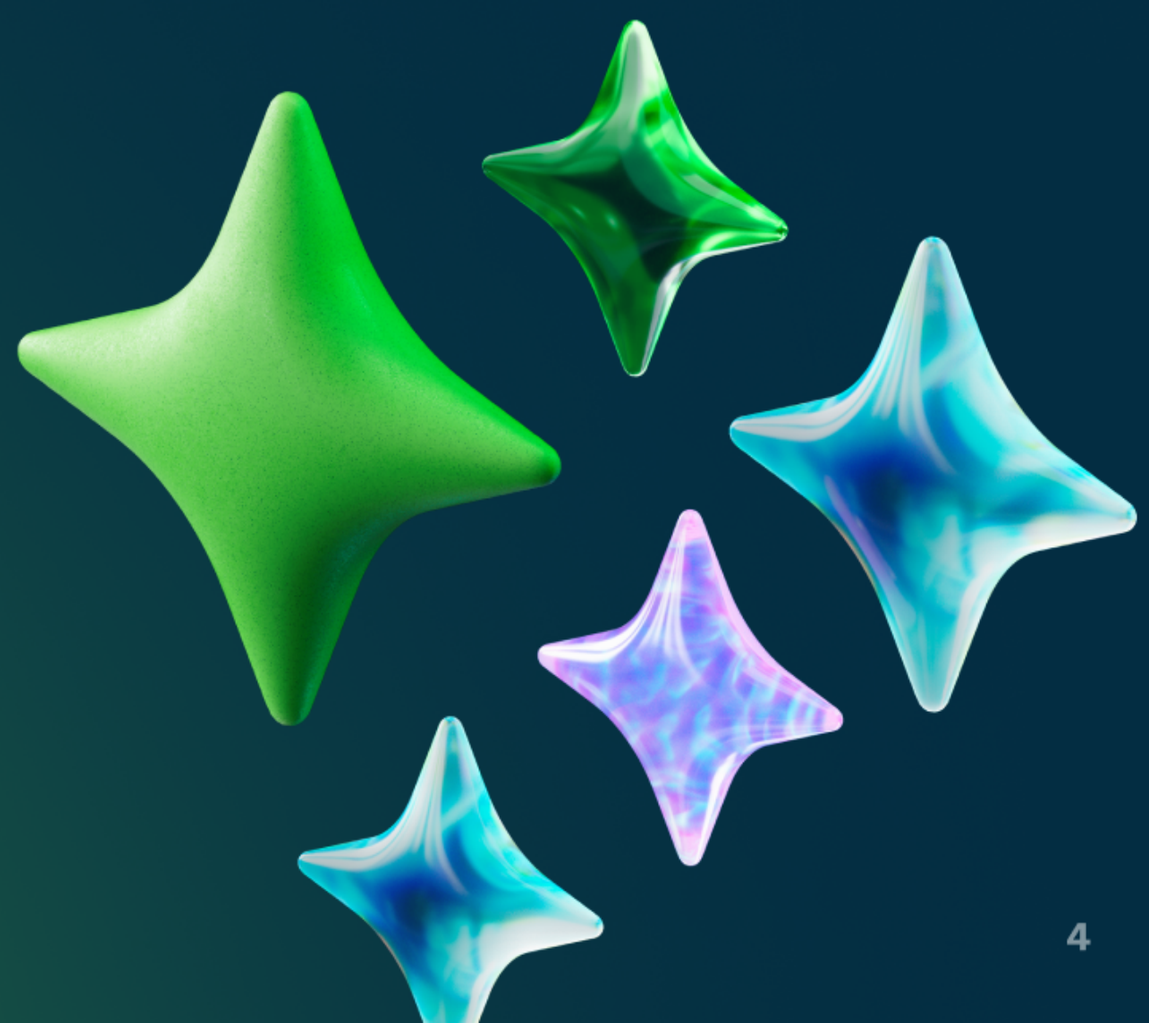
A warranty claim for a router is flagged to a human agent. AI agents already pulled the purchase history, checked coverage terms, ordered a replacement, and drafted the customer email. The human agent approves the plan, and hits send.

Field technicians arrive prepared, fixing issues the first visit

A customer reports that their refrigerator stopped cooling. Before the technician leaves the warehouse, AI agents reviewed the service history, pinpointed the likely cause, and confirmed replacement parts for the technician. Onsite, AI guides the technician through the repair steps, and generates closure notes for work order completion.

By understanding customer context and intent, anticipating needs, and autonomously taking action, AI reimagines how service gets done from start to finish.

And that's exactly what ServiceNow CRM delivers for service teams in the contact center or in the field.



1 . Gartner, Gartner Predicts Agentic AI Will Autonomously Resolve 80% of Common Customer Service Issues Without Human Intervention by 2029, 2025

With AI, customer service teams can:

Deliver personalized self-service with AI agents that instantly answer questions and guide customers through action steps to resolve their issue on their preferred channel-all without needing to speak to a human agent.

Improve human agent productivity by letting AI agents handle routine tasks and processes autonomously, and save time with AI-generated summaries and suggested resolutions, so human agents can close cases faster and with more confidence.

Resolve issues faster with a team of AI agents that orchestrate and automate complex processes in parallel across the front, middle, and back office, minimizing delays and driving faster, more consistent resolution.

AI agents in action:

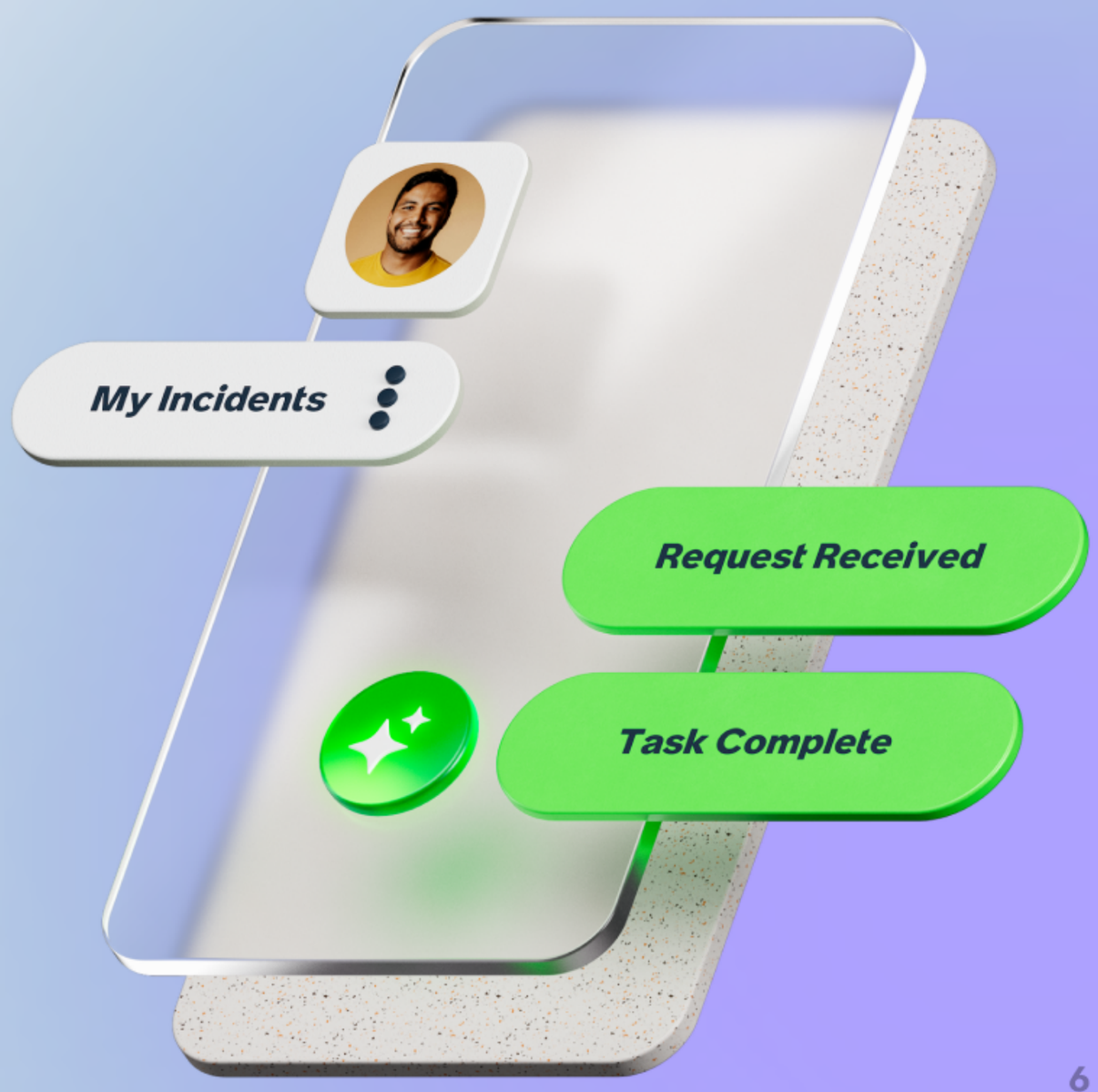
Provide customer 360 insights for the human agent by answering questions about the customer, their products, services, and history without having to switch between multiple tabs and apps.

Triage cases by escalating complex issues based on customer intent and sentiment—complete with the customer information, conversation history, and suggested steps to resolve.

Calculate CSAT by scoring past customer interactions that have not answered a survey, while providing insights and next steps.

Resolve customer complaints by following a playbook to analyze the issue, provide resolution steps, and take action to resolve.

With AI agents, you can deliver seamless, personalized experiences that delight customers, and empower the teams who serve them.



AI FOR CUSTOMER SERVICE MANAGEMENT

Fast resolution, loyal customers

The state of customer service can be described in a single word: *frustration.*

Self-service often falls short. Customers are left reading long articles, bots can't help them, and when they can't find what they need and reach out for help, they're stuck with long wait times.

When customers finally connect with a human agent, they're usually transferred from one person to another, requiring them to repeat their story or make multiple support calls.

It's no wonder that 48% of enterprise leaders say improving the customer experience is one of the main drivers for implementing AI[1], and 27% of leaders say AI is the capability providing the greatest reduction in customer effort.[2]

On the other side, human agents are spending a significant amount of time switching between apps and tabs—reading lengthy chats, looking up customer information, researching how to resolve the issue—all behind the scenes before they can actually help.

Once a request goes beyond the frontline, it often gets lost between departments while agents manually chase down answers and approvals instead of helping customers.

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1 . Frost & Sullivan, Put AI to Work for People, 2024
2 . ServiceNow, Customer Service (CX) Trends Report, 2024

Lenovo

Lenovo embraces AI to deliver smarter and scalable support experiences

Lenovo modernized its global software support operations with the ServiceNow AI Platform to improve efficiency and elevate customer experience. Next, Lenovo looks to further simplify processes for support services, enhance customer experience, and accelerate resolutions with AI and automation.

With ServiceNow, human agents can quickly resolve issues using AI-generated case histories, case summaries, and resolution notes. When a customer is transferred from an AI agent to a human agent, they receive a summary of the previous interactions. And when a conversation ends, AI generates an automatic summary and suggests a resolution.

With the goal of modernizing its global software support operations and enhancing the customer experience using AI, Lenovo has transformed the way customers access its services. With ServiceNow, Lenovo offers a self-service portal that allows customers to track the status of cases from start to finish. Customers can also use AI-powered live chat to determine the right catalog to use, instead of going through over 40,000 different catalogs.

The ability to connect data from various applications, including Microsoft Dynamics and Genesys, into a single customer data model, allows human agents to have access to complete service management history of support services.

35%

decrease in case resolution time using AI

1

platform instead of six mailboxes to track customer activities

3

months to complete the Now Assist deployment globally

"ServiceNow is a strategic platform for Lenovo. We can take advantage of its AI capabilities to accelerate time to market, improve efficiency, and enhance customer and agent experience."

Martha Politakis

Director of Global Software Support and Managed Service Desk, Lenovo

AI FOR FIELD SERVICE MANAGEMENT

First visit, fixed right

Field service is often your brand's most tangible touchpoint in the mind of your customers.

The quality of the interaction is a make-or-break moment that can define their loyalty and brand perception for years to come. Every installation, repair, or maintenance call is a chance to build trust.

Think of a field engineer responding to an unexpected machine failure. The system automatically identifies the nearest technician with the right skills and ensures the required replacement parts are delivered before they arrive. The issue is resolved in hours instead of days—turning what could have been a costly outage into a loyalty-building moment.

Yet, delivering exceptional service in a dynamic environment is challenging. Dispatchers must coordinate multiple technicians across territories, often with incomplete visibility into availability, skills, and capacity for workloads. When they don't have all the information needed to match correct parts or skills to work orders, technicians end up making costly repeat visits and customers are left frustrated. This can lead to costly downtime and missed SLAs.

AI changes this equation entirely. Now, every dispatcher, technician, and field manager has AI assistance to plan, execute, and close work faster and more efficiently. By intelligently orchestrating work assignment based on real-time technician location, skills, parts inventory, and workload capacity, service teams can ensure the right technician arrives prepared to resolve issues on the first visit—turning those costly repeat visits into satisfied customers and met SLAs.



With AI, field service teams can:

Optimize scheduling and resource allocation with AI agents that help assign the right technician, with the right skills, tools, and parts, every time. Analyze workforce availability, workload demands, and job requirements to automatically schedule and adjust in real time, reducing missed appointments and costly repeat visits.

Increase efficiency and first-time fix rates with AI-powered assistance, including step-by-step diagnostics and work order details before arriving onsite. Summarize tasks, relevant knowledge, and automate status updates, so technicians spend less time searching for information and more time solving problems.

Improve operational consistency with AI agents that validate completed work against service protocols and safety standards. Capture and summarize activity steams, parts usage, and incidentals, ensuring data accuracy, compliance, and faster reporting on work orders.

AI agents in action:

Create work orders by identifying the required parts, skills, and tools that ensure technicians arrive fully prepared to complete the job on the first visit.

Manage time-off requests by analyzing workforce availability, workload demands, and policy guidelines to balance fairness with coverage.

Troubleshoot equipment issues by delivering step-by-step diagnostic guidance, helping technicians pinpoint root causes, and resolve problems faster.

Plan maintenance schedules by analyzing usage patterns, performance data, and predictive insights to prevent downtime, before it even happens.

With AI agents, transform field operations and provide quality service to customers with seamless delivery in the field.



Bell

Bell puts the ‘wow’ in customer experience with an AI-driven platform approach

Bell Canada wanted to improve speed, accuracy, and efficiency across one of the largest field service teams in Canada.

Managing over 10,000 daily field tasks with 12,000 team members, Bell needed a modern platform to unify operations, optimize dispatch, and scale service delivery. Partnering with Ateko (a Bell company), Bell turned to the ServiceNow AI Platform to automate workflows, integrate legacy systems, and deliver faster, smarter field service.

AI-driven automation now handles 90% of dispatch-related tasks, while a technician's self-serve chatbot has saved over $1M annually in support costs. Machine learning-powered job-duration predictions have optimized more than 2 million jobs to date.

Leveraging the power of AI in ServiceNow, Bell is delivering faster, more reliable service to customers while improving efficiency across its nationwide field operations. With intelligent automation handling heavy lifting, Bell’s teams can focus on delivering exceptional customer experiences at scale.

90%

of dispatch related tasks automated

$1M

saved annually on in-house support calls

2M+

jobs optimized with ML-predicted job durations

“I wake up each day thinking, ‘How can we make it easier for our customers to do business with Bell?’ We believe AI can be a game-changer when it comes to the customer experience.”

Hadeer Hassaan

Chief Customer Experience Officer, Bell Canada

Considerations for AI adoption

67%

of leaders say AI has increased their organization's gross margin.[1]

Service organizations need to move beyond AI pilots; true change requires integrating AI throughout the service lifecycle, ensuring requests, cases, and work orders flow smoothly from insight to action with no friction or data loss.

Breakdown silos for faster service resolution

With the ServiceNow AI Platform, you can connect every stage of service, from initial customer request to final resolution, across the front, middle, and back office. AI agents can act on real-time operational and customer data, orchestrate processes in context, and ensure technicians and human agents have what they need to deliver consistent, quality service.

Built trust with responsible AI in service delivery

Governance, privacy, and security controls are embedded into ServiceNow's workflows, ensuring every model, prediction, and action is transparent and compliant. From case routing to work order execution, you can centrally manage AI models, usage, and outcomes while meeting the evolving needs of the business and changing regulations.

Realize value in weeks, not years

Pre-built AI agents for customer and field service let you quickly automate high-impact workflows like case triage, proactive maintenance scheduling, and work order summarization, without manual effort or long development cycles. By setting up a strategy for AI use cases to address first, reduce costs, improve productivity, and deliver measurable service quality improvements fast.



1 . Oxford Economics & ServiceNow. (2025). Enterprise AI maturity index 2025. ServiceNow

The power of a unified AI platform

367

The average number of applications companies now rely on, disconnecting systems and preventing AI from delivering real transformation.[1]

Service leaders are navigating the complexity of legacy systems, disconnected departments, inconsistent data—while working to define a comprehensive AI strategy, and growing pressure to do more with less.

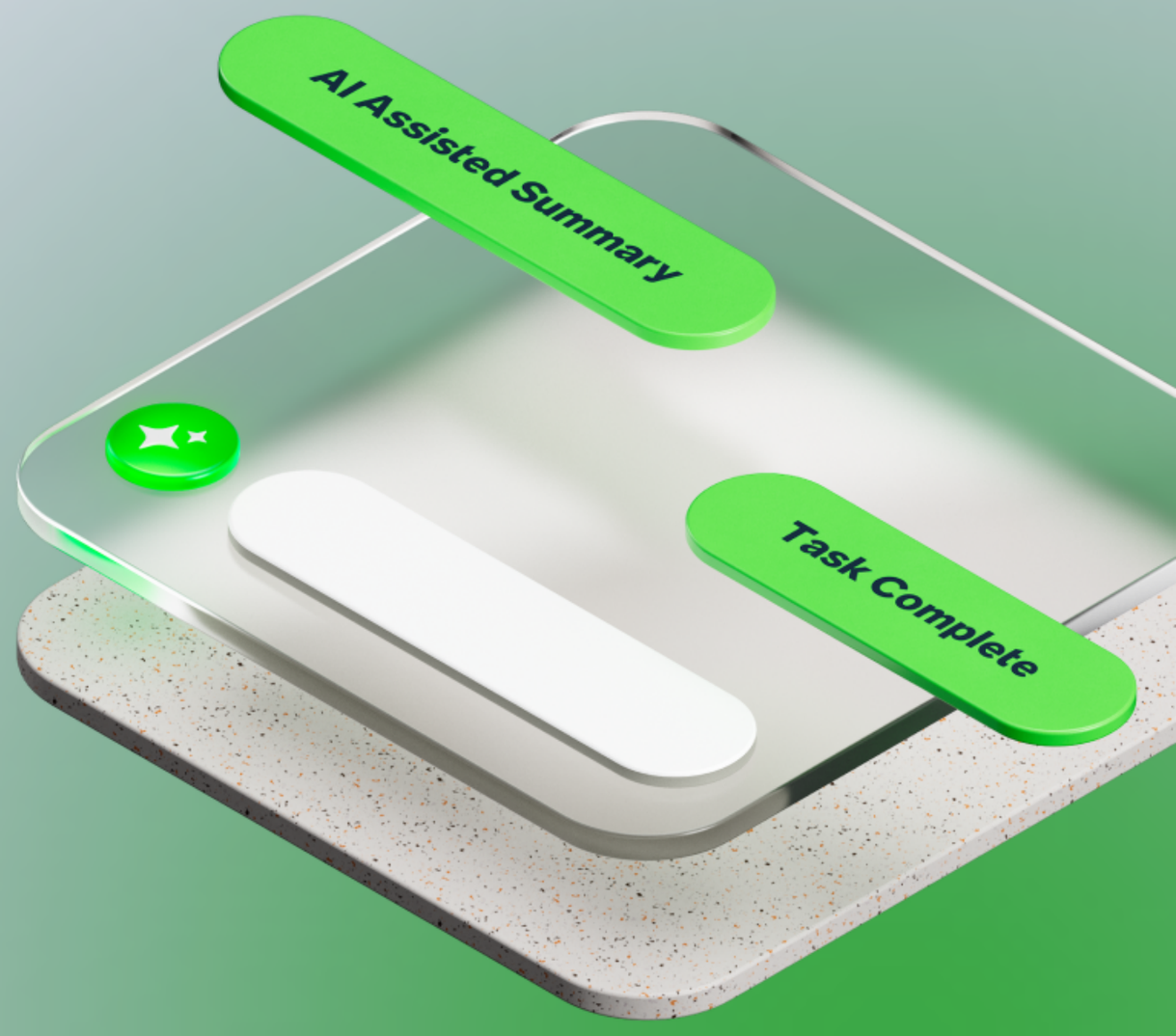
Companies now rely on more than 367 applications on average, forcing service teams to constantly switch between disconnected systems and chase approvals across departments.[1] When organizations layer AI on top of this fragmented foundation, it lacks the full context needed to orchestrate work end-to-end and deliver the transformation leaders expect. But the organizations that win will break down these silos and unify AI, data, and orchestrate the flow of work on a single platform.

The AI platform for business reinvention

ServiceNow brings AI, data, and workflows together across every corner of your business to deliver more personalized service, unlocking productivity for human agents and technicians, and fostering a whole new level of customer and service excellence.

What sets ServiceNow apart is our proven expertise in automating complex workflows across the front, middle, and back office. Combined with the power of AI Agents, organizations can adapt quickly, reduce operational costs, and realize business value in weeks or months—not years.

ServiceNow is the AI control tower for business reinvention.



1 . Large Organizations Use Average of 367 Applications: Forrester Report

For a deeper exploration of ServiceNow products, we recommend the following resources:

Learn more about Customer Service Management

See how AI Agents answer customer questions, resolve transactional requests, and escalate complex issues based on sentiment and intent.

Watch video

Learn more about Field Service Management

Discover how AI is helping deliver exceptional field service experiences and transform field operations.

Watch video

About ServiceNow

ServiceNow (NYSE: NOW) is the AI control tower for business reinvention.

The ServiceNow AI Platform integrates with any cloud, any model, and any data source to orchestrate how work flows across the enterprise. By unifying legacy systems, departmental tools, cloud applications, and AI agents, ServiceNow provides a single pane of glass that connects intelligence to execution across every corner of business. With more than 75 billion workflows running on the platform each year, ServiceNow helps organizations turn fragmented operations into coordinated, autonomous workflows that deliver measurable results.

Learn how ServiceNow puts AI to work for people at www.servicenow.com.

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AJUVO

Premier ServiceNow partner helping organizations accelerate value through CRM, Retail, Customer Service, Field Service, platform transformation, and long-term success on the ServiceNow platform.

AJUVO

(â€‹844) 420-2100

https://www.ajuvo.com