

Solve Business Challenges with the ServiceNow AI Platform

OEM: ServiceNow • Duration: 1 Day (8 hrs) • Code: SBC-AIPLTF

COURSE MODULES & TOPICS

Module 1: What is the ServiceNow AI platform? (Estimated time: 60 minutes)

Objectives

- Explain what the ServiceNow AI platform is and why organizations use it.
- Identify the problem that fragmented, disconnected systems create for organizations.
- Describe the key components of the platform in plain language.
- Recognize the different types of users who interact with the platform and how their experience differs.

Activities and discussions

- Opening discussion (5 min): participants introduce themselves and share one challenge they face in their current work.
- Activity 1a: fragmented impact analysis (20 min): In small groups, participants analyze a fragmented process at cloud dimensions. They map which departments are affected and what the ripple effects look like. Groups report back to the class.
- Activity 1b: persona matching (10 min): Participants match five common ServiceNow user personas (system administrator, developer, fulfiller, employee, manager) to the interface they are most likely to use daily.
- Demo: the AI platform (10 min): Instructor shows the platform from two perspectives, an end user submitting a request and a support agent resolving it. AI features shown include virtual assist, AI search, and incident assist.

Module 2: How ServiceNow solves business challenges (Estimated time: 75 minutes)

Objectives

- Identify the main ServiceNow solutions and the business function each addresses.
- Match a business challenge to the most relevant ServiceNow solution.
- Explain, in plain language, what each solution does and the value it delivers.
- Use a structured framework to analyze an organizational challenge.

Activities and discussions

- Activity 2: matching solutions to challenges (30 min): Breakout groups receive a set of cloud dimensions business scenarios. Each group is assigned a ServiceNow solution area and must explain how its solution addresses one or more of the challenges. Groups present to the class. Workbook pages 14-20.
- Knowledge check: scenario matching (5 min): Participants match four scenarios to the correct ServiceNow solution (ITSM, CSM, SPM, HRSD). Answers and explanations are debriefed as a group.
- Discussion (10 min): What challenges in your own organization might benefit from a unified platform? Participants share in chat or verbally.

Module 3: Understanding and improving a business process (Estimated time: 90 minutes, includes lunch break)

Objectives

- Describe the four components of any business process: trigger, inputs, steps, and outputs.
- Identify where a process breaks down and what the impact is.
- Propose a redesigned process that uses ServiceNow capabilities to reduce friction and errors.
- Explain how AI features within ServiceNow can speed up or improve a specific process step.

Activities and discussions

- Activity 3a: Understanding a process (part 1, 30 min): Groups receive a documented incident management process from Cloud Dimensions. They map the process using a provided template in the workbook, identify at least three breakdown points, and note the business impact of each. Workbook pages 21-28.
- Lunch break: 60 minutes
- Activity 3b: Improve a process (part 2, 30 min): groups redesign the process from part 1. They identify which ServiceNow features or AI capabilities could fix each breakdown point and describe the expected improvement in plain language. Groups present their redesigned process flow.
- Instructor summary (10 min): Key takeaways include: processes have four essential components; undocumented processes create dependency on individuals; simple-looking processes often have hidden complexity; defining success criteria is as important as identifying the problem.

Module 4: AI at ServiceNow (Estimated time: 45 minutes)

Objectives

- Describe how AI is built into the ServiceNow platform, not as a separate add-on, but as a layer across all solutions.
- Identify at least three AI-powered capabilities and explain what each one does in plain language.
- Connect an AI capability to a specific business problem or process improvement.

Activities and discussions

- Activity 4: AI-powered quick wins (30 min): Each group selects one AI capability from a provided list (for example, now assist, AI search, predictive intelligence, virtual assist). They identify which business problem it solves at Cloud Dimensions, who benefits, and how you would measure success. Groups present their "Quick Win" to the class.
- Wrap-up question (5 min): Your group chose one AI quick win. What other problems, maybe even outside your area, would this same AI capability help solve as a side benefit? Participants respond in chat or verbally.
- Demo: AI capabilities in action (10 min): Instructor demos AI search, incident summarization, and KB Article generation from the agent perspective.

Module 5: ServiceNow resources and next steps (Estimated time: 30 minutes)

Objectives

- Identify key ServiceNow learning resources available after the course.
- Describe one concept, tool, or approach from the course that is applicable to your own organization.
- Recognize the different types of users who interact with the platform and how their experience differs.

Activities and discussions

- Reflection and application activity (15 min): Participants answer three questions in the workbook: What specific concept, tool, or approach did you learn? Why will this help your organization? How would you measure or track success? Participants share one insight with the class.
- Resources overview (5 min): Instructor walks through ServiceNow learning resources: ServiceNow University, ServiceNow Community, Best Practices portal, and relevant learning paths.
- Closing discussion and Q&A (10 min): Open floor for questions. Instructor summarizes the day's key takeaways.