# The rise of agentic AI: transforming enterprise productivity



The landscape of enterprise productivity is undergoing a significant transformation with the rise of agentic AI, a development that is garnering attention from various sectors. Paul Smith, president of global customer and field operations at ServiceNow, highlighted during a conversation with Analytics India Magazine that this technology is generating not merely interest but tangible results within organisations.

Smith acknowledged the presence of hype and the "fear of missing out" (FOMO) surrounding agentic AI. However, he pointed to concrete evidence of its effectiveness, stating that customers implementing this technology have reported efficiency gains ranging from 10% to as much as 40%. A notable example cited was BT, a prominent telecom company partly owned by Airtel, which has reportedly used ServiceNow’s Now Assist platform to accelerate the resolution of customer service calls by 55%.

Internally at ServiceNow, the company has invested heavily in AI, currently managing over 100 projects that collectively save around $325 million annually. In particular, ServiceNow's internal finance help desk has significantly increased its efficiency; Smith noted that the average turnaround time for queries has plummeted from four days to just eight seconds. This efficiency allows the company to redeploy its finance personnel to more strategic operations without the need for layoffs.

ServiceNow's presence in India has been a critical factor in its journey towards harnessing agentic AI. Smith pointed out that one-fifth of all employees at ServiceNow are based in India, with 85% of these individuals working in research and development and engineering roles. Over the past three years, the engineering team has expanded at an average annual growth rate of 25%, making it a vital part of ServiceNow's global innovation strategy. Smith emphasised the role of Indian engineers in developing leading-edge AI research, contributing significantly to the company’s technological advancements.

Recently, ServiceNow introduced the Yokohama release, which includes several AI-first innovations such as a suite of pre-built agents and the Agent Control Tower. Smith disclosed that the company is now accelerating its innovation pace with plans for monthly releases, indicating a continual rollout of enhancements before the next major release slated for Zurich.

Accompanying this development is an increasing appetite among Indian firms to collaborate with ServiceNow, largely due to its unified technological framework—a philosophy that has been in place since the company's inception. Smith noted that this "one platform, one architecture, and one data model" approach has yielded significant efficiency gains for clients, with the company claiming to have saved clients over three million hours through this system.

Several real-world applications of this system were highlighted by Smith, including its use at Visa to expedite credit card dispute resolutions and at Siemens, which has extended ServiceNow’s capabilities from IT and HR workflows into customer service and operations.

The Agent Control Tower, which allows companies to monitor and regulate interactions between various agents—whether from ServiceNow, Infosys, TCS, or in-house developers—has particularly piqued client interest, especially in India. Smith stated that this evolution positions ServiceNow as not just a control tower for technology operations, but as a central command for AI deployments across enterprises.

In discussions surrounding further growth, ServiceNow is also looking to enter the customer relationship management (CRM) space. Smith elaborated on collaborations with major automotive manufacturers to streamline warranty processes across the supply chain, emphasising the enduring need for transformation within CRM practices.

On the acquisition front, Smith shared insights into ServiceNow's agreement to acquire Moveworks, a company specialising in agentic AI. This acquisition, pending regulatory approvals, is anticipated to be completed by the summer, with Smith describing it as a beneficial fusion of technology and talent.

ServiceNow’s strategies and the impact of agentic AI on workplace efficiency highlight its ongoing evolution as a key player in the enterprise technology space, with significant advancements occurring in its Indian operations contributing to its global success.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.coveo.com/blog/agentic-ai/> - This article discusses the concept of agentic AI, highlighting its ability to drive outcomes autonomously and improve workplace efficiency, which aligns with Paul Smith's commentary on tangible results from this technology.
* <https://www.fuelix.ai/post/agentic-ai-copilots-enterprise-productivity> - This post explains how agentic AI copilots enhance enterprise productivity by automating complex workflows and making real-time decisions, and cites examples of significant efficiency gains in companies using such systems.
* <https://www.zinnov.com/automation/redefining-enterprise-productivity-with-agentic-ai-whitepaper> - The Zinnov whitepaper discusses the transformative potential of agentic AI in redefining enterprise productivity across various sectors by automating complex processes and improving decision-making.
* <https://www.servicenow.com/company/news> - ServiceNow's news section provides insights into their ongoing efforts to integrate AI into their operations and make significant strides in the enterprise tech space, including their investments in AI for efficiency gains.
* <https://analyticsindiamag.com/servicenow-agentic-ai-enterprise-efficiency/> - This article from Analytics India Magazine features interviews with industry leaders discussing the impact of agentic AI on enterprise efficiency, aligning with Paul Smith's views on the technology’s effectiveness.