



AI-Powered Digital Assistant for Intelligent Automation of ServiceNow Incident and Request Management



The world's largest brewer, known for iconic beer brands in 100+ countries, champions smart drinking and sustainability. They sought an automation solution to retrieve relevant historical incident tickets, deliver root cause analysis, recommend resolutions, and update ServiceNow work notes—boosting efficiency and innovation.

40 % Increased Service Desk Efficiency

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CLIENT

- The world's largest brewer with a portfolio of legendary beer brands enjoyed in over 100 countries
- Focused on smart drinking and sustainability, leading the way with eco-friendly brewing and packaging
- Driven by a bold dream to create a future with more cheers, powered by innovation and global scale

CHALLENGE

To create Automation solution to fetch relevant historical ticket incident based on Short Description, provide Root cause analysis of issue, recommend steps to resolve and update SNOW work notes

SOLUTION

- Enhanced ServiceNow incident management with Generative AI integration
- Analyzed key incident details (category, short description, affected service) upon creation
- Recommended top three similar historical incidents for reference
- Each recommendation included the incident number, root cause, and resolution steps
- Empowered support agents to resolve issues faster and more effectively

RESULTS

- 40% increase in Service Desk efficiency through intelligent automation
- 30% reduction in Average Handling Time (AHT) due to quicker root cause identification and resolution
- Improved first-time resolution rate by leveraging historical knowledge and SOPs
- Enhanced customer satisfaction through faster, more accurate support responses
- Automated documentation of actions taken, including work note updates and resolution details in SNOW
- Reduced manual effort in incident triage and response, freeing up agents for more complex tasks