Global Real Estate Organization Advances AI-Driven ServiceNow Capabilities

The Customer's Challenge

A global real estate organization faced challenges in it's ServiceNow landscape, including inefficient search results that led to unnecessary tickets, limited self-service due to poor visibility of knowledge articles and catalog items, and inconsistent terminology that reduced search relevance. In addition to these issues, there was the absence of a structured roadmap for ITSM and Now Assist enhancements. To address these gaps and accelerate adoption of AI-driven capabilities, the organization engaged Windward to assess the current state, deliver quick wins in AI search, and develop a long-term strategy for ServiceNow AI.

Windward Solution

Windward applied a structured approach of assessment, quick wins, and roadmap development. The team defined a self-service strategy with a 20% improvement goal, analyzed catalog items and knowledge gaps, and created a prioritized backlog for implementation. A focused sprint delivered immediate improvements to AI search, supported by testing, documentation, and training. Finally, Windward developed a strategic roadmap outlining phased AI expansion opportunities across ITSM modules, with clear metrics to measure progress and drive long-term self-service adoption.

Results Achieved

Enhanced search and self-service by prioritizing Now Assist Q&A results in search, enabling users to find direct answers more efficiently.

Improved ticket submission forms to dynamically display relevant knowledge articles and catalog items, significantly reducing unnecessary incident submissions.

Introduced result improvement rules and synonym support, boosting search relevance and ensuring that internal terminology and acronyms were better recognized.

Developed a structured AI roadmap, outlining short- and long-term initiatives across key ITSM modules such as Incident, Request, Knowledge, Change, Virtual Agent, and Reporting.

Established governance and reporting framework to track measurable progress against the strategic objective of increasing self-service by 20%.

windward | servicenow