CUSTOMER SUCCESS STORY

Turning ITSM Pro Plus into AI-Powered Service for a Global Nonprofit

Industry **Nonprofit** Platform **ServiceNow**

The Customer's Challenge

A global humanitarian nonprofit had upgraded from ServiceNow ITSM Standard to Professional Plus and needed to turn its expanded capabilities into real improvements for IT operations and employees. The organization wanted to make use of Now Assist, AI Search, Virtual Agent, and conversational experiences, but first needed to understand its platform readiness, data and knowledge dependencies, and governance considerations. It also needed a way to turn a broad set of ideas into a prioritized, actionable plan for AI-enabled self-service.

Windward Solution

Windward applied an assessment-to-delivery approach, pairing strategic advisory support with hands-on configuration to validate key capabilities and build a roadmap for continued growth.

1. ASSESS
   Discovery & Readiness
   Led discovery workshops and assessed configurations, licensed capabilities, knowledge content, and dependencies.
2. PRIORITIZE
   Structured Backlog
   Translated requirements into a backlog and defined an MVP focused on AI and self-service.
3. CONFIGURE
   AI-Enabled Experiences
   Enabled AI Search, Now Assist skills, Virtual Agent, conversational catalog items, and success dashboards.
4. TRANSITION
   Roadmap & Handoff
   Delivered as-built documentation, an implementation plan, and knowledge transfer for future deployment.

Results Achieved

Clear Path Forward:
195 user stories created, with 15 ready for release and 180 backlogged for future work.

AI-Powered Self-Service:
AI Search and Virtual Agent help employees find answers, reset passwords, and check ticket status.

Boosted Agent Productivity:
Now Assist skills support summarization, sentiment analysis, and knowledge generation.

Measurable Performance:
ITSM Success Dashboard configured with 63 KPIs for benchmark comparison.

Long-Term AI Readiness:
Guidance on knowledge governance and AI token usage supports sustainable adoption.

THE INTEGRATED PLATFORM

The final solution brought together ServiceNow ITSM Pro Plus, Now Assist, AI Search, and Virtual Agent to create a single, AI-enabled platform for employee self-service and IT operations.

ServiceNow ITSM Pro Plus · Now Assist · AI Search · Performance Analytics · Virtual Agent · Service Portal