A graphic element in the top left corner features a red curved shape and a blue triangle pointing downwards, set against a dark background.

Managing Enterprise Services with Generative AI and Agentic AI

 Whitepaper

1. Executive summary

As per the Enterprise AI Maturity Index 2025¹ survey conducted by ServiceNow in partnership with OXFORD ECONOMICS, the average AI maturity index for 2025 declined by nine points from 2024. Less than 1% of the respondents scored over 50 on the 100-point AI maturity score. These drops indicate that AI innovation is outpacing an organization's capacity to deploy effectively at scale. Another interesting finding of the research was that, while the overall AI maturity levels have dropped, AI-generated returns have been achieved by nearly every organization. Also, 67% of the organizations said that AI has increased their organization's gross margin at an average of 11%. Assuming all the companies in the Forbes Global 2000 list become pacesetters in AI maturity, the combined impact could translate into an estimated \$113 billion increase in total gross margin across these organizations.¹

Considering the above, it is imperative for businesses to scale up their AI adoption rapidly. The meteoric rise of generative AI and agentic AI has created a transformative opportunity for enterprises to revolutionize the way services are managed, delivered, and optimized. Traditional service management relies on manual processes, rule-based automation, and reactive workflows; however, with AI-driven intelligence, organizations can move toward autonomous, proactive, and adaptive service ecosystems.

This white paper examines how enterprises can harness generative AI and agentic AI to optimize IT and business services, enhance operational efficiency, mitigate risk, and foster innovation, ultimately delivering improved customer experiences.



2. Understanding the AI approaches

2.1 Generative AI

Generative AI refers to machine learning models trained to produce new content, insights, or recommendations based on large datasets. In the enterprise service context, generative AI enables:

- Automated document creation (policies, runbooks, SOPs)
- Conversational assistance for employees and customers
- Intelligent summarization and reporting from complex data
- Predictive insights for decision-making

2.2 Agentic AI

Agentic AI builds upon generative AI, focusing on autonomous action within defined boundaries. Instead of merely generating information, agentic AI systems can execute tasks, orchestrate workflows, and dynamically adapt strategies. In enterprise services, agentic AI enables:

- Autonomous incident resolution and service fulfillment
- Proactive risk identification and mitigation
- End-to-end workflow orchestration across ITSM, HR, finance, and operations
- Learning from feedback loops to continuously optimize

3. Use cases in enterprise service management

3.1 Service desk transformation

Generative AI:

Delivers conversational self-service, natural language search, and ticket triage.

Agentic AI:

Automatically executes remediation workflows, escalates intelligently, and closes tickets without human involvement.

3.2 Knowledge management

Generative AI:

Synthesizes enterprise knowledge bases into easy-to-consume responses, policies, or compliance documentation.

Agentic AI:

Ensures knowledge gaps are automatically identified and filled, while outdated content is retired after validation.

3.3 IT operations (ITOM/CMDB)

Generative AI:

Provides root cause analysis reports, CMDB health insights, and capacity forecasts.

Agentic AI:

Executes remediation scripts, spins up resources, or reconfigures IT assets autonomously to maintain service continuity.

3.4 Risk and compliance (IRM/GRC)

Generative AI:

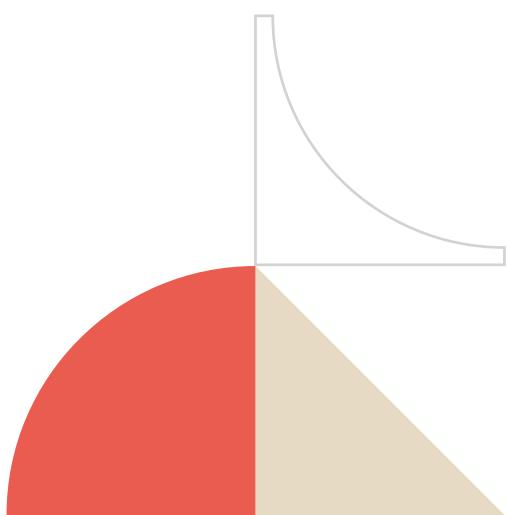
Generates compliance reports, policy drafts, and audit-ready evidence.

Agentic AI:

Continuously monitors risk signals, takes preventive actions (access revocation, system patching), and self-updates compliance dashboards.

3.5 Enterprise business functions:

- **HR:** Onboarding workflows enhanced with AI-generated documentation and automatically executed by digital agents
- **Finance:** AI-driven invoice validation, reconciliation, and autonomous payments within thresholds
- **Procurement:** AI-generated vendor assessments, with agent-based automation of contract approvals and renewals



4. Benefits of AI-driven service management

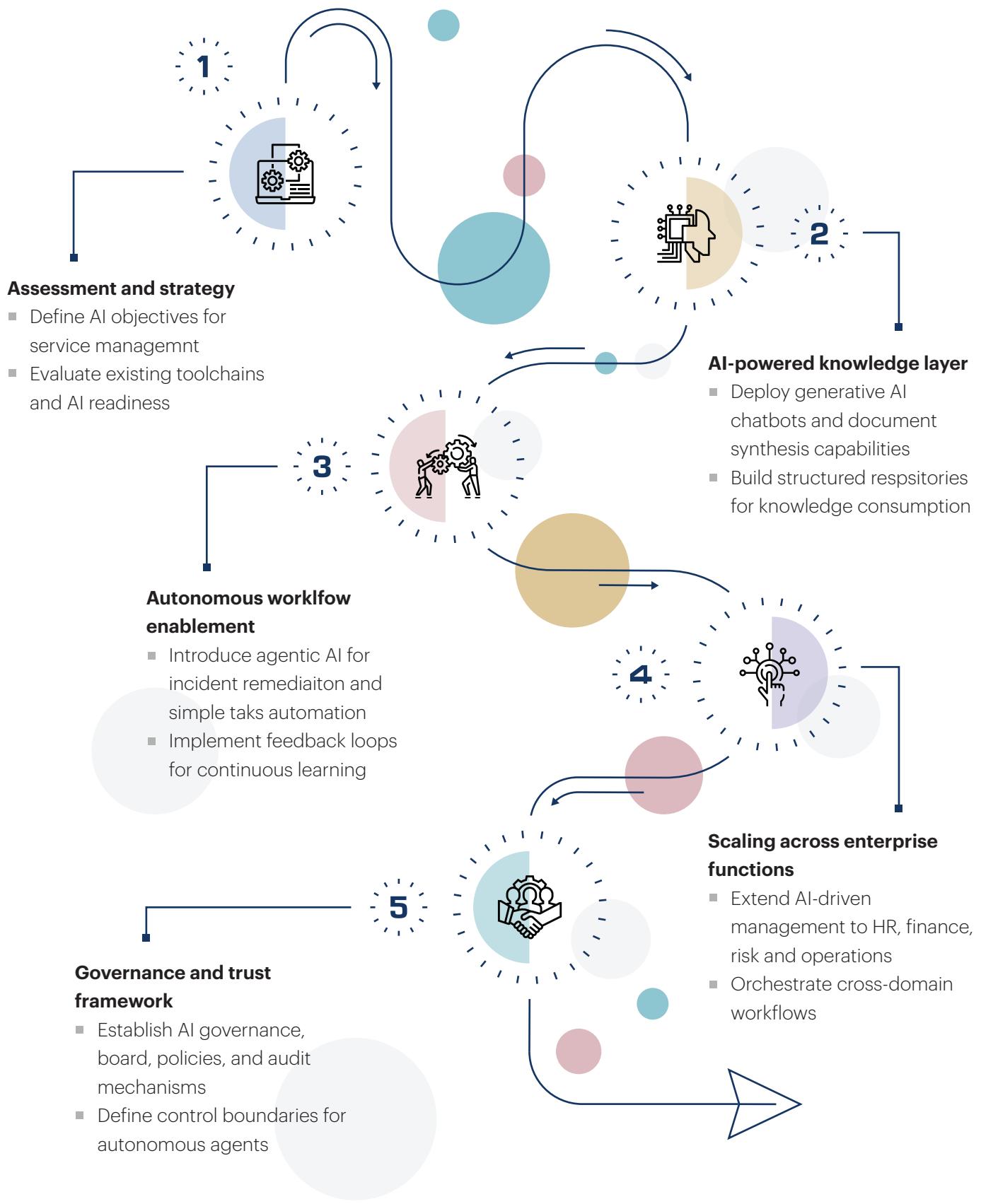
- **Reduced MTTR (mean time to resolve):** Faster incident handling via autonomous workflows.
- **Cost optimization and ROI:** Reduction of manual efforts and reduced wastage, thus saving cost. Reduced compliance and governance risks by avoiding costly penalties through automated, error-free processing.
- **Scalability:** AI-driven services support rapid growth without linear headcount increases.
- **Consistency and compliance:** AI ensures repeatable, audit-ready processes.
- **Employee and customer experience:** Conversational AI and proactive service delivery improve satisfaction.

5. Challenges and considerations

- **Data quality:** Both generative and agentic AI rely heavily on clean, structured data.
- **Trust and control:** Autonomous actions require governance, approvals, and guardrails.
- **Security and privacy:** AI adaptation must align with enterprise data protection frameworks.
- **Change management:** Workforce adoption and culture alignment are critical for success. Agentic AI would require a complete reimagination of existing processes, thus inviting more challenges from a change management perspective.
- **Integration complexity:** Ensuring the AI layer integrates seamlessly with ERP, ITSM, and business systems.

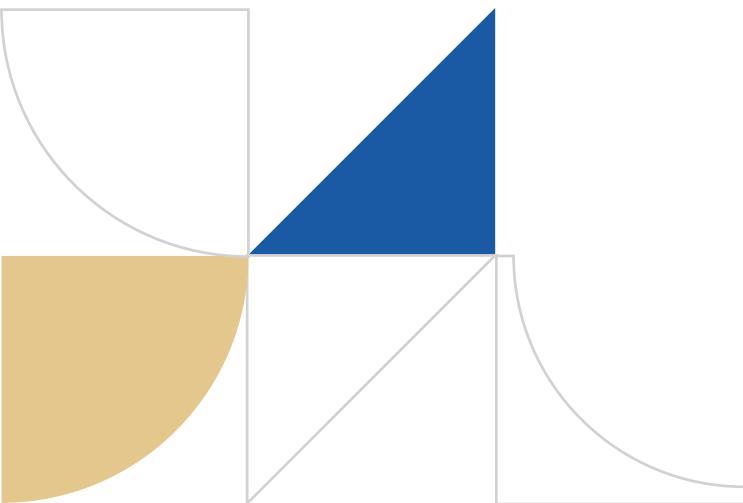


6. Implementation roadmap



7. Outlook

- AI-driven enterprises evolve from reactive → proactive → autonomous.
- Generative AI = brain (knowledge): Will serve as an intelligence engine, creating insights and knowledge.
- Agentic AI = hands (execution): Will act as the decision-maker and executor.
- Destination = generative AI + agentic AI empowered enterprises, which will have self-healing and self-optimizing processes for empowered employees.
- People play a crucial role in the adoption of AI. A people-centric culture goes a long way to drive AI adoption. People's intelligence (genetic intelligence, as I call it) is critical for AI initiatives to be successful.
- Call to action
 - Start small: AI-powered service desk or ITOM automation
 - Build trust via governance and human-in-the-loop oversight
 - Scale AI across enterprise functions for full ROI. Position budget for AI as **investment with committed ROI**, not as "IT spend"
 - Digital autonomy across the enterprise is the key
 - Leadership must be hands-on and future-obsessed for AI



8. The Zensar approach

8.1 AI-infused ESM platform accelerators on ServiceNow

To overcome the challenges related to faster deployments and a world-class user experience, Zensar has curated more than 20 accelerators on the ServiceNow platform, which can transform ITSM, SIAM, and Platform Operations intelligently.

These accelerators can save up to 50% deployment efforts. For businesses, the use of generative AI will transform manual, error-prone processes into automated workflows that are free of errors, reducing costs and enhancing the user experience.

Some of the use cases where we have enabled Gen AI are:

1. Virtual agents (chatbots/co-pilots):

- a. Conversational AI for raising a request without filling out any forms
- b. Intelligent knowledge search using a virtual agent
- c. Auto resolution of tickets with virtual agent interaction, without entering anything into eForms

2. IT workflows/support:

- d. Pre-configured workflows with Gen AI capability to summarize tickets, chats, and user responses
- e. Suggest actions on the issues and draft responses for the users
- f. Intelligent knowledge article creation, search, and summarization
- g. Assessing user sentiments.
- h. Dynamic translations: This helps the case workers/agents to respond to users in their (users') respective languages

3. HR case management:

- a. Hyper-automated case management using Gen AI and pre-configured workflows for HR related requests

8.2 AI-enabled managed service provider (MSP)

One of our cost-effective offerings is **Zensar's ServiceNow MSP**, which is backed by generative AI (Now Assist) and the "workflow data fabric." While Now Assist makes the offering intelligent, a "workflow data fabric" helps connect with any data, understand context and opportunities, and take intelligent actions, making the platform ready for agentic AI adoption as well.

MSP empowers us to deliver a smarter, faster, and more cost-effective service experience to our clients. With unprecedented cost benefits, accelerated customer onboarding, and ready-to-consume templates and accelerators, clients enjoy tailored business transformation aligned to their unique requirements.

Our flexible pay-as-you-go model ensures maximum value, while end-to-end ServiceNow delivery — from implementation to support — accelerates time-to-value. Backed by 24/7 monitoring, global compliance, and continuous innovation, we help clients scale securely and stay ahead of the competition.

8.3 AI Engineering Buddy

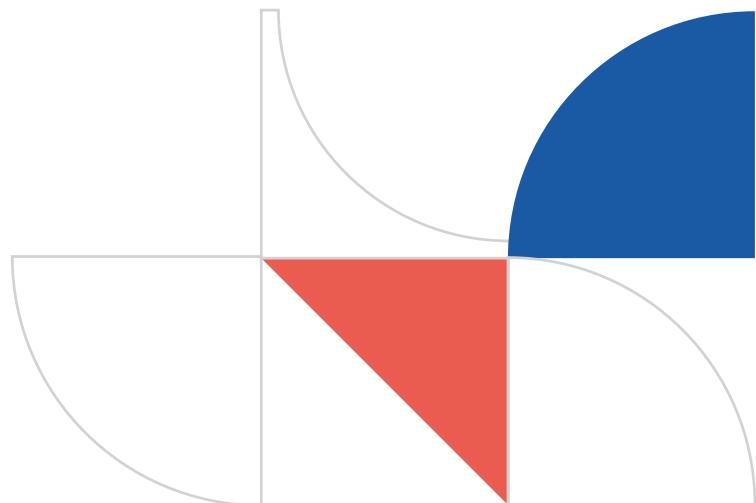
In today's competitive digital landscape, speed and quality are non-negotiable for software development. Zensar's AI Engineering Buddy is a next-generation solution that transforms how developers build, maintain, and understand code.

Key value proposition:

- **Accelerate development:** Convert natural language descriptions into context-aware, production-ready code in seconds.
- **Enhance maintainability:** Refactor scripts for clarity, readability, and long-term sustainability.
- **Simplify code management:** Add/remove comments, format code, and modify logic using intuitive natural language commands.
- **Boost productivity:** Explain and summarize complex or legacy codebases, enabling faster reviews and debugging.
- **Deep insights:** Provide detailed breakdowns of logic flows and API calls for complete transparency.

With AI Engineering Buddy, development teams can code efficiently, maintain effortlessly, and deliver faster, all while ensuring compliance, accuracy, and quality.

When combined with Zensar's Data Buddy, domain agents, and third-party agents, it creates a robust ecosystem for connected intelligence, enabling hybrid search and enterprise-ready agentic experiences.



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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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