



NEWS RELEASE

# BT Group expands strategic relationship with ServiceNow to improve customer and employee experience

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- ServiceNow service management capabilities to be extended to all BT Group units
- ServiceNow Service Bridge to connect BT Group with their enterprise customers for seamless automation
- BT Group to pilot ServiceNow's Now Assist for Telecom Service Management (TSM) to power generative AI capabilities
- Now Assist generative AI helps agents write case summaries and review complex notes faster, cutting both times by 55%

**LONDON, 20<sup>th</sup> June 2024:** **BT Group** and **ServiceNow** today announced an expanded strategic relationship to improve customer and employee experiences. The multi-year agreement will extend ServiceNow service management capabilities to all BT Group units to drive savings, efficiency, and improved customer experiences. BT Group will also use ServiceNow Service Bridge for a seamless, automated connection between BT and their customers, and plans to pilot ServiceNow's Now Assist for Telecom Service Management (TSM) to power generative AI capabilities for internal and customer-facing teams.

Having successfully consolidated legacy service management platforms for **BT Group's Digital unit** onto the single ServiceNow platform in 2022, the company is rolling out ServiceNow's service management solutions across its organization.

A key application within the service management platform is ServiceNow Service Bridge, which seamlessly connects BT Group and their enterprise customers, making it easy to automate and complete tasks like orders, support, and service. Service Bridge will connect previously isolated processes into a single digital workflow, allowing customers

to pass requests onto BT's service team directly from within their own ServiceNow environments.

BT is also one of the first customers to pilot Now Assist for TSM and benefit from ServiceNow's generative AI capabilities. In the initial roll out to 300 agents, Now Assist demonstrated meaningful results by improving agent responsiveness and driving better experiences for BT Group's agents and customers. For example, case summarization reduces the time it takes agents to generate case activity summaries by 55% and creates a better agent handoff experience by reducing the time it takes to review complex case notes, also by 55%. By reducing overall handling time, Now Assist is helping BT Group improve its mean time to resolve by a third.

**Hena Jalil, Managing Director, Business CIO at BT Group**, said: "Reimagining how we deliver service management requires a platform first approach, building stronger foundations for us to do things faster and smarter. Our approach, powered by ServiceNow and enhanced with AI, will transform customer experience at BT Group, unlocking value at every stage of the journey. In short, it is further evidence to customers that we've got their back."

**Paul Smith, Chief Commercial Officer, ServiceNow**, said: "We're excited to partner with BT Group to accelerate their ambitions around business transformation. In this new era of intelligent automation, ServiceNow puts AI to work for our customers – with speed, trust, and security. By leveraging the speed and scale of the Now Platform, we're creating a competitive advantage for BT, driving enterprise-wide transformation, and helping them achieve new levels of productivity, innovation, and business impact."

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## About BT Group

BT Group is the UK's leading provider of fixed and mobile telecommunications and related secure digital products, solutions and services. We also provide managed telecommunications, security and network & IT infrastructure services to customers across 180 countries.

BT Group consists of three customer-facing units: Consumer serves individuals and families in the UK; Business covers companies and public services in the UK and internationally; Openreach is an independently governed, wholly owned subsidiary wholesaling fixed access infrastructure services to its customers - over 700 communications providers across the UK.

British Telecommunications plc is a wholly owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on the London Stock Exchange.

For more information, visit [www.bt.com/about](http://www.bt.com/about)

## About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. For more information, visit: [www.servicenow.com](http://www.servicenow.com).

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This press release contains "forward-looking statements" about the expectations, beliefs, plans, and intentions relating to ServiceNow's strategic relationship with BT Group. Such statements include statements regarding future product capabilities and offerings and expected benefits to ServiceNow. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, ServiceNow's results could differ

materially from the results expressed or implied by the forward-looking statements made. ServiceNow undertakes no obligation, and does not intend, to update the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include: (i) delays and unexpected difficulties and expenses in executing the strategic alliance and (ii) changes in the regulatory landscape related to AI. Further information on factors that could affect ServiceNow's financial and other results is included in the filings ServiceNow makes with the Securities and Exchange Commission from time to time.