NEWS RELEASE

Thrive scales customer experience with ServiceNow AI, achieving 73% first-contact resolution

2026-10-22

The MSP deployed ServiceNow Technology Provider Service Management and AI agents to transform customer service

TPSM is the Service CRM for tech providers, with Service Exchange for real-time customer collaboration

SANTA CLARA, Calif. & FOXBOROUGH, Mass.--(BUSINESS WIRE)-- **ServiceNow** (NYSE: NOW), the Super Intelligence Control Tower for business reinvention, today announced that Thrive, a leading managed services provider to small and mid-sized businesses, is transforming customer support from reactive incident response to proactive, AI-driven resolution with the ServiceNow AI Platform. By automating workflows, routing tasks intelligently, and deploying specialized AI agents, Thrive achieved 73% first-contact resolution rate.

The challenge: scaling support with less manual work

Thrive supports thousands of SMB and mid-market customers across multiple industries, managing their IT environments and providing specialized cybersecurity, AI, cloud, and managed services. As its customer base grew, Thrive needed to scale support quality without proportionally increasing manual work and escalations. Traditional ticketing workflows were creating delays, handoffs between teams and customer engineering resources, and preventing Thrive from delivering the responsiveness clients demand.

The solution: AI-powered customer service experience

To grow managed services offerings and deliver better IT support with less manual effort, Thrive first built its

NextGen Platform on the ServiceNow AI Platform using Technology Provider Service Management (TPSM). TPSM is the Service CRM for technology providers and includes Service Exchange for real-time customer collaboration. From there, Thrive deployed AI agents to power work autonomously so customers received faster service and Thrive's service teams could focus on the most critical cases.

Now, Thrive can centralize customer service, triage incidents at first contact, and provide engineers with complete visibility into customer environments – routing more than 315,000 tasks every six months using AI automation, saving 21,000 hours of manual work while improving every customer-facing business metric.

Key outcomes include:

- 73% first-contact resolution rate: Centralizing customer service and technical support enabled triage and resolution at first contact, with comprehensive dashboards giving teams complete visibility into customer environments.
- 63% reduction in time-to-resolution: AI-powered assignment and task intelligence automatically sort, route, and investigate incoming tickets, reducing connection time from six minutes to less than one minute.
- 99.2% customer satisfaction: Automated workflows handle routine requests like password resets, while generative AI case summaries enable engineers to jump straight to solutions, so customers get answers faster.
- 14,500+ engineer hours returned to customer-facing work: ServiceNow AI has generated over 92,000 automated assists (88,000 resolution notes alone), giving back an estimated 14,500+ hours of engineering capacity with 74% adoption across 1,000+ provisioned fulfillers.

"We wanted a technology partner that could scale with our business. ServiceNow was a perfect match," says Scott Steele, Chief Operating Officer. "Our decision paid off and we're now delivering more effective services, faster, to help customers grow. We aim to use automation as much as we can to make our engineers' lives easier and bring better value to our customers."

"Customers demand support that responds and resolves at machine speed, without waiting for escalations. Thrive just proved you can deliver that at scale using ServiceNow TPSM," said Romit Ghose, Vice President and General Manager of Technology, Media, and Telcom Industry products at ServiceNow. "Better service with 14,500+ engineer hours returned. Now they can proactively solve problems before customers even know they exist."

Thrive's newly released Nextgen 3.0 platform also includes ServiceNow's DEX Digital End-user Experience (DEX) capabilities with TeamViewer's remote connectivity technology. Together, the two platforms give Thrive's teams real-time visibility into device health and the end-user experience, along with the ability to remotely diagnose and

resolve issues in the moment. This combination enables Thrive to meet clients wherever they are — proactively identifying and resolving issues before they disrupt a client's flow of work, rather than waiting for a ticket to come in.

About ServiceNow

ServiceNow (NYSE: NOW) is the Super Intelligence Control Tower for business reinvention. The ServiceNow platform integrates with any model, any cloud, and any data source to orchestrate, govern, and secure work across the agentic enterprise. ServiceNow gives customers the enterprise context and control to build and scale confidently. With more than 100 billion workflows running on the platform each year, ServiceNow helps organizations turn fragmented operations into coordinated, autonomous work for IT, CRM, Security, Employee Experience, and more. Learn how ServiceNow puts AI to work for people at **www.servicenow.com**.

About Thrive

Thrive is a NextGen 3.0 global technology outsourcing provider that empowers small and mid-market organizations to transform their technology into a strategic advantage. Offering a breadth of services from AI and cybersecurity to cloud, compliance, and traditional MSP/MSSP solutions, Thrive's team of seasoned experts develop strategies that standardize, scale, and automate technology to achieve outsized ROI. From advisory services to a 24×7×365 SOC and NOC, Thrive provides end-to-end IT and cybersecurity management so clients can focus on innovation and growth. With Thrive, your business is always supported and always secure. Learn more at **www.thrivenextgen.com** or follow us on **LinkedIn**.

Media Contact

ServiceNow
Caroline Parkinson
press@servicenow.com

Thrive
Kristina O'Connell
Koconnell@thrivenextgen.com

Source: ServiceNow