

Wednesday, May 7, 2025

2:50 pm – 3:10 pm

Using AI to enhance Service Delivery and CX in the DoD 4th Estate: How DISA Leverages ServiceNow Telecom Service Management

Shadeh Ardani

Senior Solution Sales Executive

ServiceNow

Abstract:

Join us to learn how ServiceNow is empowering DISA to redefining service delivery and CX- ensuring seamless, efficient, and mission-ready operations for the DoD 4th Estate.

Delivering seamless, mission-critical services across the DoD 4th Estate and across the Department of Defense as a whole, requires a customer-centric approach to service management—one that prioritizes cost-reduction, operational efficiency, and effective customer experience (CX). However, legacy processes require personnel to “swivel chair” across different systems, screens, and applications – as well as depending on specific resources with legacy knowledge. This often add costs, creates service bottlenecks, fragmented communication, and inconsistent support. Finally it degrades mission readiness.

This session explores how ServiceNow’s current deployments with Service Bridge and Telecommunications Service Management (TSM) are transforming service delivery in service of DISA's mission today. ServiceNow unifies service management across DOD agencies, improves transparency, and enables real-time collaboration between service providers and mission partners.

Key topics include:

- Proactive Service Management for Mission Readiness: Leveraging AI-driven analytics and predictive insights to prevent service disruptions before they impact operations.
- Bridging the CX Gap in Service Delivery with AI: How Service Bridge enhances communication between service providers and end-users, ensuring greater visibility and faster issue resolution.
- Automating and Standardizing Requests Across the 4th Estate: Eliminating silos with a unified, automated approach to service requests, reducing wait times, and improving response accuracy with service bridge.
- End-to-End Visibility and Proactive Issue Resolution: Providing real-time insights into service performance, enabling predictive analytics to prevent outages before they occur.

By modernizing its telecom service management framework, DISA is achieving:

- Faster Response and Resolution Times: Automation reduces delays, ensuring mission-critical services remain operational.
- Improved Service Accuracy and Compliance: Standardized processes minimize errors and enhance adherence to DoD regulations.
- Scalability for Future Needs: A flexible, cloud-based platform that adapts to evolving mission demands and emerging technologies.