NEWROCKET

Go Beyond Workflows™

Agentic AI in Action: Phoebe & Elara – From Persona to Productivity

How Intelligent Personas Elevate Workflows with ServiceNow
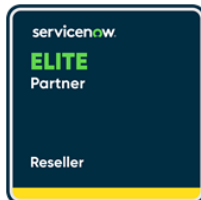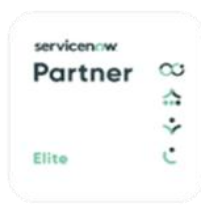
Anthony Evans
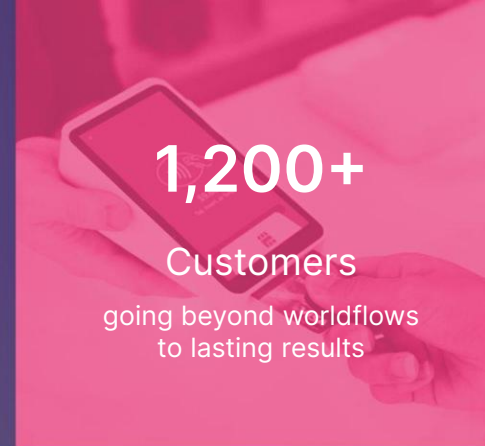
August 25th 2025

Your Go-To Experienced ~~Guide~~

The challenges you're up against are **big,** but with the right team and the right experience they don't have to be.

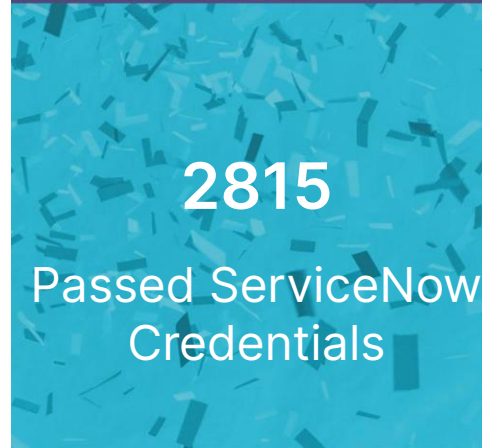**3**
Continents
Americas, EMEA, India

1,200+
Customers
going beyond worldflows to lasting results
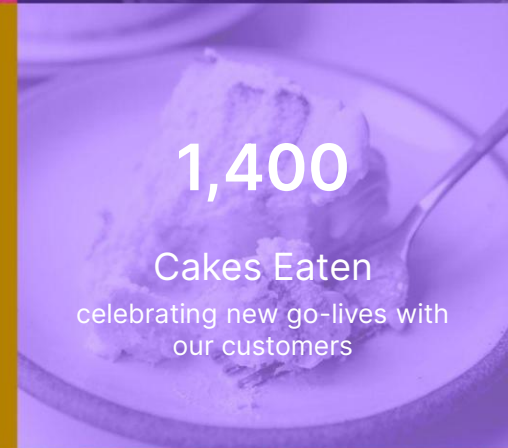
9
Validated Practice Badges

2815
Passed ServiceNow Credentials

1
Global Team

1,400
Cakes Eaten
celebrating new go-lives with our customers
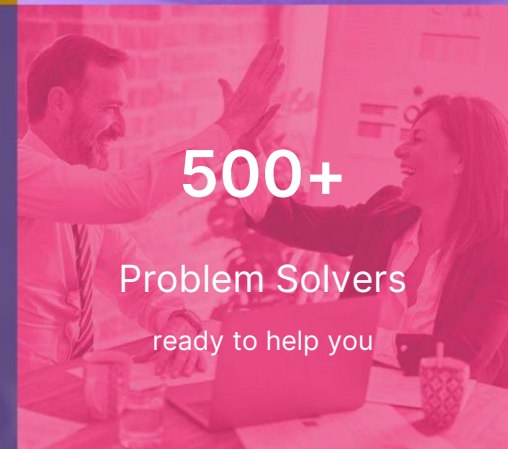
4.6/5
Customer Satisfaction
thousands of raving fans

15
Product Line Achievements

500+
Problem Solvers
ready to help you

The Productivity Gap in Service Operations

- Agents waste time on repetitive triage and documentation

- Knowledge is outdated, underutilized, or incomplete

- Dispatching and resolution processes are costly and inconsistent

- Organizations lack the AI maturity to scale automation confidently

Service Operations Productivity Challenges

Repetitive Tasks

Wastes agent's valuable time

Inconsistent Processes

Resolution is costly and variable

Knowledge Deficit

Information is not current

Low AI Maturity

Limits automation implementation
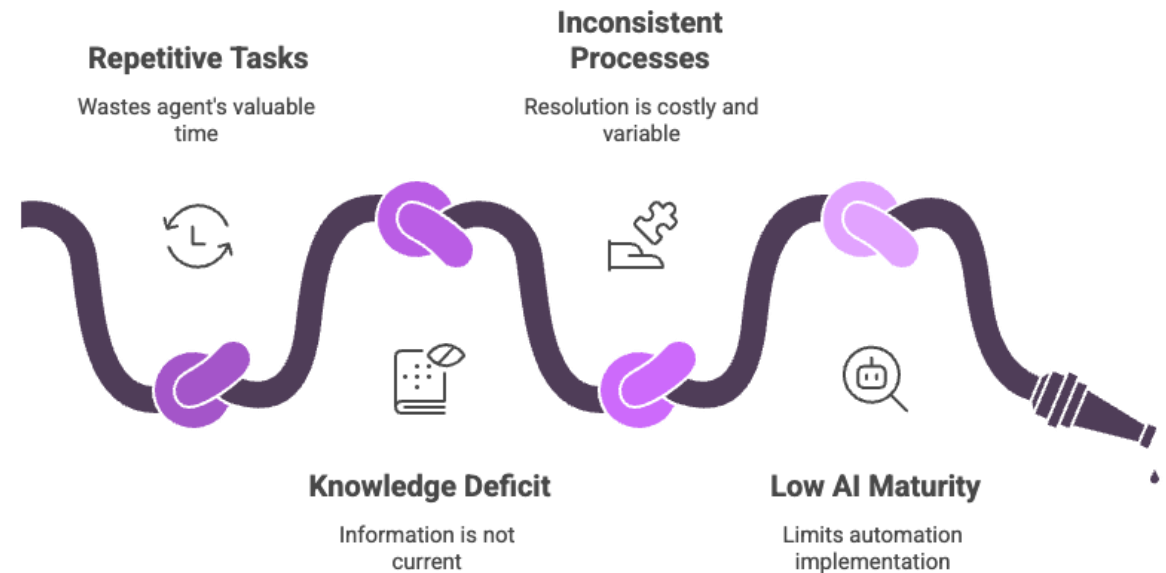
Enter Agentic Persona's

AI Teammates That Deliver

- Built with ServiceNow's native AI Agent Studio
- Task-specific, prompt-driven, context-aware
- Extend Now Assist functionality with low lift
- Designed to work *with* your existing content, catalog, and processes
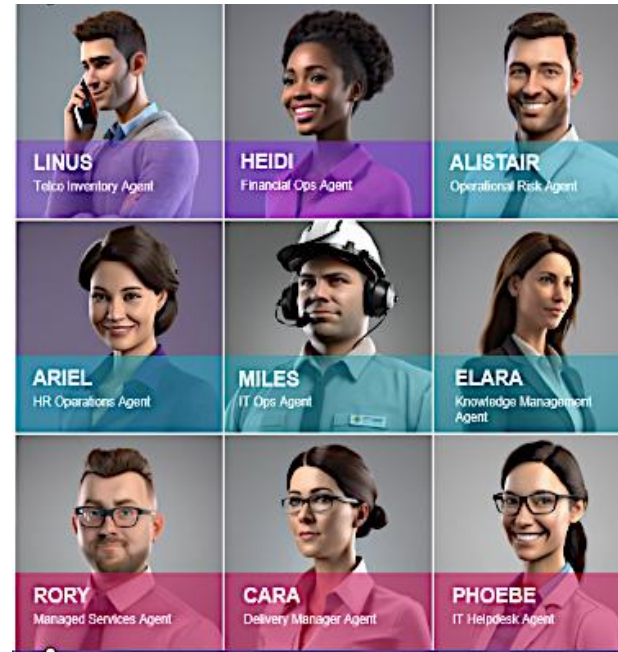
ServiceNow Integration
Built with ServiceNow's native AI Agent Stud

Task-Specific Design
Task-specific, prompt-driven, context-aware

Functionality Extension
Extend Now Assist functionality with low lift

Existing Content Compatibility
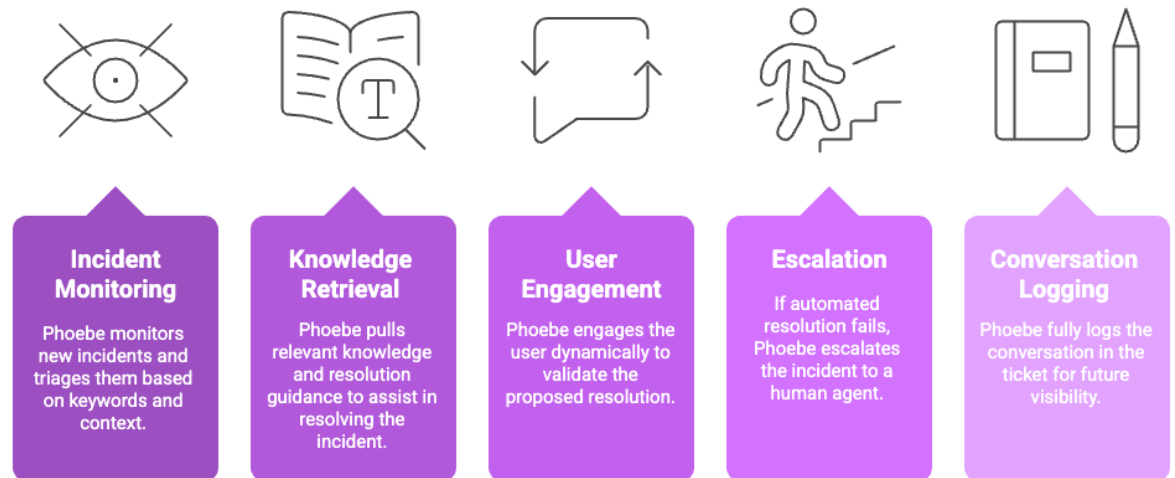Designed to work with existing content, cata processes

Meet Phoebe

Incident Resolution with AI Precision

- Monitors new incidents and triages based on keywords/context
- Pulls relevant knowledge and resolution guidance
- Engages user dynamically for validation
- Escalates to human if automated resolution fails
- Fully logs conversation in ticket for visibility

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Go Beyond Workflows™

Phoebe's Incident Resolution Process

Incident Monitoring
Phoebe monitors new incidents and triages them based on keywords and context.

Knowledge Retrieval
Phoebe pulls relevant knowledge and resolution guidance to assist in resolving the incident.

User Engagement
Phoebe engages the user dynamically to validate the proposed resolution.

Escalation
If automated resolution fails, Phoebe escalates the incident to a human agent.

Conversation Logging
Phoebe fully logs the conversation in the ticket for future visibility.
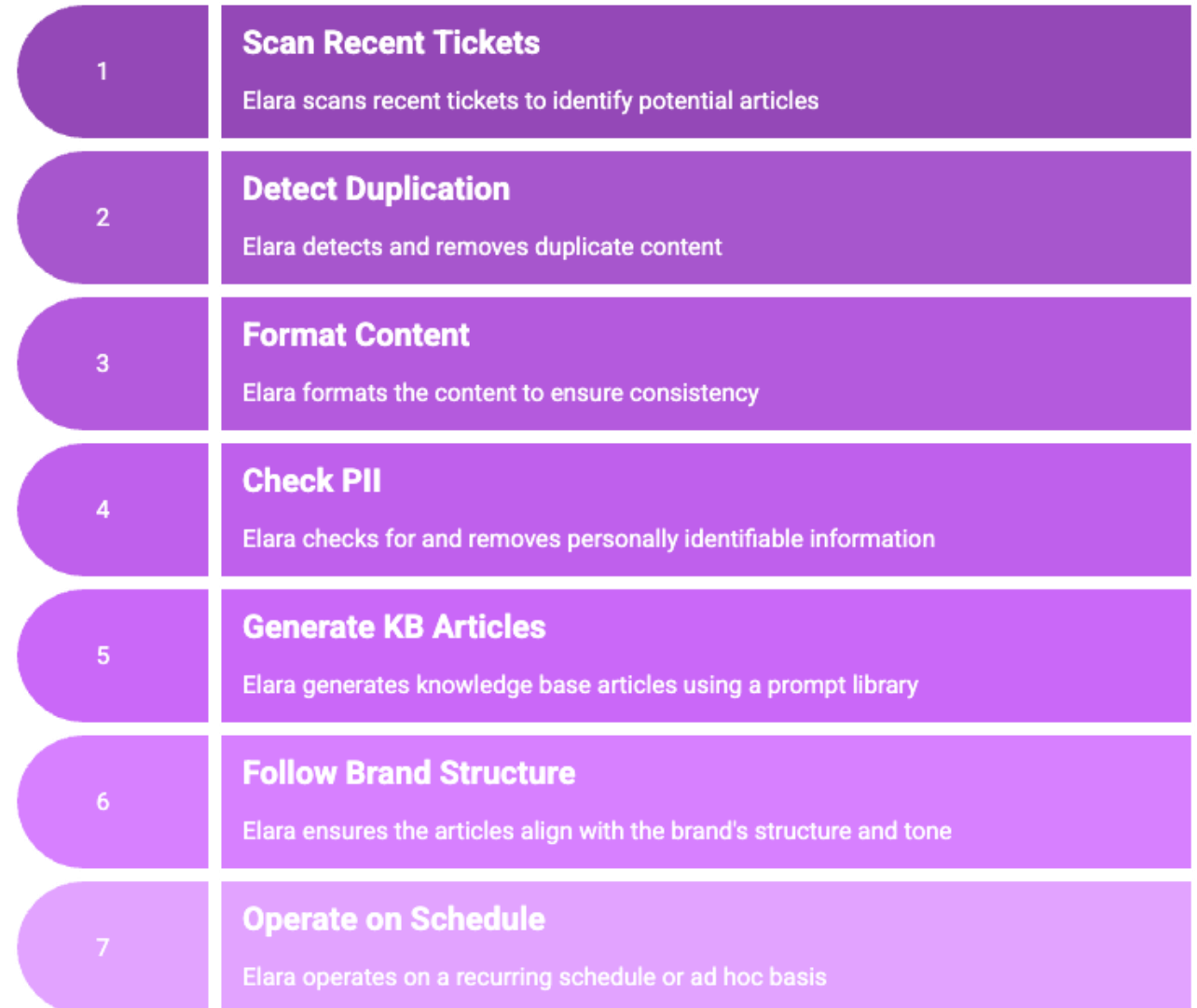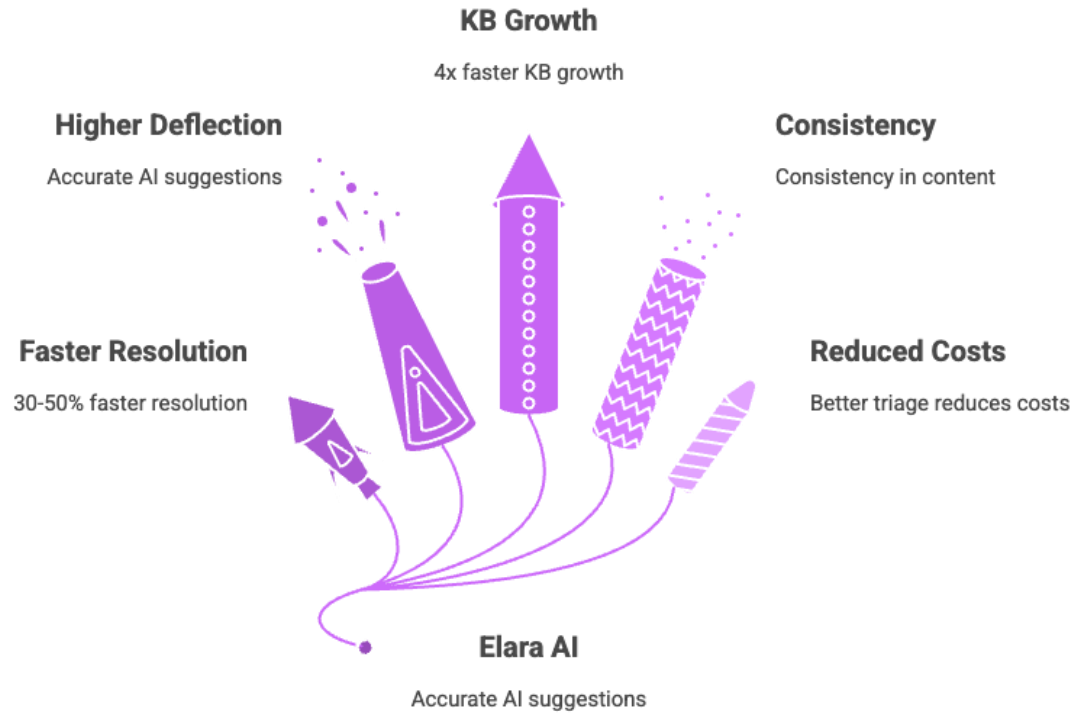
Automating Knowledge Management

- Scans recent tickets for candidate articles
- Detects duplication, formats content, checks PII
- Generates KB articles using prompt library
- Follows your brand's knowledge structure and tone
- Operates on a recurring schedule or ad hoc basis

Elara's Knowledge Creation Process

1 Scan Recent Tickets
Elara scans recent tickets to identify potential articles

2 Detect Duplication
Elara detects and removes duplicate content

3 Format Content
Elara formats the content to ensure consistency

4 Check PII
Elara checks for and removes personally identifiable information

5 Generate KB Articles
Elara generates knowledge base articles using a prompt library

6 Follow Brand Structure
Elara ensures the articles align with the brand's structure and tone

7 Operate on Schedule
Elara operates on a recurring schedule or ad hoc basis

Elara Improves Business Outcomes

Real Productivity, Real Results:

30-50% faster resolution times

Higher deflection via accurate AI suggestions

4x faster KB growth with Elara

Consistency and compliance in content

Reduced dispatch costs through better triage

From Two to Many: The Persona Framework

- Phoebe (ITSM), Elara (KM)
- Rory (Platform Ops), Ariel (HR Ops), Miles (CMDB QA)
- Each persona has defined use cases and prompt libraries
- Start with one department, expand by function

Scaling with Persona Packs: Unveiling the Depths of User Representation.

Persona Framework

Defined Use Cases

Prompt Libraries

Departmental Expansion