

# Maximizing ServiceNow Investments for Public Sector Agencies

Prerequisite (knowledge) level: Novice

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## Introduction

Public Sector agencies often face the challenge of modernizing their IT operations while working with limited budgets. While ServiceNow's Public Services Digital Services (PSDS) platform provides powerful automation tools, many agencies may not be fully leveraging the capabilities of the platform. Identifying opportunities for automation within existing workflows is key to driving efficiency without the need for major investments. One way to do this is through Mana'o Pili Digital Trip (Digital Transformation in Place), a service offering designed to identify automation opportunities within the ServiceNow products that a Public Sector agency already has in place.

In this guide, we'll explore how Public Sector agencies can enhance their ServiceNow investment by aligning it with their current operations. By focusing on business automation opportunities that are closely aligned with existing workflows, agencies can achieve significant improvements in service delivery while staying within budget. Mana'o Pili Digital Trip helps pinpoint where automation can have the most impact, using the features of ServiceNow's platform to streamline processes and reduce costs.

## Identifying Business Automation Opportunities with Mana'o Pili Digital Trip

**Mana'o Pili Digital Trip** is a hands-on service offering that focuses on identifying and optimizing business processes for automation. It works with agencies to evaluate existing ServiceNow products and explore how they can be better utilized to meet business needs. Here's how it helps agencies pinpoint opportunities:

### 1. Assess Existing Workflows and Identify Bottlenecks:

Agencies often rely on long-established processes that can be time-consuming and inefficient. Start by evaluating current workflows to uncover automation opportunities within ServiceNow. Through this evaluation, teams can identify tasks that are still being done manually or in a fragmented way, which creates delays and inefficiencies.

#### **Example: Department of Health**

A Department of Health was manually tracking vaccination requests, approvals, and deliveries, which led to slow response times. They were able to identify areas within their existing ServiceNow incident management and case management modules that could be extended to streamline the workflow. The result was an automated process for managing vaccine distribution that reduced administrative overhead and sped up delivery times.

### 2. Leverage Existing ServiceNow Products to Align Automation with Business Needs:

Public Sector agencies may already be using ServiceNow products like Incident Management, Service Catalog, or HR Service Delivery, but may not be taking full advantage of these tools. Mana'o Pili Digital Trip can evaluate the processes and modules the agency already owns and identifies how they can be extended to better support automation goals. Instead of requiring costly new products or features, the focus is on optimizing what's already in place.

#### **Example: Department of Revenue**

The Department of Revenue was using ServiceNow for basic incident tracking, but they were missing automation opportunities within their tax filing process. They discovered that they could extend their

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existing Service Catalog and workflow automation capabilities to automate tax document submissions and approvals. This resulted in faster processing times, fewer errors, and improved service to citizens.

### 3. Extend Process Tables for Better Alignment with Agency-Specific Workflows:

ServiceNow allows agencies to extend process tables to align automation with their unique business processes. This helps agencies understand how to use these extensions to tailor workflows that reflect their specific needs. Whether it's creating custom tables for tracking permits, licenses, or other processes, these extensions ensure that automation efforts directly support the agency's work.

#### Example: Department of Transportation (DOT)

A state DOT needed to automate its road maintenance requests but had a complex, multi-step approval process that didn't fit neatly into the out-of-the-box ServiceNow modules. They extended ServiceNow's request management tables to create a custom workflow that aligned with their approval stages, automating notifications and approvals. This led to a more streamlined and effective process for managing maintenance requests.

### 4. Integrate and Streamline Departmental Workflows:

Many Public Sector agencies struggle with siloed operations across different departments. Break down these silos by recommending ways to integrate workflows across departments using existing ServiceNow capabilities. By linking data from different sources and automating the flow of information, agencies can improve collaboration and reduce manual handoffs.

#### Example: Public Assistance Agency

A public assistance agency found it challenging to manage citizen applications for multiple services like food assistance, housing support, and job training. By extending ServiceNow's case management module and automating data sharing between departments, they were able to create a unified, cross-department workflow that improved service delivery and reduced the need for citizens to submit duplicate information.

## Enhancing Efficiency with ServiceNow GenAI Capabilities ↘

Beyond extending tables and optimizing existing workflows, ServiceNow's GenAI capabilities can be leveraged to further enhance automation efforts. GenAI helps agencies speed up decision-making and automate tasks that would traditionally require significant manual effort.

### 1. Automate Record Summarization:

ServiceNow's GenAI can automatically summarize records from extended tables, such as incident reports, service requests, or case records. By summarizing lengthy records, GenAI reduces the time agency staff spend reviewing information and helps them make decisions more quickly.

#### Example: Law Enforcement Agency

A state law enforcement agency used GenAI to summarize incident reports stored in ServiceNow's extended tables. Officers could quickly get a summary of key case details, speeding up investigations and prioritizing cases based on urgency.

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## 2. Automate Knowledge Base Article Creation:

GenAI can also automatically generate knowledge base (KB) articles from resolved incidents or service requests, helping agencies retain institutional knowledge. This reduces the workload for help desk staff while empowering citizens and employees to find solutions independently through self-service options.

### Example: Workforce Commission

A Workforce Commission dealing with high volumes of unemployment benefit inquiries used GenAI to create KB articles automatically from previously resolved cases. This reduced the number of calls to the help desk and allowed citizens to resolve their questions without needing to contact staff, particularly during peak periods.

## Best Practices for Maximizing ServiceNow with Limited Budgets ↘

### 1. Focus on High-Impact Areas for Automation:

Agencies should prioritize automation for processes that will provide the highest return on investment. Agencies can assess where automation will have the biggest impact, leading to improved service delivery and cost savings.

### 2. Implement Automation Gradually:

Start with the most critical workflows and gradually expand automation across other areas. This phased approach helps reduce risk and ensures that resources are allocated efficiently.

### 3. Leverage Existing ServiceNow Features:

Many agencies already have ServiceNow features in place that can be extended for automation. By focusing on leveraging these features—such as Service Catalog, Flow Designer, and Incident Management—agencies can reduce the need for expensive new software or customization.

### 4. Empower Staff with Low-Code Tools:

ServiceNow's low-code/no-code tools like Flow Designer allow non-technical staff to create and manage automation. This reduces reliance on expensive consultants and helps agencies scale their automation efforts quickly.

### 5. Monitor Performance and Continuously Improve:

Use Performance Analytics to monitor the effectiveness of automation efforts. Continuously assess and refine workflows based on performance data to ensure ongoing improvements.

## Conclusion ↘

ServiceNow's Public Services Digital Services (PSDS) platform provides Public Sector agencies with a powerful suite of tools for automation, and Mana'o Pili Digital Trip helps identify how these tools can be fully optimized to align with existing workflows. By using process table extensions, leveraging GenAI for automation, and aligning ServiceNow with business needs, agencies can significantly improve efficiency and service delivery without incurring high costs. Public Sector agencies—whether in public health,

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transportation, revenue, or workforce services—can realize the full potential of their ServiceNow investment and achieve meaningful digital transformation, even on a limited budget.

## About Mana'o Pili ↘

Mana'o Pili is a Hawai'i based technology consulting firm specializing in business automation through ServiceNow. Mana'o Pili provides its customers with individualized solutions. We reject the notion of one-size-fits-all solutions. Instead, we partner with you to craft a tailored plan that aligns with your unique needs, budget, and objectives. Our approach focuses on optimizing your existing platform while minimizing customization and reducing technical debt.

Here at Mana'o Pili, we treat our customers as 'ohana (family), listen closely to your challenges and deliver tailored attention with exceptional service.