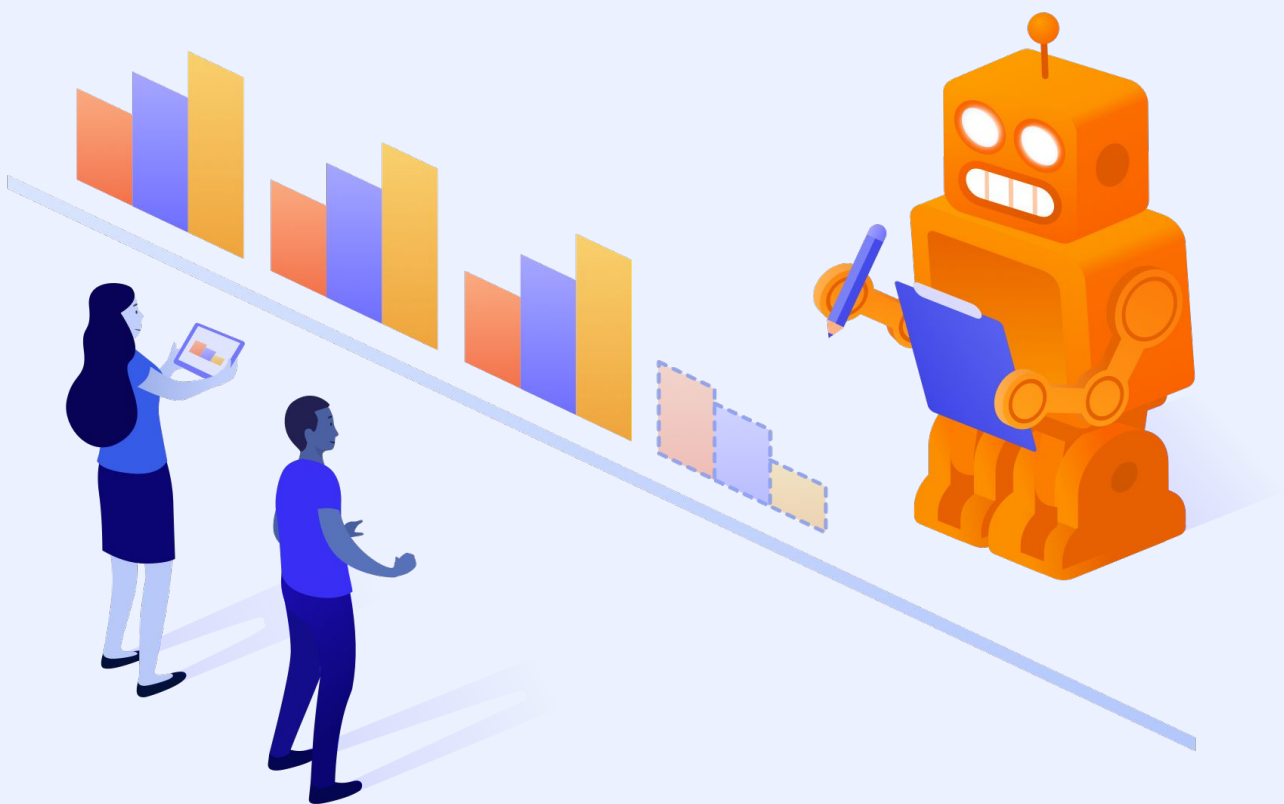


The next-gen ITSM roadmap: unlocking a smarter service with AI

Frameworks and best practices to successfully implement AI and accelerate productivity.



Contents

Reshaping the ITSM landscape with AI	1
AI technology: an overview	2
AI trends to take note of	4
Leveraging AI in ITSM: key applications	7
Successfully implement AI with ITIL	9
Taking action: your roadmap to AI-powered ITSM	12
The new AI frontier for ITSM	15

Reshaping the ITSM landscape with AI

Artificial intelligence (AI) has taken the world by storm, revolutionising the way work gets done across almost every industry. As AI technologies evolve at an unprecedented pace, organisations face exciting new opportunities to drive efficiency and innovation. At the same time, they must resist the notion that AI technologies will solve all their problems.

IT Service Management (ITSM) is reshaping how organisations handle requests, incidents, and knowledge management. However, successful AI adoption is not as simple as selecting a new technology and getting started. It requires meticulous preparation, understanding, and strategic planning.

With a strategic approach, IT leaders can leverage these tools to maximise efficiency, improve their teams' ways of working, and provide high-velocity services to their customers.

Whether you're new to AI or looking to enhance your ITSM processes, this guide provides valuable insights and actionable strategies to help you navigate the future of service management with AI by your side.

AI technology: an overview

Gartner research

AI has become a top priority for organisations, with spend continuing to increase as new tools become available. For example, Gartner forecasts that worldwide generative AI spending will total \$644 billion in 2025, an increase of 76.4% from 2024¹.



If you're unfamiliar with different types of AI technologies, there are three key AI categories to consider:

Generative AI (GenAI)

This is what most people think of first when they hear the word “AI”, largely because of the prevalence of ChatGPT. This is the ability for machines to generate content, including text, images, and video, in response to user prompts. In the ITSM space, there is a big opportunity here to use this technology to automate a large amount of service management practices.

Predictive AI

This is the ability for machines to analyse datasets, identifying patterns, and making forecasts. It's been around for longer than GenAI in terms of direct applications and isn't as well known. For ITSM, it's very useful for working with complex datasets like logs.

Natural Language Processing (NLP)

This is a technique that can be used as part of GenAI and predictive AI tools. It's the ability of machines to interpret human language. In terms of ITSM, it can support automation through the use of chatbots and virtual assistants/ agents.

By incorporating all three of these technologies into your ITSM practices, teams can enhance efficiency, automate routine tasks, and improve overall service quality.



AI trends to take note of

Working with customers from various industries and of different sizes, from SMEs to large enterprises, we've spotted a few key trends influencing AI adoption in ITSM. You might be experiencing some of these yourself.

AI in ITSM is improving customer experience

Transforming customer experience and efficiency for the better is a big driver of AI adoption in the ITSM space. AI can enhance ticket resolution speed and accuracy, which translates to quicker and better outcomes for customers.

Experimentation doesn't mean implementation

Many organisations are able to run really interesting tests and experiments using AI tools with promising results. But moving from pilot projects to full-scale deployment is proving more of a challenge. AI tools are expensive, so it's critical that companies choose the right ones for their use cases and know how to implement them properly.

There are big concerns around data security

Understandably, organisations want to be very sure about how their sensitive data is being processed and stored by AI tools. This is a new technology with lots of unknowns, and it can feel like a bit of a black hole to end users.

Market adoption has been sparked by GenAI

Over the last decade, predictive AI tools have been adopted steadily, although they have plateaued more recently. GenAI crashed into the market a couple of years ago and reignited interest in the technology, with a renewed uptake across ITSM practices.

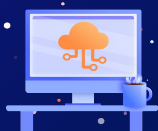
AI is a good fit for ITSM

Overall, we're seeing that AI is a good fit for ITSM teams in terms of the advantages it can bring. As well as improvements to practices organisations are trying to achieve and refine in the ITSM space.

Key takeaways from Atlassian's report²

79%

of organisations indicated that AI technologies are improving their customer service delivery.



64%

stated AI improved their customers' experience.



38%

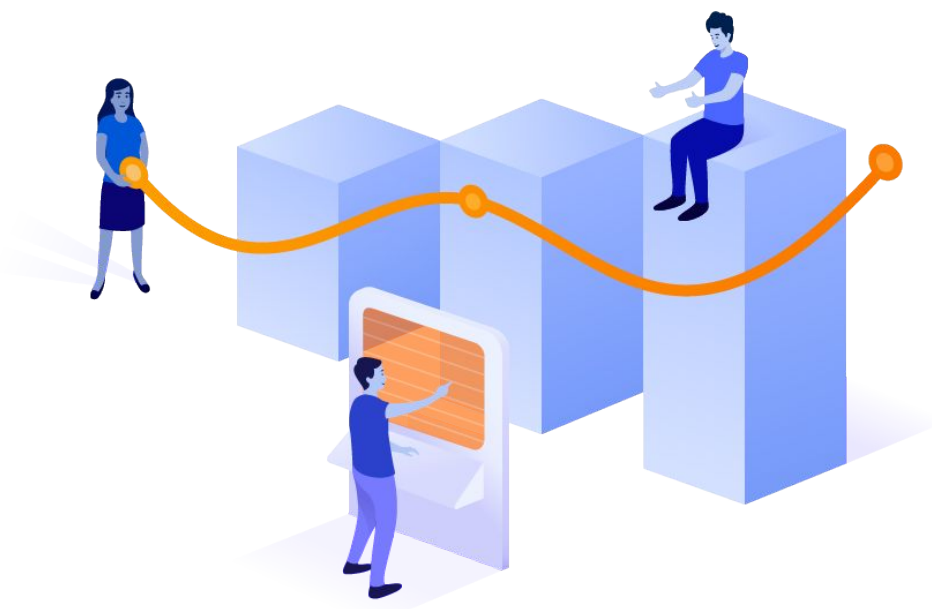
of users saved time and effort when using AI technology.



Atlassian's *State of AI in Service Management* report in 2024 reinforces the fact that AI is rapidly transforming service management and becoming strategically important across a variety of industries. Its research shows that the majority of organisations are using it to some extent, while adoption rates vary across departments.

The report emphasises that organisations are taking a more measured approach to AI implementation, with spend still increasing but at a slower rate. This could be in part due to the cost of implementation as well as concerns about data management and security.

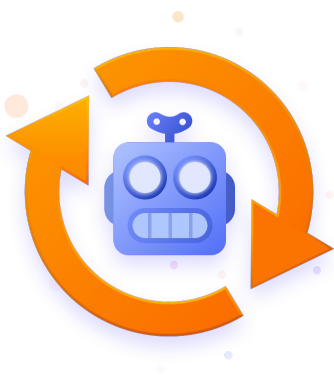
Their research also found that moving projects into production is challenging for organisations, with R&D departments leading the way in adoption. For those who are making the leap, there are big gains, including positive impacts on customer service, productivity, and decision-making.



Leveraging AI in ITSM: key applications

So, how can you harness the power of these rapidly developing tools as part of your ITSM practices? Let's take a look at three key areas where AI can add the most value to ITSM.

Request management



AI can support the way you handle user-initiated service requests in a number of ways. First, through automated ticket categorisation and routing. Service management is all about the flow of tickets, from the point a customer creates a request to its resolution. AI can categorise requests, and automate quick wins like password resets or requests for knowledge base articles, leaving your support team to handle more complex requests.

If you're using Jira Service Management (JSM), for example, you'll benefit from AI-driven virtual agents for self-service resolution. These can pop up and deal with those quick-win questions, pointing people in the right direction and using Natural Language Understanding (NLU) to enhance user interactions. That's where AI is able to understand phrases and terms your customer is using to provide the most relevant information more rapidly.

AI not only reduces resolution time by 50% but also improves first-call resolution (FCR) rates³. According to an example from Giva, in an environment averaging 4,000 calls per month, improving FCR from 50% to 75% reduces the number of tickets that need to be escalated by 1,000 per month. This can result in estimated savings of \$28,000 per month based on current ITSM industry averages⁴.

Incident management



AI can make a big difference for incident management too. Particularly by taking proactive analytics to identify potential issues in your system. In JSM, for example, when a ticket comes in, it will analyse the data holistically to see if there are other similar problems being dealt with by other team members or if it's something bigger that needs escalating.

It will also make resolution suggestions based on historical data and log its analysis to detect recurring problems. Human agents can't always remember what they worked on last week, let alone months ago. But AI can make valuable suggestions to your agents about how to resolve a current issue by looking at how it was resolved in the past.

Knowledge management



When you search on Google, its generative AI tool is scouring the whole web for the most relevant information. However, on an ITSM platform like JSM, its AI function will only search your own knowledge base. This is great for improving access to your internal knowledge, but means that the data being stored needs to be complete and accurate for AI to be effective.

Thanks to powerful search functionality and the ability to build complex results from multiple knowledge sources, such as multiple Confluence spaces, you and your customers can get the answers you need much more quickly. And if there's no existing knowledge base for the AI tool to draw from, you can create an article there and then (with checks in place), meaning you can build up your knowledge base more rapidly.

Successfully implement AI with ITIL

AI readiness is the state of being prepared to effectively adopt and implement AI technologies into your business processes. Successfully implementing AI into your ITSM solution requires a well-planned approach.

ITIL (Information Technology Infrastructure Library) is the structured ITSM framework that offers best practices for delivering IT services. By leveraging the guiding principles and four dimensions of service management—organisation and people, value streams and processes, information and technology, and partnerships and suppliers—organisations can use ITIL as a blueprint for their implementation projects.

Organisation and people

You need to foster a culture that embraces AI adoption, understands AI tools, and can effectively use them. To achieve this, prepare your team with AI training and effective change management, which can be key to overcoming cultural resistance. Offer courses and workshops for people to develop skills in AI-related areas, such as data analysis and machine learning.

It's also important to educate your people about the ethical considerations related to AI, such as data privacy, and provide support systems, like help desks or peer networks, to assist them in adapting to these emerging technologies. Above all, encourage a collaborative mindset between IT and business teams to make sure AI aligns with strategic goals and customers' needs.

Value streams and processes

By leveraging AI in value streams and processes, organisations can achieve greater efficiency, adaptability, and customer satisfaction in ITSM practices. AI should enhance, not replace ITSM workflows. Using ITIL ensures AI integration by mapping AI to existing value streams, ensuring it aligns with service delivery goals.

One of the guiding principles of ITIL is “optimise and automate”. It advocates reviewing your existing processes and optimising them before thinking about automation. And that's ideal, because well-defined processes are better as inputs for AI. Then, with AI, you can automate repetitive tasks, like data entry, report generation, or basic customer inquiries, freeing up human resources for more strategic activities.

By analysing historical data, AI can help identify common issues and frequently asked questions, allowing bots to be trained to categorise tickets and recognise and respond to queries effectively. AI-powered dashboards and reporting tools provide visibility into resource allocations and utilisation, enabling better monitoring and control.

Information and technology

AI can play a significant role in maintaining the integrity, accuracy, and reliability of information within your knowledge management system. Algorithms in AI help detect and filter out inappropriate and irrelevant content, for example, detecting spam and duplicated content. And by implementing feedback loops, your AI system can learn from user interactions and continuously improve its capabilities.

While AI enhances the efficiency and capability of knowledge management, human involvement, for example carrying out regular content reviews, is indispensable for ensuring accuracy and maintaining the overall quality and integrity of your knowledge base. Also, strict governance ensures AI models are trained on high-quality, compliant data.

Remember, garbage in, garbage out! Human feedback is vital for training AI systems to improve their accuracy and performance over time. This iterative service monitoring approach is a key part of ITIL and helps AI models adapt to new information and evolving user needs.

Partners and suppliers

Working with AI solution providers means a tool that's designed around your existing systems and infrastructure, including your customisation and integration requirements. They also ensure your AI solution can scale to meet your needs. And you get access to cutting-edge technologies and expertise to help you navigate complexities and the demands of modern ITSM. Beyond implementation, AI partners can offer ongoing support and maintenance services, ensuring that your AI solution remains up-to-date and continues to perform.

Partnerships can also help you address risks in various areas, including quality risks, as they bring proven experience in developing and deploying successful AI solutions; financial risks, as partners often offer predictable pricing models, helping you manage costs; and security risks. They implement robust data security measures to prevent sensitive information from breaches and unauthorised access.

By aligning your AI integration efforts with these ITIL principles, you will be well on your way to ensuring a structured and effective approach to an AI-driven ITSM transformation.



Taking action: your roadmap to AI-powered ITSM

Successfully implementing AI into your IT service management (ITSM) environment requires more than just selecting the right technology—it calls for a strategic, well-orchestrated plan. With the foundations in place through ITIL alignment, here are the essential next steps to move from planning to execution:

1 Define clear goals and expectations

Begin by articulating what success looks like. Establish measurable objectives that align with your organisation's broader strategic goals—whether that's reducing resolution times, improving user satisfaction, increasing operational efficiency, or driving down support costs. These goals will guide your implementation and serve as benchmarks to measure progress and ROI.

2 Empower your workforce through training and collaboration

AI adoption isn't just a technological change—it's a cultural shift. Equip your teams with the knowledge and skills to work effectively with AI by investing in relevant training and development programs. Foster a culture where collaboration between humans and AI is seen as a strength. When employees understand how AI enhances their work rather than replaces it, they're more likely to adopt and innovate.

3

Analyse and prioritise high-impact use cases

Not every process needs AI. Conduct a detailed analysis of your service management workflows to identify the areas where AI can deliver the most value—such as incident categorisation, predictive analytics, or automated responses. Focus first on quick wins that demonstrate immediate benefits, then scale strategically.

4

Optimise and enrich your knowledge base

AI thrives on good data. Ensure your knowledge base is well-structured, current, and comprehensive. This not only improves the effectiveness of AI-driven solutions like chatbots and virtual agents but also lays the groundwork for continuous learning and improvement through AI insights.

5

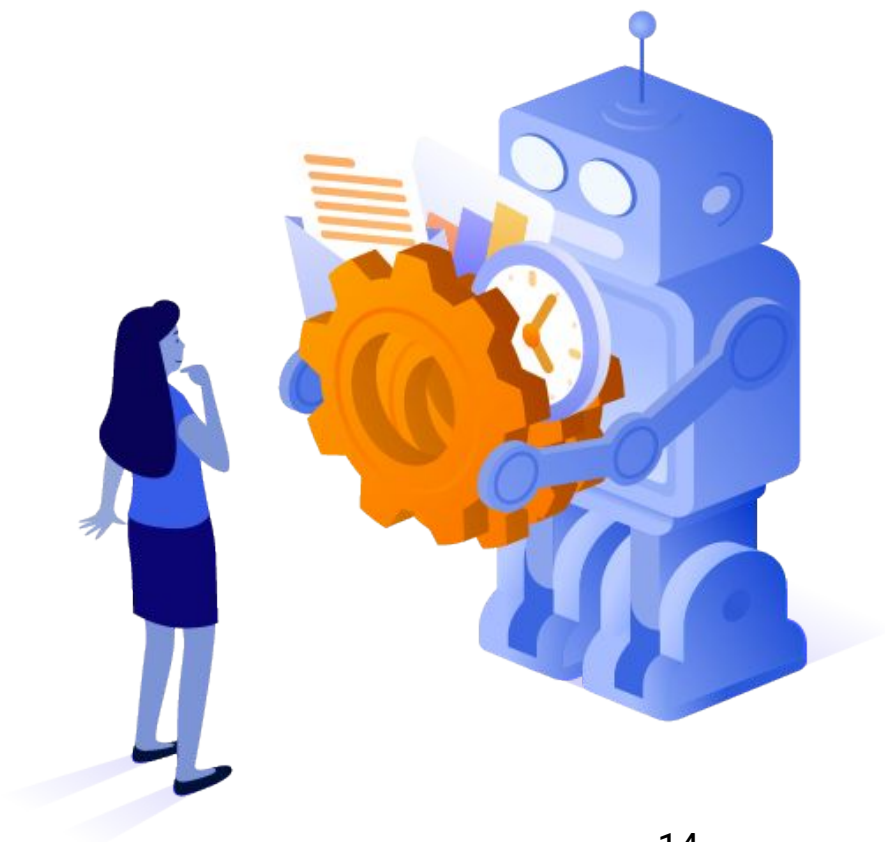
Choose the right solution partner

Success in AI implementation often hinges on the partner you choose. Look for a solution provider with a proven track record in ITSM and AI integration. They should offer deep domain expertise, strong references, and a consultative approach to understand and address your specific needs.

Work closely with your solution partner to tailor the solution for your unique environment. Ensure it integrates smoothly with your existing systems, tools, and data structures. A strong partnership not only helps with deployment but also supports ongoing optimisation and innovation.

Launch and evolve your transformation

With strategy, training, tools, and partnerships in place, it's time to begin your AI-powered transformation. Start small, iterate quickly, and scale confidently. Embrace AI not just as a tool, but as a strategic enabler that drives agility, resilience, and excellence in IT service management.



The new AI frontier for ITSM

AI is advancing, and it's time to join the throngs. Don't get stuck on experimentation or pilot projects, where you're struggling to scale your efforts. Instead, apply the ITIL framework to help your ITSM team strategically adopt AI, ensuring that people, processes, technology, and partners work together effectively.

AI is reshaping ITSM by automating processes, enhancing decision-making, and improving customer experiences. Embrace it today and get the helping hand you need in your journey towards innovation and excellence.



We build Intelligent ITSM solutions for real-world challenges

AI is transforming the way IT teams deliver services—but successful implementation takes more than just the right tools. Whether you're just starting out or ready to scale, our experts can help you harness AI the smart way. From assessing the maturity of your ITSM practice and aligning with ITIL best practices, to configuring Atlassian tools like Jira Service Management for AI-driven services—we've got you covered.

Let's build a smarter, faster, more resilient ITSM solution—together.
Talk to our team today and discover how to turn AI from a buzzword into business value.

Get in touch

Partnerships and accreditations



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