ATLASSIAN

The future of AI-powered Service Management is here

How you can deliver exceptional service and free up your teams' time with Jira Service Management



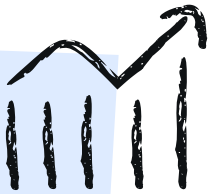
WHAT'S NEW?

- **AI for IT Operations:** Get your team through to faster resolution of alerts and incidents with reimagined ITOps functionality - AIOps.
- **AI for employee support:** Streamline internal support wherever your employees are, with virtual service agents that work with Teams, email, Slack, help centers and more.
- **AI for HR Service Management:** Spin up HR service desks faster than ever with request types and templates for onboarding, offboarding and everything in between.

Finding the balance between speed and quality is the key to delivering exceptional service experiences. However, achieving this balance can be challenging for teams inundated with a high volume of inquiries, tickets, requests, searches, and work.

According to Atlassian's State of AI in Service Management report, service management is a key growth driver for AI adoption.

The numbers tell the story:



63%

of companies plan to increase AI spending overall this year, down from 93% in 2023, as organizations grapple with rising implementation costs, data security concerns, and challenges in moving projects beyond the pilot stage. Yet an impressive 88% of organizations are already using AI for service management, with 89% planning to increase their investments over the next 12 months.

The focus is now on tangible use and return on investment – it shouldn't take months (or years) to put AI to work.



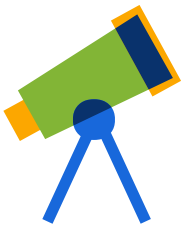
Atlassian's research surveyed over 500 business professionals across the US about their experiences and perceptions regarding the usage of AI in service management. It can serve help establish a benchmark for your organization as you survey the rapidly evolving, AI-powered world and point to the ways that AI can serve your teams:

- **AI is a Customer Satisfaction Champion:** Enhancing customer experience is the top motivator for AI adoption, with 64% of organizations prioritizing this goal and 79% indicating that AI technologies are improving their customer service delivery. AI-powered tools like virtual agents and personalized self-service solutions are enabling businesses to deliver faster, more tailored, and ultimately more satisfying customer interactions.
- **AI Boosts Workforce Efficiency:** The impact of AI on employee productivity is impressive, with 78% of respondents reporting increased efficiency. By automating routine tasks and providing intelligent support, AI is freeing up valuable time for employees to focus on more strategic and creative work.
- **AI Fuels Data-Driven Decisions:** A significant 80% of respondents report that AI has empowered them to make more informed and effective decisions. By harnessing AI's ability to analyze vast amounts of data and extract actionable insights, organizations are gaining a competitive edge and driving better business outcomes.

Domino's

CUSTOMER SPOTLIGHT: DOMINO'S PIZZA ENTERPRISES LTD.

Domino's sought a unified platform to support the systems of all their stores, moving away from the complexity of juggling seven different ITSM solutions. The transition to Jira Service Management has enabled them to streamline operations across 3,800 stores in 12 markets, epitomizing the transformative power of Jira Service Management. Read more here.



With Atlassian, we're delivering real, impactful AI enhancements that truly make a difference in your daily work. The features rolling out and the solutions we deploy aren't just trendy terms; they're practical tools aimed at improving service delivery across your organization. To give these AI-powered capabilities a chance to transform your organization, let's take a closer look at some of the ways we can empower and connect your Development, IT, and business teams with Atlassian's AI.

AI-Powered Employee Support

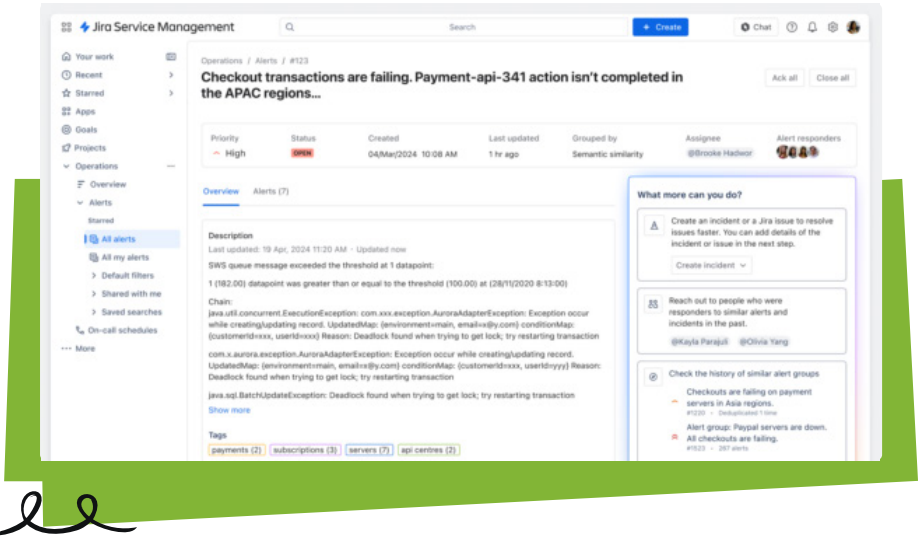
Unlock exceptional self-service for your teams

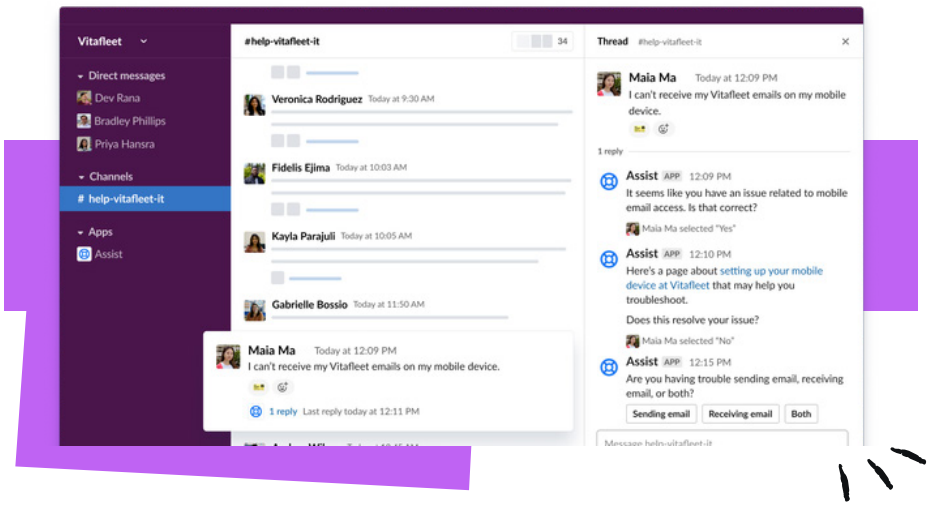
Service management isn't just for IT. High velocity service management makes it easy for teams across any business - from HR to Legal to Facilities - to streamline requests, centralize knowledge, and work the way they want.

Whether your goal is to enhance automated support, streamline common requests, or provide knowledge at your internal customers' fingertips, Jira Service Management's AI-powered support workflows are designed to ensure employees receive the assistance they need while simultaneously increasing the productivity of front-line agents.

In this section, we'll walk through how you can use AI in Jira Service Management to:

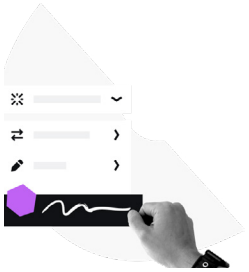
- Deliver great self-service support experiences
- Accelerate agent & admin productivity
- Put critical knowledge at your employees' fingertips

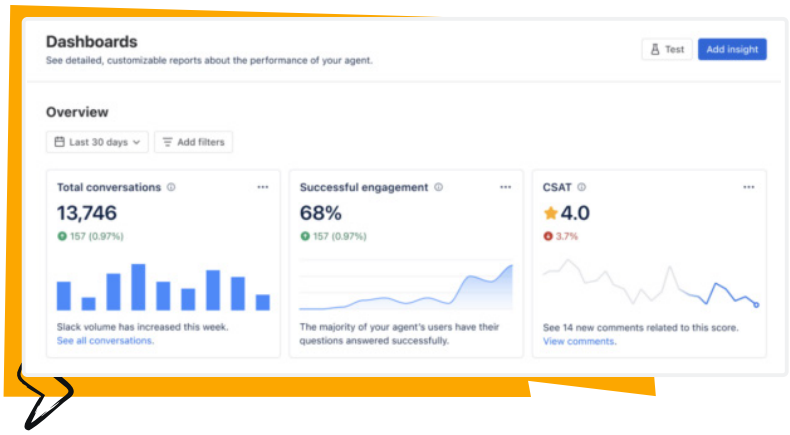




Once again, virtual service agents harness AI to serve your employees, who can access the virtual service agent from more places than ever before – Slack, Microsoft Teams, email, a web widget, and the Help Center.

Virtual service agents can now provide support in all major languages and dynamically translate content from existing knowledge articles.



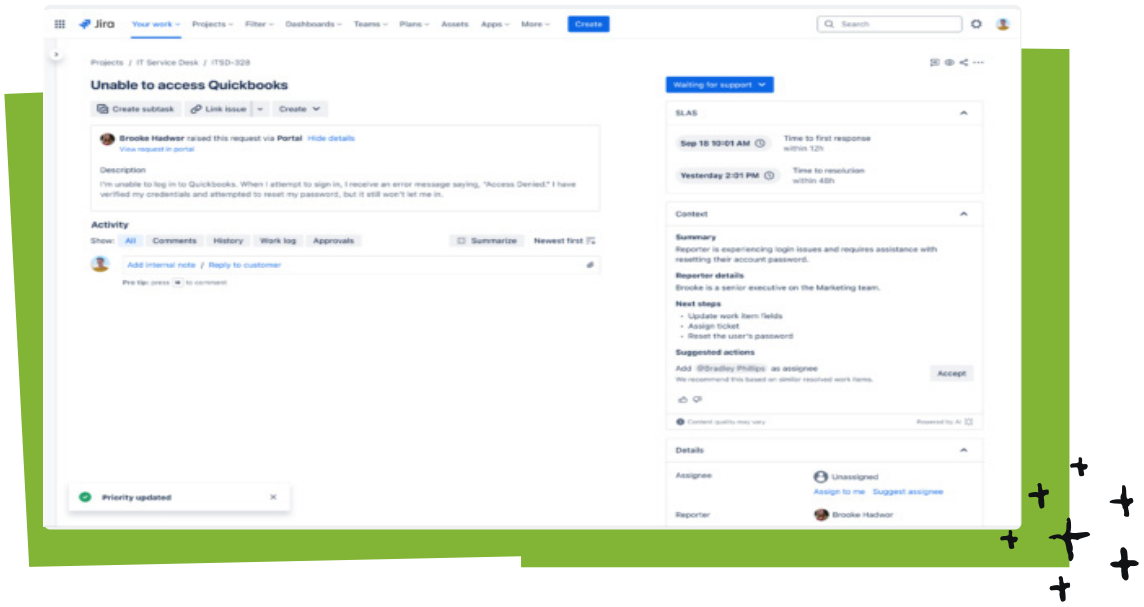


If employees *really like* the virtual service agent experience, then support teams *love* it. Customers report being able to reduce resolution times for support conversations by up to 90% (ninety!) with the virtual service agent. A real world case in point: FanDuel Group, a premier gaming company, cut tickets that require human intervention by 85%.

As incredible as that outcome is, some requests still need a human touch. Atlassian's focused on weaving AI experiences directly into Jira Service Management to proactively surface insights for service agents. These are uniquely powered by the Teamwork Graph, working in the background to connect people, goals, systems, and knowledge to provide the right context at the right time – without the complex configuration process of legacy solutions.

Rovo capabilities in Jira Service Management's virtual agent experience mean that employees can benefit from quick, precise answers and a more efficient and streamlined support process.

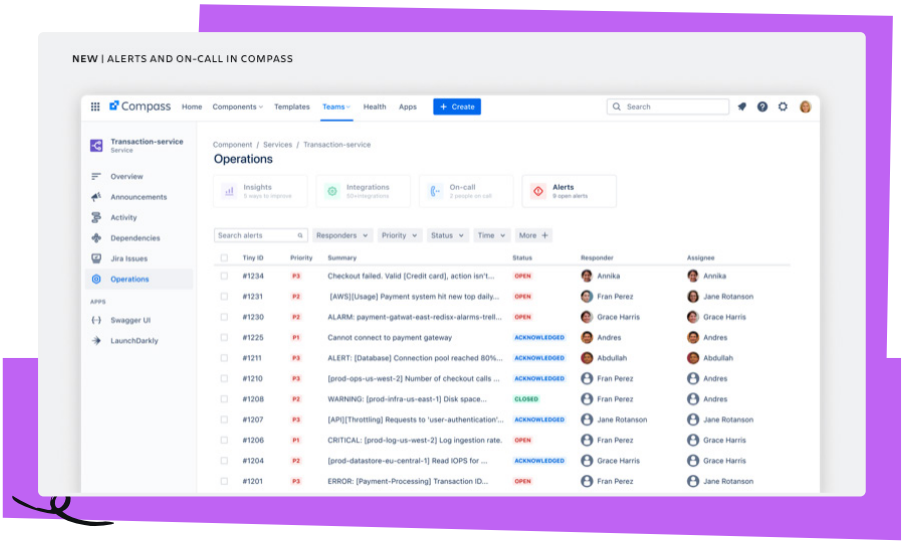
These insights appear as suggested steps, knowledge, and single-click actions for agents to review alongside the employee request and ensure a swift resolution.

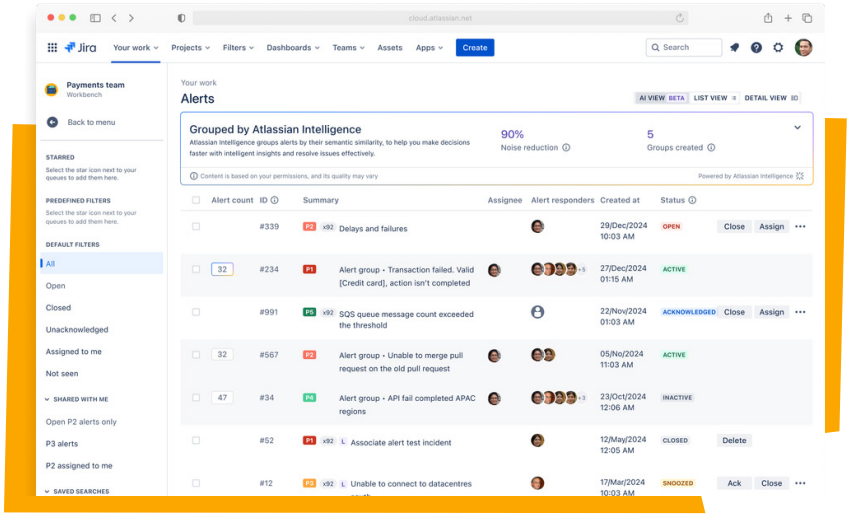


AIOps Accelerates Incident Response

Enable faster resolution of alerts and incident

IT Operations teams are growing their AI adoption to help improve service resilience and increase responsiveness to change. With Atlassian, you can connect Dev and Ops teams on a single AI-powered platform to supercharge collaboration across changes, incidents, and requests - all while managing risk.





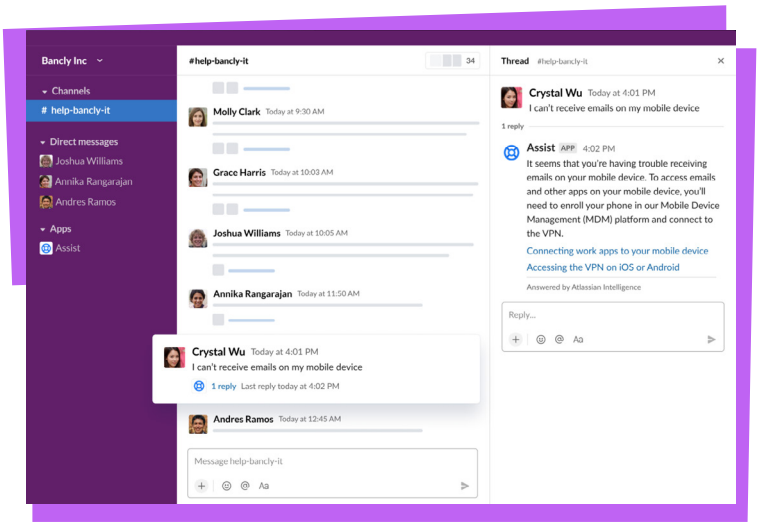
AI for IT Operations enables faster resolution of alerts and incidents. Within Jira Service Management, AI proactively groups alerts and surfaces information such as change risks, past similar incidents, as well as suggested responders and priority levels. The information is shared directly in their existing incident workflow and in connected channels and apps like Slack and Microsoft Teams.

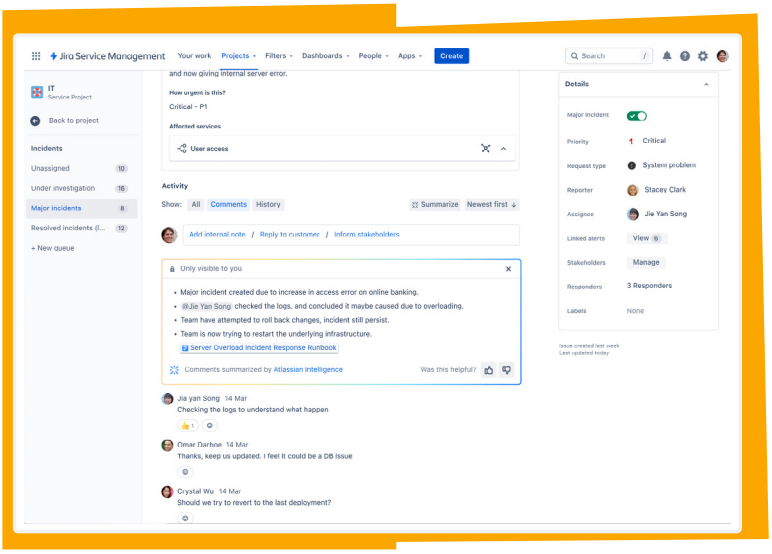
But the real magic comes from the Rovo Agents – powerful, agentic teammates that help you take action. During an incident, Rovo Agents help teams dive deeper into the details, surfacing information from third-party sources and service mappings via the Teamwork Graph to quickly identify a probable root cause. Incident managers can ask this agent questions about the nature and impact of the incident to build their understanding of the situation. Agents can also suggest recommended playbooks to review and automation workflows (including invoking other Rovo agents) to to take action. When it's time to write that Post-Incident Review (PIR), Rovo has you covered with a first draft of the report in seconds.

Let’s break down how AI helps you scale your service management.

1. Deflect requests and reduce ticket volume.

Provide seamless, always-on support with the virtual service agent. Automate common support interactions and respond to help-seeker queries with AI answers generated from your knowledge base.



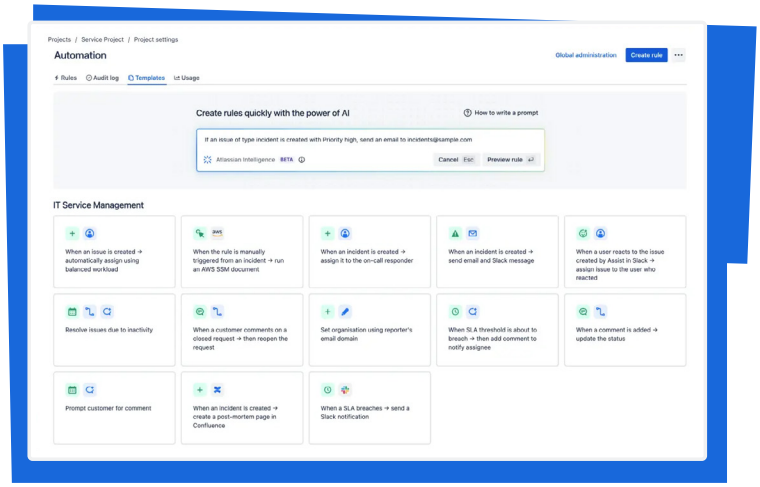


2. Triage and respond to requests faster

Accelerate agent workflows from triaging to resolution. Get AI-powered recommendations to prioritize, assign, and take action on tickets. Summarize ticket descriptions and comments to bring stakeholders up to speed, and transform your writing to ensure fast, clear communication.

3. Streamline service desk setup

Get started quickly and optimize your service desk for your team’s unique needs. Empower teams across the business to build their own projects with AI-powered configuration, and use natural language to quickly and easily build advanced automations.

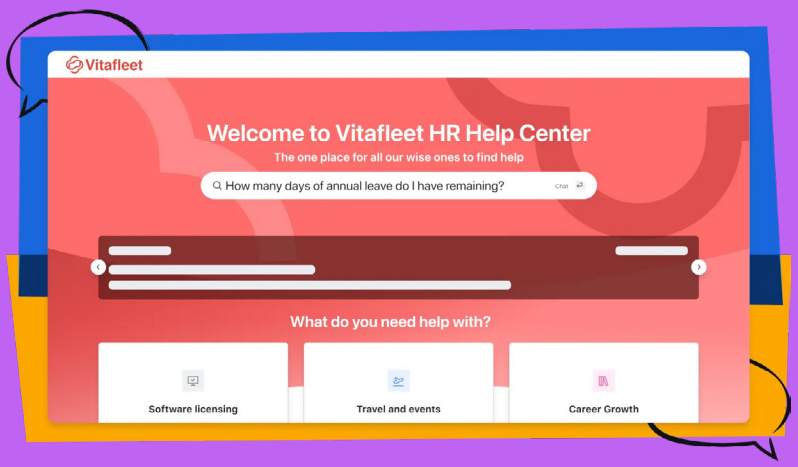


High Velocity HR service management

Deliver exceptional employee experiences. Fast.

From onboarding to offboarding, and everything in between, high-velocity HR teams look to Jira Service Management to collaborate on one platform, improve productivity, and deliver consumer-grade employee experiences.

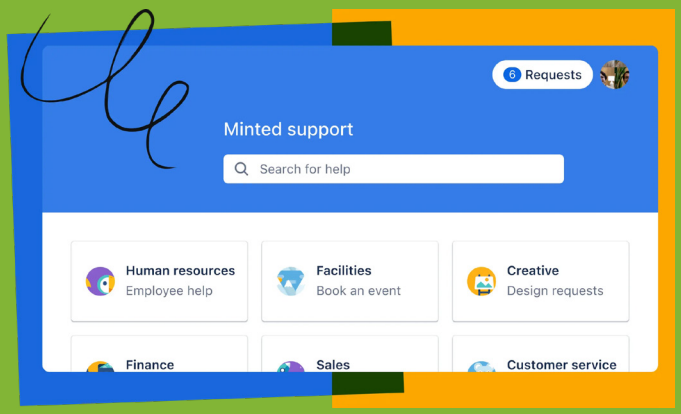
Atlassian's advancements in HR Service Management (HRSM) enable AI-generated service requests, templates and integrations with leading HR apps like Workday and Okta to automate onboarding and off-boarding.



Generative AI helps HR teams build requests that employees can make. For example, HR teams can describe their service area in a short sentence like "I work in HR and run the employee relations team." Then, Jira Service Management will instantly generate matching request types. Jira Service Management can also recommend fields that you might want to add to each request. HR teams can rapidly grow and tailor their service offerings without any technical understanding of the underlying Jira Service Management backbone.

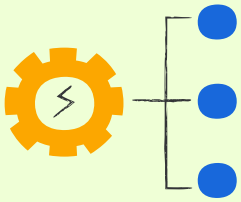
Employee help centers have been given a makeover on Jira Service Management. They're now more beautiful and customizable, allowing HR teams to configure them to display information the way they need.

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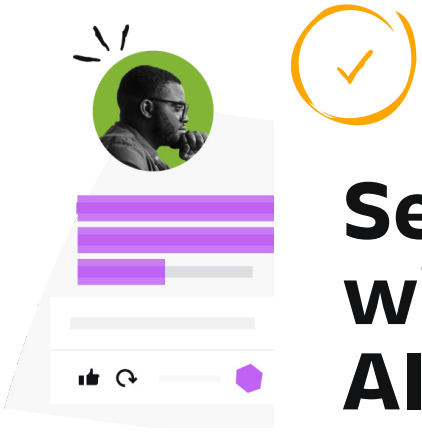
Beyond self-service and virtual agents, HR teams are using AI to improve critical workflows, including:

- Automated employee onboarding and off-boarding workflows (46%)
- AI-generated meeting notes and action items (41%)
- AI-powered virtual agents for employee inquiries and self-service (37%)



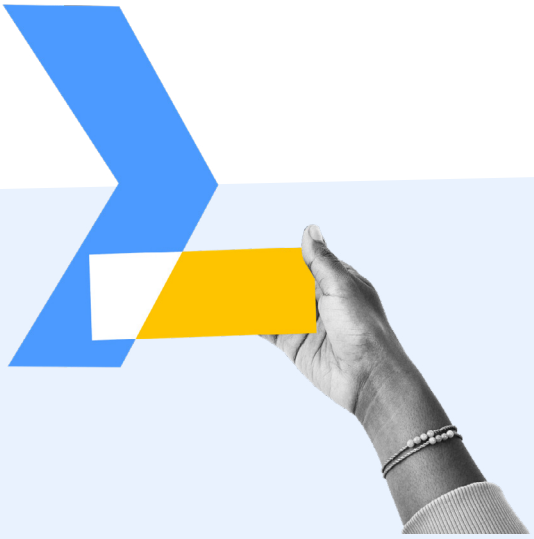
With AI-generated request types and templates, HR teams can set up service desks faster than ever. Simplified access controls protect confidential data. And Jira Service Management gives your team an AI-powered people partner.





Setting new standards with high velocity, AI-powered service management

AI and Atlassian allows you to empower your teams to deliver exceptional service experiences. Whether it's through enhancing employee service experiences with AI, streamlining incident response capabilities, or improving asset data quality, we're dedicated to helping our customers thrive in an ever-evolving landscape. Join a community of over 50,000 - together, we are setting new standards for what's possible in service management.



To learn more about AI-powered service management, please contact your local Atlassian Solution Provider.

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