

# **Generative AI in ITSM: Revolutionizing IT Operations with Predictive Intelligence**

Learn how AI-driven IT workflows reduce downtime, optimize service delivery, and enhance user experiences.

# 1. Introduction

The rise of **generative AI** in IT operations is transforming the way organizations approach IT Service Management (ITSM). Traditional IT workflows are largely reactive: teams respond to incidents after they occur, often juggling multiple tickets and struggling to meet service-level agreements (SLAs). Generative AI, however, allows IT teams to move toward **proactive and predictive service management**, using intelligent algorithms to anticipate issues, optimize workflows, and deliver faster resolutions.

One notable example is **Salesforce Agentforce ITSM**. This platform leverages generative AI to automatically categorize and prioritize incidents based on their business impact, predict potential risks, and suggest the most appropriate resolution steps. Companies using Agentforce have reported **up to 35% faster resolution times for critical tickets**, demonstrating how AI can significantly improve operational efficiency while maintaining SLA compliance.

Another example comes from **EasyVista EV Pulse AI**, which analyses historical incident logs to identify recurring issues and recommend preventive actions. Organizations using this tool have been able to **reduce manual effort in ticket handling** and minimize unplanned downtime, allowing IT staff to focus on strategic initiatives rather than repetitive tasks.

## Key Highlights:

- **Over 70% of organizations** now use generative AI in at least one business function, with IT operations leading adoption.
- **Predictive problem-solving:** AI algorithms identify potential failures and prioritize incidents, reducing system downtime.
- **Operational efficiency:** Automated ticket classification and routing allow IT teams to manage higher workloads without increasing headcount.
- **Improved user experience:** Faster, accurate responses and proactive solutions increase end-user satisfaction.
- **Innovation in workflows:** AI-driven insights enable IT teams to continuously refine processes and enhance service delivery.

Generative AI is no longer a futuristic concept; it is actively shaping modern IT operations. By integrating these AI tools into ITSM platforms, organizations can reduce response times, optimize resources, and deliver **intelligent, user-centric IT services**.

## 2. What is Generative AI?

**Generative AI** is a type of artificial intelligence designed to **create new outputs from learned patterns in existing data**. Unlike traditional AI, which mainly **analyses, predicts, or classifies information**, generative AI goes a step further by generating **innovative solutions, recommendations, or content** tailored to specific challenges. In essence, traditional AI answers "what is likely to happen?" or "what category does this belong to?" while generative AI answers "what solution can be created?" or "how can this problem be resolved optimally?"

In the context of **IT Service Management (ITSM)**, generative AI is particularly valuable because IT teams deal with complex, dynamic issues that require adaptive, **real-time problem-solving**. Instead of waiting for incidents to occur, generative AI enables IT teams to anticipate potential disruptions, recommend corrective actions, and automate routine tasks, creating a more efficient and responsive IT environment.

### Key Features of Generative AI in ITSM

- **Proactive Problem-Solving:**  
Generative AI shifts IT teams from a reactive mode to predictive operations. By analysing historical incident data, AI models can forecast issues before they escalate.
- **Efficiency Gains:**  
Routine, repetitive tasks such as ticket categorization, prioritization, and knowledge-based updates can be automated, freeing IT staff to focus on higher-value activities.
- **Improved User Experience:**  
By accelerating ticket handling and providing context-aware recommendations, end-users receive faster, more accurate resolutions.
- **Innovation in IT Workflows:**  
AI-driven insights allow IT teams to continuously refine processes, improving service quality and operational effectiveness over time.

### Real-World Example

**EasyVista EV Pulse AI** is a prime example of generative AI applied in ITSM. The platform **automatically clusters incidents** based on historical patterns, predicts potential root causes, and suggests precise resolutions. Organizations using EV Pulse AI have reported:

- **Reduced manual effort** in incident handling.

- **Faster ticket resolution times**, improving overall service efficiency.
- The ability for IT teams to focus on **strategic initiatives** rather than repetitive tasks.

Another notable example is **IBM Watson AIOps**, which uses AI to detect anomalies in IT operations, generate predictive insights, and automate remediation steps. This helps organizations **prevent outages before they occur** and optimize resource allocation, demonstrating the practical power of generative AI in real-world ITSM environments.

Generative AI is not just an enhancement to ITSM-it **redefines how IT teams operate**, moving from reactive problem-solving to **adaptive, proactive, and intelligent service management**. By leveraging AI tools, IT departments can deliver faster resolutions, optimize workflows, and improve the overall IT experience for users and stakeholders alike.

## 3. How Does Generative AI Work in ITSM?

Understanding **how generative AI works in ITSM** is crucial for organizations aiming to transform their IT operations from reactive to proactive workflows. At its core, generative AI leverages advanced machine learning and deep learning technologies to analyse historical IT data, identify patterns, and generate solutions automatically. This allows IT teams to not only respond faster to incidents but also **predict and prevent potential issues** before they impact business operations.

### 3.1 Core Mechanisms Behind Generative AI in ITSM

#### 1. Large Language Models (LLMs) & Deep Learning:

- LLMs, such as OpenAI's GPT models, are trained on massive datasets, including incident logs, support tickets, and change records.
- These models recognize patterns in the data and generate contextually relevant responses or solutions.
- Deep learning enables the system to continually improve its predictions and suggestions based on new data.

#### 2. Generative Adversarial Networks (GANs) & Variational Autoencoders (VAEs):

- GANs consist of two neural networks - a generator and a discriminator - that work together to produce realistic outputs.
- VAEs help in creating probabilistic models of data, generating variations of solutions that mimic human-like decision-making.
- These mechanisms allow generative AI to provide **highly realistic, human-like responses** for IT tickets and incidents.

#### 3. Retrieval-Augmented Generation (RAG):

- RAG combines generative models with external data retrieval systems to provide answers based on the most relevant and up-to-date information.
- This ensures that AI responses in ITSM are **context-aware, accurate, and aligned with organizational policies and historical data**.

### 3.3 Applications in ITSM Workflows

Generative AI is applied in ITSM across multiple workflows to **enhance efficiency, reduce downtime, and improve user satisfaction**.

- **Automated Ticket Classification & Prioritization:**
  - AI analyses incoming tickets, predicts urgency, and routes them to the appropriate team automatically.
  - **Example:** Salesforce Agentforce ITSM reduced critical ticket resolution time by **35%** by automatically prioritizing incidents based on business impact and SLA requirements.
- **Predictive Incident Management:**
  - By analysing historical incidents and patterns, AI predicts potential risks and escalations before they occur.
  - **Example:** EasyVista reports that organizations using EV Pulse AI can **detect recurring issues early**, preventing unplanned downtime and operational disruptions.
- **Knowledge-Base Generation & Recommendations:**
  - Generative AI creates or updates knowledge-based articles and recommends solutions tailored to current tickets.
  - This reduces dependency on human agents and speeds up self-service resolutions.
  - **Example:** IT teams using AI-assisted knowledge management report **faster self-service resolution** and increased end-user satisfaction.
- **Enhanced SLA Compliance Monitoring:**
  - AI continuously monitors service-level agreements, flags potential breaches, and suggests corrective measures to maintain compliance.
- **Root Cause Analysis (RCA) & Change Risk Assessment:**
  - AI correlates incidents across multiple systems to identify underlying problems and assesses risks for proposed IT changes.
  - This proactive approach reduces operational risk and prevents repeated failures.

By leveraging these mechanisms and workflow applications, IT teams can **convert traditional reactive ITSM into adaptive, proactive, and intelligent operations**. Generative AI not only speeds up resolution times and reduces manual effort but also enhances the **overall user experience** by providing faster, more accurate, and context-driven solutions.

## 4. Generative AI Trends in ITSM

Generative AI is rapidly transforming IT Service Management (ITSM), moving organizations from **reactive support** to **proactive, intelligent, and automated operations**. As AI adoption grows, several trends are shaping the ITSM landscape, enabling IT teams to optimize workflows, improve decision-making, and deliver superior user experiences.

### Key Trends in Generative AI for ITSM

#### 1. Integration with Legacy Systems

- Modern generative AI solutions are designed to **enhance existing ITSM platforms** without requiring a full overhaul.
- AI modules can be embedded in traditional ticketing, monitoring, and incident management tools to automate tasks and provide predictive insights.
- **Benefit:** Organizations can gain AI capabilities while preserving their current workflows and minimizing disruption.

#### 2. AI-Driven Insights

- Generative AI leverages historical incident data, ticket logs, and change records to provide **data-driven recommendations**.
- It can suggest the fastest and most effective course of action for resolving issues, optimize resource allocation, and anticipate recurring problems.
- **Example:** IBM Watson AIOps generates actionable insights by analysing logs and performance data across complex IT environments, helping IT teams prevent outages before they occur.

#### 3. Enhanced End-User Experience

- Natural Language Processing (NLP) and AI-powered chatbots can autonomously handle routine IT requests, troubleshoot issues, and guide users through solutions.
- **Real-world example:** NLP-enabled virtual assistants, like ServiceNow Virtual Agent, resolve up to **70% of routine tickets** without human intervention, significantly reducing wait times and improving user satisfaction.

- Users experience faster responses and **self-service options**, while IT staff can focus on high-value incidents.

#### 4. Automating Creative Work in ITSM

- Generative AI is not only handling repetitive tasks but also **transforming creative work** in IT operations:
  - Automating solution generation for complex incidents.
  - Creating real-time reports and dashboards for management insights.
  - Proactively detecting patterns and risks in IT systems before they escalate.
- **Benefit:** IT teams can focus on strategy, innovation, and continuous service improvement rather than routine problem-solving.

Generative AI trends indicate that **ITSM is evolving toward intelligent automation, predictive problem-solving, and seamless integration with enterprise workflows**. Organizations adopting these trends can improve operational efficiency, enhance decision-making, and elevate the overall end-user experience.

## 5. Use Cases of Generative AI in ITSM

Understanding the **use cases of generative AI** is critical for IT organizations looking to implement AI strategically. IT teams face ever-growing volumes of incidents, service requests, and complex IT changes. Generative AI provides the intelligence to **analyse patterns, automate routine tasks, and recommend optimal solutions**, allowing organizations to achieve **faster resolutions, improved service quality, and predictive problem-solving**.

### 5.1 Real-World Applications of Generative AI in ITSM

#### 1. Intelligent Categorization

- AI clusters incidents into categories based on historical patterns, predicts likely root causes, and ensures context-driven ticket classification.
- This approach eliminates manual misclassification, accelerates response times, and improves data accuracy for analytics.
- **Example: EasyVista EV Pulse AI** automatically analyses incident logs, predicts the root cause, and suggests appropriate resolutions. Organizations using EV Pulse report **reduced time spent on ticket triage by up to 40%**, enabling IT teams to address recurring issues efficiently.

#### 2. Smart Prioritization

- Generative AI evaluates business context, SLA requirements, incident severity, and even user sentiment to assign priority to tickets automatically.
- This ensures that **critical business-impacting issues are resolved first**, preventing potential downtime or revenue loss.
- **Example: Salesforce Agentforce ITSM** prioritizes incidents based on business impact and past resolution patterns. Companies implementing Agentforce have **reduced critical ticket resolution times by 35%**, enabling faster incident handling and better SLA compliance.

#### 3. Predictive Problem Detection

- AI identifies recurring patterns and emerging issues across IT systems before they escalate into major incidents.
- This shifts ITSM from reactive problem management to **preventive maintenance and proactive operations**.

- **Example:** Organizations using **EasyVista EV Pulse AI** can detect recurring issues in infrastructure and applications early, preventing service disruptions and system downtime, which significantly reduces the overall cost of IT outages.

#### 4. Change Risk Analysis

- Generative AI evaluates the potential impact of proposed IT changes by analysing historical incident and change data.
- This helps IT teams **assess risk, predict system impact, and avoid costly service interruptions.**
- **Example:** Large financial institutions utilize AI to predict the effect of software updates on critical banking services, preventing operational disruptions during high-volume transaction periods.

#### 5. Knowledge & Known Issues Management

- AI automatically generates and updates knowledge-based articles, ensuring that resolutions are available for future incidents.
- AI recommends relevant content to IT agents, improving speed and accuracy of ticket resolution.
- **Example:** Organizations implementing AI-assisted knowledge management report **faster self-service resolutions**, reducing dependency on human agents and decreasing the average resolution time by 25-30%.

#### 6. Automated SLA Compliance Monitoring & Enhanced Root Cause Analysis (RCA)

- Generative AI continuously monitors SLAs and flags potential breaches, suggesting corrective actions to maintain compliance.
- Enhanced RCA correlates incidents across multiple systems to identify root causes and recommend **long-term fixes rather than temporary patches.**
- **Example:** Companies using AI-driven SLA monitoring have reported a **significant reduction in SLA breaches**, improving overall customer satisfaction and operational reliability.

#### 7. Self-Service Optimization

- AI-powered chatbots and virtual assistants handle routine queries autonomously, freeing IT staff for more complex issues.
- These systems learn from ongoing interactions, continuously improving their response accuracy.
- **Example: ServiceNow Virtual Agent** resolves up to **70% of routine tickets automatically**, enabling IT teams to focus on high-priority incidents and enhancing the end-user experience.

## 5.2 Additional Benefits of Generative AI in ITSM

- **Faster Incident Resolution & Lower MTTR:** AI predicts, prioritizes, and recommends solutions, reducing mean time to repair.
- **Reduced Manual Workloads:** Routine tasks like ticket classification, triage, and reporting are automated, saving significant staff time.
- **Improved End-User Engagement:** Faster and more accurate solutions lead to higher user satisfaction and fewer escalations.
- **Preventive Problem-Solving:** AI identifies recurring patterns and potential failures, preventing downtime before it occurs.
- **Smarter, Data-Driven Decision-Making:** Insights from AI-driven analytics enable IT leaders to optimize operations and plan strategic initiatives.
- **Cost Efficiency:** By reducing manual intervention and minimizing outages, organizations can lower operational expenses and improve ROI on IT investments.

Generative AI in ITSM is **redefining IT workflows**. By applying AI to categorization, prioritization, problem detection, knowledge management, SLA compliance, and self-service optimization, organizations can **achieve faster, smarter, and more proactive IT service management**. Teams are empowered to focus on **innovation, strategic initiatives, and continuous process improvement**, transforming IT from a support function into a **value-driving operation**.

## 6. The Role of GenAI in Modern ITSM

Generative AI (GenAI) is playing a **strategic role in modern IT Service Management (ITSM)**, enabling organizations to transition from traditional reactive workflows to **predictive, intelligent, and adaptive operations**. By leveraging AI-driven insights and automation, IT teams can anticipate issues, optimize processes, and deliver **faster, more accurate, and user-friendly IT services**.

### 6.1 Strategic Impact of GenAI in ITSM

#### 1. From Reactive to Predictive Operations

- Traditional ITSM relies heavily on responding to incidents after they occur. GenAI enables predictive capabilities by analysing historical data, recognizing patterns, and recommending preventive actions.
- **Example: EasyVista EV Pulse AI** identifies recurring system issues before they escalate, allowing IT teams to resolve problems proactively, reduce downtime, and maintain system reliability.

#### 2. Supports Data-Driven Decisions for Operations & Strategy

- GenAI provides actionable insights from incident logs, change records, and service requests, enabling IT managers to make informed decisions about resource allocation, system updates, and process improvements.
- **Example: IBM Watson AIOps** helps enterprises optimize operations by analysing complex IT data and suggesting the best course of action for incident resolution and change management.

#### 3. Enables Continuous Innovation in IT Workflows

- AI-driven recommendations and automation allow IT teams to **experiment, iterate, and continuously improve** processes. This fosters a culture of innovation where IT operations are not just about maintenance but about strategic value creation.
- **Example: Salesforce Agentforce ITSM** enables adaptive workflows where ticket routing, prioritization, and resolution suggestions evolve based on historical trends and real-time feedback.

### 6.2 Key Benefits of GenAI in ITSM

- **Reduced Ticket Resolution Times:**  
AI automates ticket classification, prioritization, and solution recommendation,

enabling faster resolutions.

**Example:** Salesforce Agentforce reduced critical ticket resolution time by **35%**.

- **Lower Operational Costs:**  
Automating routine tasks and reducing downtime lowers the need for additional staff and minimizes costly outages.
- **Improved End-User Experience:**  
AI-driven self-service portals and chatbots handle routine queries autonomously, providing **faster and more accurate solutions**.  
**Example:** ServiceNow Virtual Agent resolves up to **70% of standard IT tickets** without human intervention.
- **Anticipates Solutions Using Historical Data:**  
GenAI leverages patterns from past incidents to propose the most effective and context-aware solutions for current issues.
- **Supports Strategic, Data-Driven Decision-Making:**  
Insights generated by AI allow IT leaders to prioritize initiatives, allocate resources efficiently, and plan preventive strategies.
- **Enables Continuous Innovation:**  
AI-assisted workflows allow IT teams to **experiment with new processes, test improvements, and implement smarter solutions** over time, fostering long-term operational excellence.

Generative AI in modern ITSM is **more than an automation tool**-it is a strategic enabler that empowers IT teams to anticipate problems, make smarter decisions, and continuously improve service delivery. Organizations that adopt GenAI gain a **competitive edge in operational efficiency, user satisfaction, and innovation**, turning IT from a reactive function into a **strategic, value-driving asset**.

## 7. Generative AI in ITSM Certification

As organizations increasingly adopt **generative AI in IT Service Management (ITSM)**, there is a growing demand for IT professionals who can implement, manage, and optimize AI-driven workflows effectively. **Professional certification** validates expertise, ensures best practices are followed, and equips IT teams to maximize the benefits of AI technologies in their operations.

### 7.1 Certified Generative AI in ITSM Credential

The **Certified Generative AI in ITSM** credential is designed for IT professionals seeking to demonstrate proficiency in leveraging AI within service management. The program focuses on **real-world applications and strategic implementation**, covering key aspects such as:

- **AI-Driven Workflows:** Learn how to integrate generative AI into existing ITSM processes, enabling automation, predictive insights, and adaptive service management.
- **Predictive Incident Management:** Understand how to leverage AI to anticipate potential IT incidents, reduce downtime, and implement preventive measures.
- **Automated Ticket Prioritization:** Master AI techniques to classify, route, and prioritize tickets based on business impact, SLAs, and historical patterns.
- **Knowledge Optimization:** Explore AI-driven knowledge-based management, including auto-generation, recommendations, and continuous updates to support efficient ticket resolution.

### 7.2 Practical Resources and Professional Networking

Certification programs provide more than just knowledge—they also offer **hands-on resources, best practice frameworks, and access to a professional network**. This includes:

- Step-by-step guidance for implementing AI tools within ITSM platforms.
- Templates and frameworks for AI-driven incident management and workflow automation.
- Opportunities to connect with AI and ITSM professionals to share insights, challenges, and solutions.

### 7.3 Real-World Impact of Certification

IT teams led by certified professionals can:

- **Implement AI tools efficiently:** Streamline deployment of AI-driven workflows without disrupting existing IT operations.
- **Improve operational efficiency:** Reduce manual effort, accelerate incident resolution, and maintain SLA compliance.
- **Make strategic, data-driven decisions:** Leverage AI insights to prioritize initiatives, allocate resources effectively, and plan preventive measures.

**Example:** Organizations with certified AI practitioners using **Salesforce Agentforce ITSM** or **EasyVista EV Pulse AI** have reported **faster adoption of AI tools, reduced operational bottlenecks, and measurable improvements in service delivery**, demonstrating the practical value of professional certification.

Professional certification in **Generative AI for ITSM** equips IT professionals with the knowledge, skills, and credibility to **lead AI-driven transformations**, ensuring organizations fully realize the benefits of intelligent, proactive, and adaptive IT service management.

## 8. Challenges and Considerations

While generative AI is transforming IT Service Management (ITSM), organizations face several **challenges when implementing AI-driven workflows**. Addressing these challenges is crucial to ensure successful adoption, minimize risks, and maximize the benefits of AI in IT operations.

### 1. Data Privacy & Security

- Generative AI relies on access to **sensitive IT and user data**, including incident logs, system configurations, and personal information.
- Organizations must ensure compliance with **data privacy regulations** such as GDPR, HIPAA, or local IT security policies.
- **Challenge:** Improper handling of data could lead to breaches, reputational damage, and regulatory penalties.
- **Best Practice:** Implement data encryption, role-based access controls, and anonymization techniques when training AI models.
- **Example:** IBM Watson AIOps emphasizes secure data handling by integrating privacy controls and governance frameworks for enterprise IT environments.

### 2. Integration with Legacy Systems

- Many organizations rely on **existing ITSM platforms** like ServiceNow, BMC Remedy, or Jira Service Management. Integrating AI with these legacy systems can be complex.
- **Challenge:** Without proper planning, integration may disrupt existing workflows, cause data inconsistencies, or require significant custom development.
- **Best Practice:** Start with a phased integration approach, using APIs or AI modules that enhance current workflows without requiring a complete overhaul.
- **Example:** Salesforce Agentforce ITSM integrates AI capabilities with existing ticketing and monitoring systems, automating prioritization and predictive insights without replacing legacy processes.

### 3. Skill Development & Change Management

- Implementing generative AI requires IT staff to **understand AI principles, interpret model outputs, and manage AI-driven workflows**.

- **Challenge:** Lack of knowledge or resistance to change can lead to underutilization of AI tools or errors in decision-making.
- **Best Practice:** Provide formal training programs, certifications, and hands-on workshops for IT teams. Encourage a **culture of continuous learning** and AI literacy.
- **Example:** Organizations adopting **Certified Generative AI in ITSM** programs report smoother adoption, higher confidence in AI decisions, and better operational outcomes.

#### 4. Investment Considerations

- Implementing generative AI requires **upfront investment** in AI tools, cloud infrastructure, training, and change management.
- **Challenge:** High initial costs may deter some organizations, especially smaller IT teams with limited budgets.
- **Best Practice:** Evaluate AI solutions based on **ROI from efficiency gains, predictive problem-solving, and reduced downtime**. Consider phased adoption to spread costs and demonstrate measurable benefits early.
- **Example:** Companies using AI-driven ITSM tools like EasyVista EV Pulse AI or Salesforce Agentforce have achieved **significant ROI** by reducing manual tasks, accelerating incident resolution, and improving SLA compliance.

While generative AI offers **transformational benefits**, organizations must proactively manage **data security, integration complexity, skill development, and investment planning**. Addressing these challenges ensures a **smooth, secure, and effective deployment** of AI-driven ITSM solutions, paving the way for proactive, intelligent, and efficient IT operations.

## Conclusion & Future Outlook

Generative AI is **reshaping IT Service Management (ITSM)** by moving organizations from traditional reactive workflows to **proactive, adaptive, and intelligent operations**. By analysing historical data, predicting potential incidents, and automating routine tasks, GenAI allows IT teams to **resolve issues faster, optimize workflows, and focus on strategic initiatives**.

### Transformational Impact on ITSM

- **From Reactive to Proactive:** AI anticipates issues before they escalate, reducing downtime and improving system reliability.
- **Adaptive Operations:** AI-driven workflows continuously learn from historical and real-time data, adapting to new patterns and optimizing incident resolution.
- **Intelligent Decision-Making:** AI provides actionable insights to support strategic decisions, resource allocation, and process improvements.

**Example:** Organizations using **Salesforce Agentforce ITSM** and **EasyVista EV Pulse AI** report faster incident resolution, improved SLA compliance, and enhanced end-user satisfaction due to predictive problem detection and intelligent automation.

### Future Opportunities

The future of generative AI in ITSM promises **even greater innovation** and efficiency:

#### 1. Virtual Support Agents

- AI-powered virtual assistants will autonomously handle a broader range of user queries, from routine issues to complex troubleshooting, reducing dependency on human agents.
- **Example:** ServiceNow Virtual Agent already resolves up to 70% of routine tickets, and future versions will expand capabilities using more sophisticated AI models.

#### 2. Predictive Problem-Solving

- Generative AI will increasingly anticipate system failures, identify emerging risks, and propose pre-emptive solutions, minimizing disruptions and downtime.
- **Example:** EasyVista EV Pulse AI identifies recurring patterns to prevent outages before they impact users, enabling truly preventive IT operations.

#### 3. Continuous Process Improvement

- AI will drive continuous optimization of IT workflows, automatically updating knowledge bases, refining ticket routing, and recommending improvements based on evolving data trends.
- This will create a **cycle of constant innovation** within IT operations, making services faster, smarter, and more reliable.

## Key Benefits Moving Forward

- **Higher Operational Efficiency:** Automating routine tasks, predicting incidents, and optimizing workflows reduces manual effort and operational costs.
- **Smarter Decision-Making:** AI-driven insights support proactive strategies, enabling IT leaders to allocate resources wisely and focus on business-critical initiatives.
- **Improved User Experience:** Faster resolutions, intelligent self-service, and proactive problem detection increase end-user satisfaction.
- **Innovation & Agility:** AI empowers IT teams to continuously improve processes, design smarter workflows, and adapt to changing business needs.

In conclusion, **generative AI is not just a tool-it is a strategic enabler** for modern ITSM. Organizations that embrace AI-driven service management can achieve **intelligent, agile, and user-focused operations**, unlock higher efficiency, strengthen decision-making, and foster a culture of continuous innovation.

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