

A Digital Twin is Born

Customer Loyalty Conference

Stockholm 1st June 2023

John Jackson

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HOPE
PEACE
PROSPERITY



“...Human interacting with digital system that understands and displays empathy”







**PRODUCT
PRODUCTION
SUPPLY CHAIN (NETWORK)**

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DT OF THE CUSTOMER DT OF THE ORGANISATION

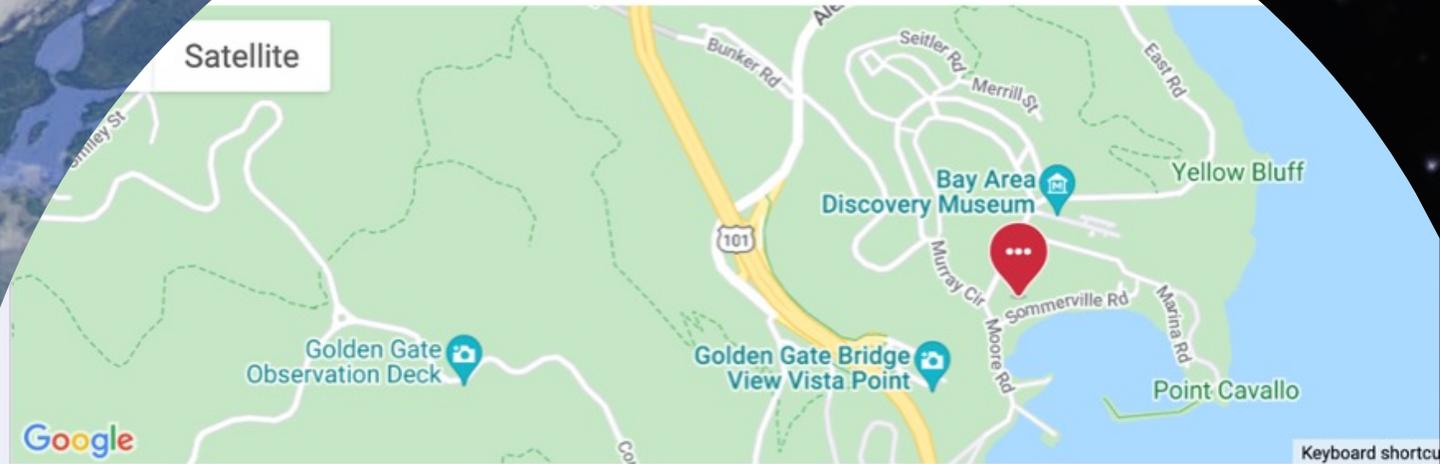


A man's profile is shown in a three-quarter view, looking towards the right. The background is a dark blue gradient. Overlaid on the left side of the man's head and neck is a complex digital graphic. This graphic consists of numerous white and light blue icons, including a shopping cart, a person, a globe, a Wi-Fi symbol, a telephone, a mail envelope, and various line graphs and bar charts. These icons are arranged in a circular pattern around a central point, with some appearing to be part of a larger, glowing blue sphere. The overall aesthetic is futuristic and data-driven.

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**SCALE
SIMPLIFY
OPTIMISE
MONITOR
PREEMPT
VIRTUALISE**





Today < > February 27 - March 05 2022

Show recommendations <input type="checkbox"/>	Sunday	Monday	Tuesday	Wednesday	Thursday
Search agents <input type="text"/>	27	28	01	02	03

▼ NorCal Technicians

Monica Pitzen ⓘ ⋮		PM WO	Anter WOT	Insp WO	
Ray William ⓘ ⋮				Installation edge routers WOT0010333	
Taylor ⓘ ⋮		S W	R W		

Installation Scanners
WOT0010330

Opportunities

Primary Metric **Total Occurrences** + Secondary Metric **Max Duration**

Channel

Routes

1.2k

297

521

408

375

Model Statistics

Metric Project Total A

Routes 2.1k 2.1k

Records 22.9k(100%) 22.9k

Avg Duration 1w 1w

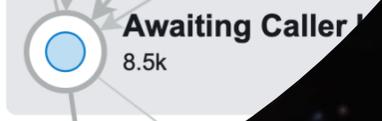
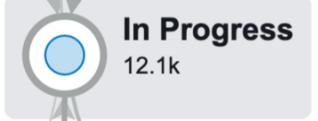
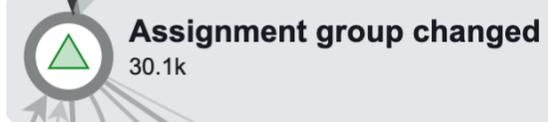
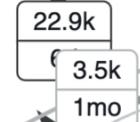
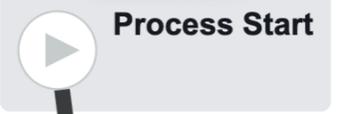
Std Deviation 1w 1w

Med Duration 1w 1w

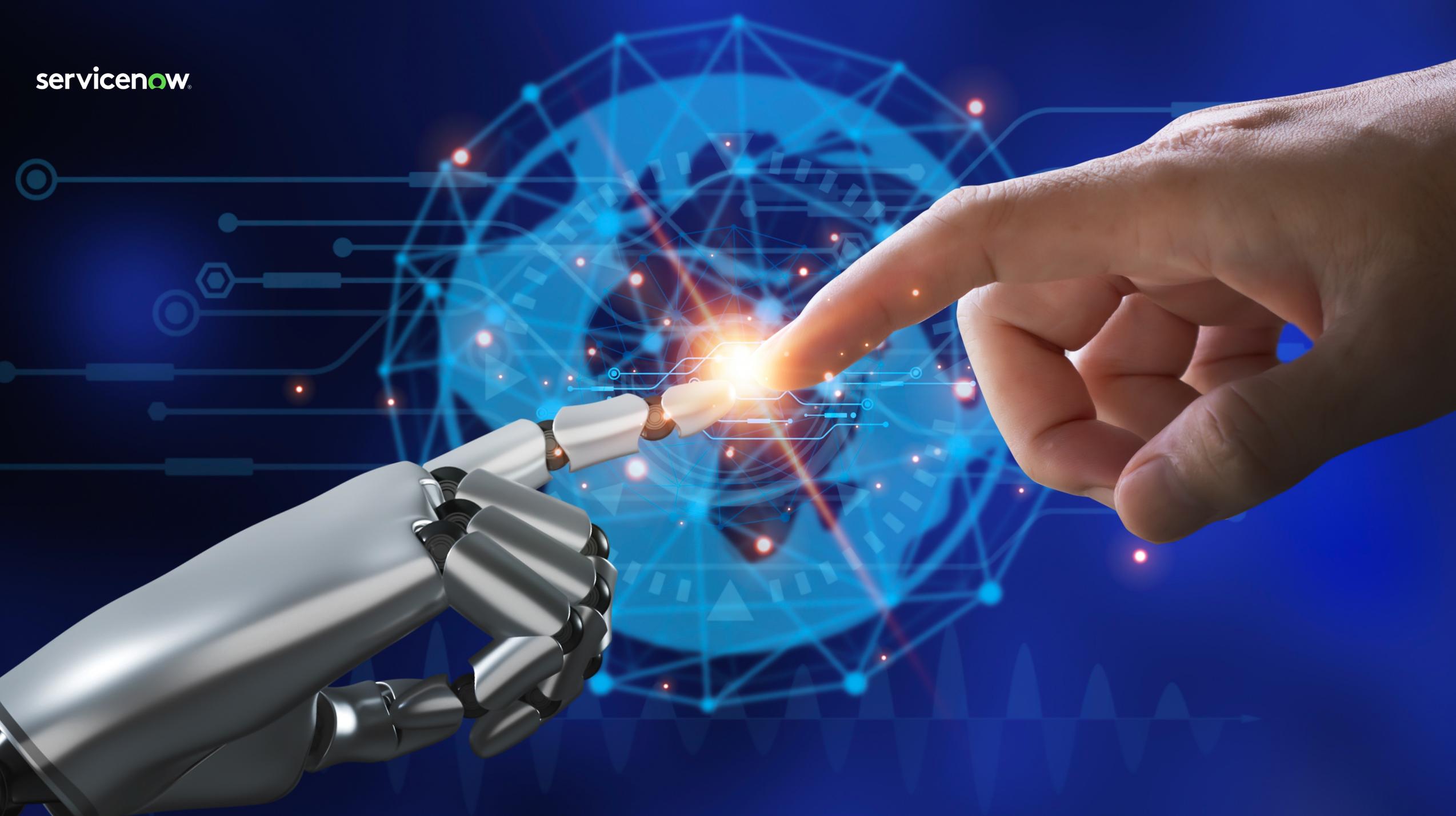
Bottleneck Analysis

Activity Legend

Max Duration



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IVA

CASE

AI SEARCH

CONTRACTS

CONFIG MNGT

PARTS INVENTORY

KNOWLEDGE BASE

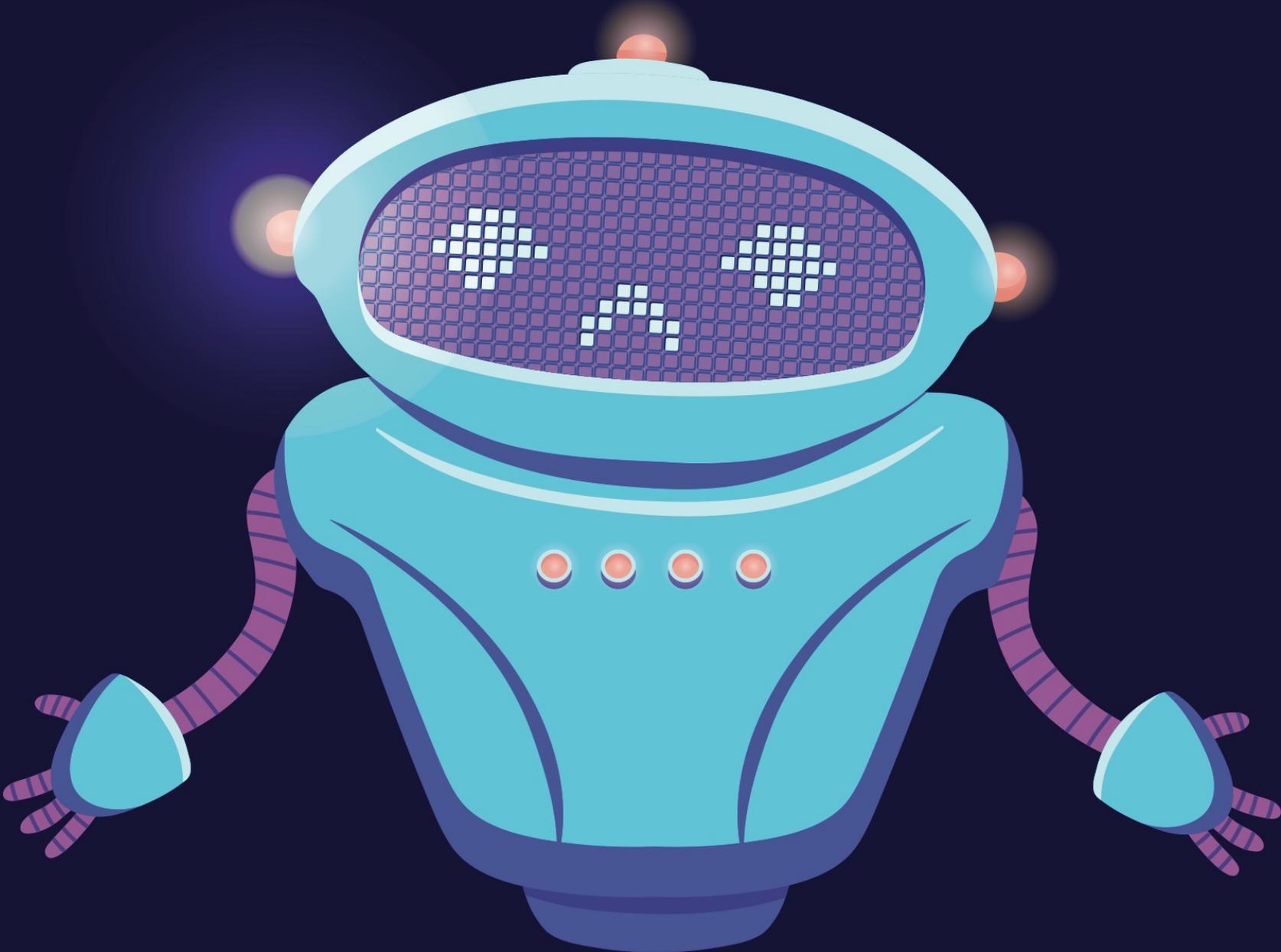
SERVICE DATA MODEL

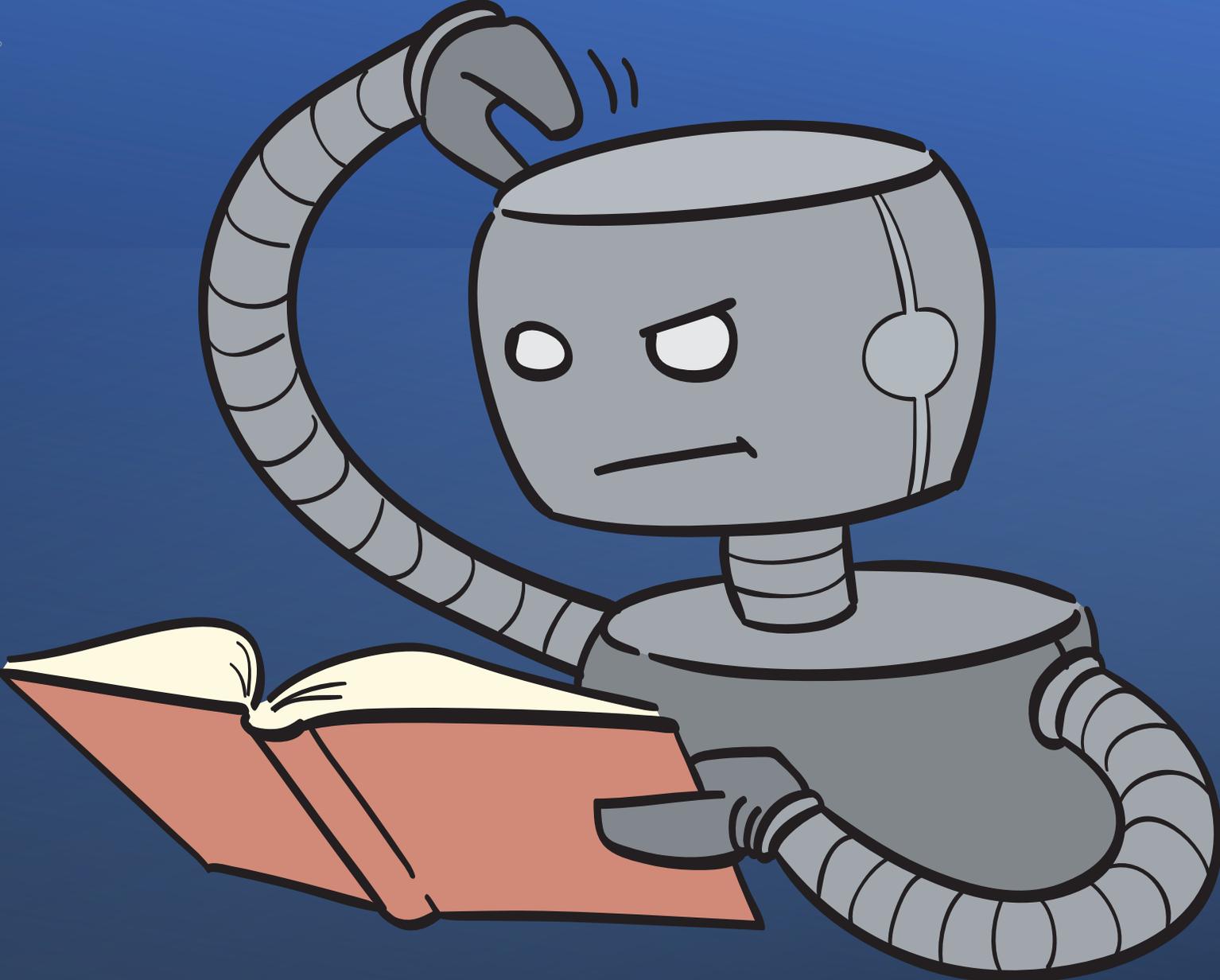


COGNITIVE

EMOTIONAL

COMPASSIONATE









Hop on!

Drive <<AI>>
Responsibly

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Sources

- Daniel Goleman and Paul Ekman – 3 types of empathy
 - <https://www.servicenow.com/workflow/employee-engagement/how-to-build-empathy-in-business/>
 - <https://www.inc.com/justin-bariso/there-are-actually-3-types-of-empathy-heres-how-they-differ-and-how-you-can-develop-them-all.html>
- Scott Stephenson – Intelligence Revolution
 - <https://www.forbes.com/sites/forbestechcouncil/2023/01/17/dont-fear-innovation-what-comes-after-the-intelligence-revolution>