



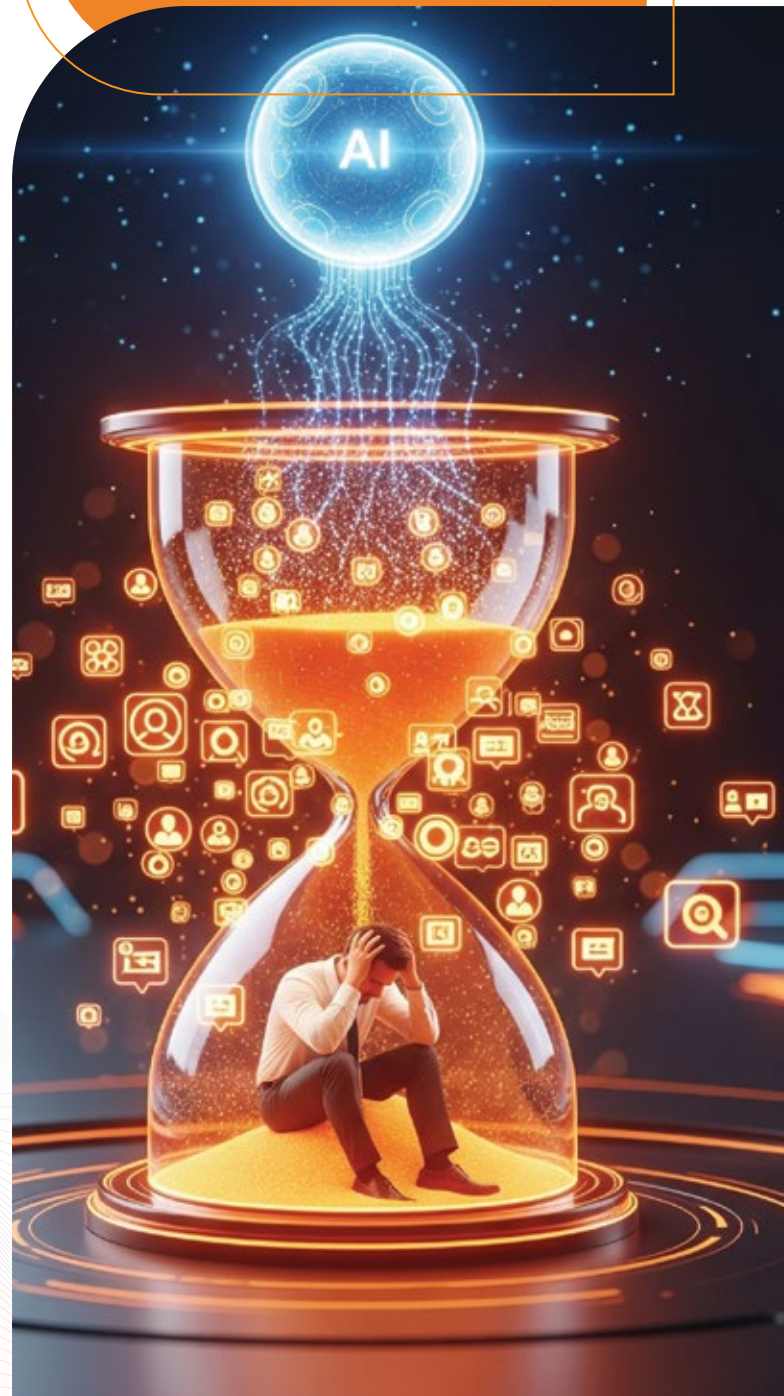
# How AI Agents are Serving the Service Request Management Ecosystem



Try talking to service request agents about their routine work. Most of the conversation will unfold the volume of repetitive and redundant work they do every day. On further probing, they highlight how automating the most basic requests, like changing a password or a mere inquiry request, can save plenty of time. While these seem trivial, delaying any requests can have major consequences. Hence, managing the entire process from submission to resolution is crucial for operational efficiency.

It's a catch-22 situation. While meeting customer expectations hinges upon the ability to streamline IT operations and resolve service requests on time, most organizations have legacy systems for these operations, which work in silos and require significant manual intervention. *Is there a way out? Let's explore.*

*How many times have you raised a service request, and waited for the system to respond, or followed up incessantly for a simple address update? The fact is there's a lot that happens between the 'How may I help you' and actually finding the assistance. There are some age-old problems that create the gaps. Solving them calls for more than short-term technical fixes.*





# Understanding the Universe of Service Request Agents

## **Types of Requests**

*Service requests can be internal (from employees) or external (complaints, requests, inquiries, or information), with expected resolution ranging from instant (in case of chatbots) to days (for significant system updates).*

Imagine getting hit by paper planes from all directions, trying to read the messages written on them, and responding satisfactorily, without dropping even a single one. That's the world of service request agents for you.

Service Request Management (SRM) is a structured process that speeds up and simplifies service request fulfilment. IT departments service hundreds, if not thousands, of such tickets daily. These tasks start with a formal request and follow a structured process for prioritizing and resolving the requests. However, valuable resources often spend most of their time supervising or assisting repetitive requests while keeping priority requests unaddressed in the queue. This backlog may spiral into serious escalations if not addressed promptly.

In case of requests from customers, failure to close them satisfactorily can lead to severe consequences like the customer switching the service provider, limited scope for scalability, and high overhead costs. Thus, even small errors can be costly.

**High Volume of Requests =  
Chaos + Errors + Frustrated Service Agents**



# The AI Superpower: Changing the SRM Ecosystem

AI and generative AI have already made their presence felt in the SRM domain, with chatbots being a regular feature of all SRM systems. Increasingly, organizations seek to use GenAI to improve the outcomes and delivery of service requests. In fact, Gartner stated that by 2025, some form of **AI and GenAI will be leveraged** by 80% of customer service organizations to improve agent productivity and customer experience. We are witnessing the prediction in action today.

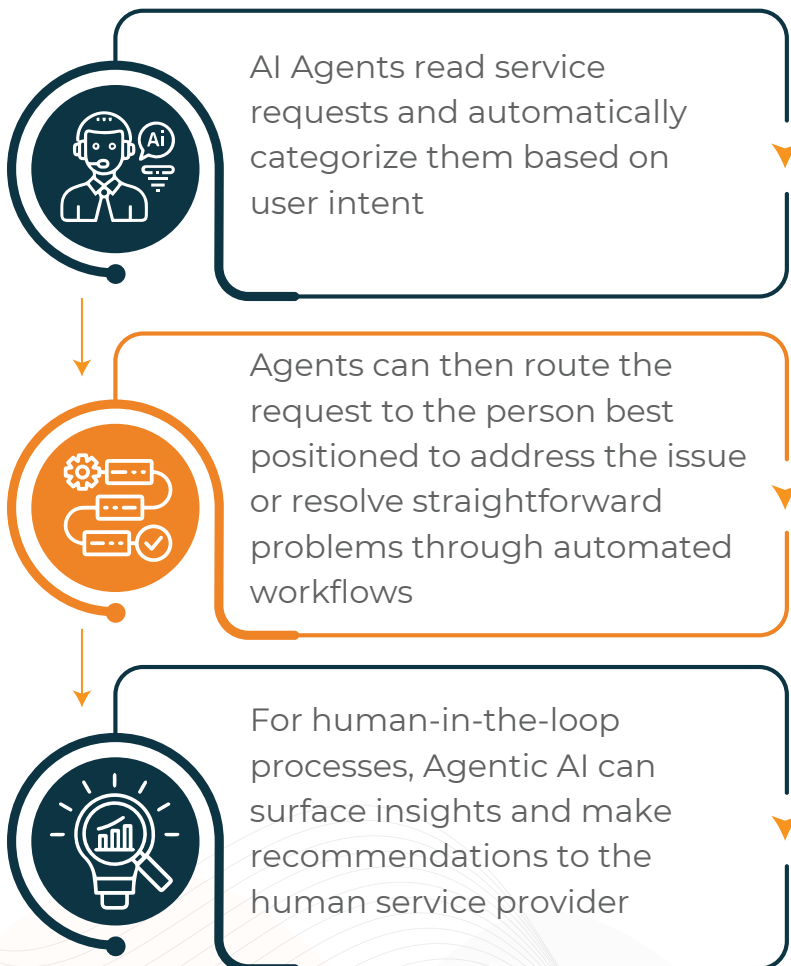
Leading organizations rely on GenAI and AI agents to transform the SRM journey, from submission to resolution, by routing requests to the concerned departments, improving triage accuracy, and automating routine tasks. According to a research report by McKinsey, the application of GenAI has helped organizations reduce the turnaround time by 9%, **resolving 14% more issues per hour**. Moreover, the requests to speak to a manager dropped by 25%.



# How AI Agents Transform the Service Request Landscape

The advent of Agentic AI in request management changes everything. With Agentic AI, SRM teams can resolve queries (both internal and external) faster, without adding headcount. It's like having a super assistant by your side – one that can automate routine tasks, enhance decision-making, and improve user support.

Agentic AI has immense potential to utilize historical data to make predictions and optimize systems and processes, ultimately leading to faster and autonomous request handling. Here's how it works:



When organizations need a human to be involved in the process, whether due to corporate policies or SLA requirements, Agentic AI can act collaboratively, guiding data-driven decisions. This enables the best of both worlds: **the AI's speed and comprehensiveness, plus the human agent's ingenuity and decision-making.**



## The 4 Capabilities of Agentic SRM



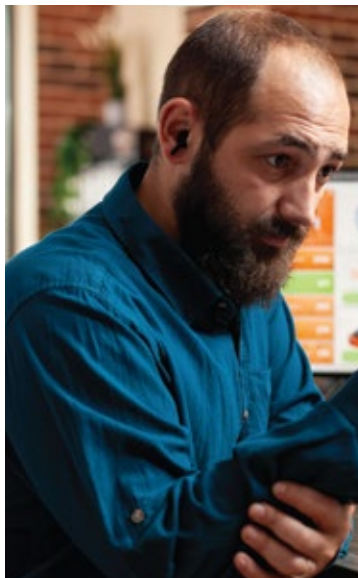
**1. AI Experiences:** AI-powered solutions that operate quickly, while human-in-the-loop intervention can resolve cases without adding to the agent's workload.

**Use Case:** AI agents can utilize historical and training data to build their knowledge repository and resolve straightforward requests promptly. This could also apply to auto-approvals, whereby AI can handle routine requests, keeping the checker in the loop for service items to reduce the administrative burden on IT agents and speed up resolution times.



**2. Contextual AI:** The agents can analyze data to provide contextual insights for enhancing user experience, streamlining processes, and eliminating performance bottlenecks. Relevant stakeholders can use these insights to gain a holistic view of the requests and take suitable measures to improve operational resilience.

**Use Case:** 24/7 self-service portals with conversational AI agents can identify difficult-to-handle tickets, recurring issues, and knowledge gaps.



**3. Sentiment Mining:** AI agents use advanced text analytics capabilities to provide valuable inferences into customer opinions and attitudes with 360-degree visibility and actionable insights via a unified dashboard.

**Use Case:** In retail lending, AI agents can mine customer sentiment across channels of engagement such as loan applications, approval communications, and servicing touchpoints. If a surge in negative sentiment is detected in chat logs related to loan rejections or documentation confusion, the AI agent highlights these friction points by applicant segment or loan type. It may reveal that first-time borrowers consistently express frustration over unclear eligibility criteria or long processing times. These insights help lending teams refine messaging, improve turnaround, and reduce abandonment rates, ultimately enhancing borrower satisfaction and increasing conversion across lending funnels.



**4. Smart Prioritization:** AI agents enable easy categorization and triaging of requests based on urgency and context for prioritized resolution. In insurance operations, for instance, the agents can triage incoming claims by analyzing factors like policy type, claimant history, potential fraud indicators, and severity of the incident.

**Use Case:** A motor claim with ambiguous accident documentation and past fraud flags is queued for further scrutiny. The agent learns from historical approvals, denials, and appeals to refine its triage logic over time, ensuring urgent, low-risk claims are expedited while complex or suspicious cases are routed appropriately. This reduces manual intervention, accelerates payouts for genuine claims, and optimizes adjudicators' bandwidth.

# A Business Case for SRM Agents

All said and done, for a technology leader, the crucial question while deciding on an investment in Agentic SRM would be, 'what can AI agents do to meet my operations goals?'

**Agentic AI has many quantifiable benefits for Service Request Management.**

## 1. Manage Huge Volumes of Tickets

By handling a large volume of data to identify errors, redundancies, and inconsistencies, AI algorithms bring the following benefits:



Improves data reliability and accuracy, saving valuable time for IT teams and streamlining data management.



Helps create reliable and high-quality documentation for knowledge repository development. This documentation may include FAQs, procedures, articles, case resolution summaries, and exception summaries to promote self-learning for end-to-end resolution.

## 2. Customer Experience

Integrating AI and AI agents in SRM significantly enhances customer experience by delivering faster resolution and a more consistent, personalized user journey

**Happy Customers = Greater Engagement + Lower Retention Cost**

*A March 2025 Gartner report estimates that by 2029, nearly 80% of common customer service issues will be resolved autonomously by Agentic AI, without human intervention.*

AI agents can rapidly analyze vast amounts of data to generate highly accurate, context-aware responses tailored to users' needs and historical interactions. With end-to-end service delivery automation, organizations can create conversational and consultative user experiences, helping even hesitant users engage meaningfully with agents.



### 3. Cost Efficiency and Better ROI

Agentic AI delivers a substantial return on investment (ROI). Significant productivity boost and reduced manual effort enabled by intelligent tools that automate routine tasks lead to better cost efficiency.



With AI-powered SRM, organizations can optimize chatbot interactions across every touchpoint, leading to lower ticket volumes and reduced agent workload.



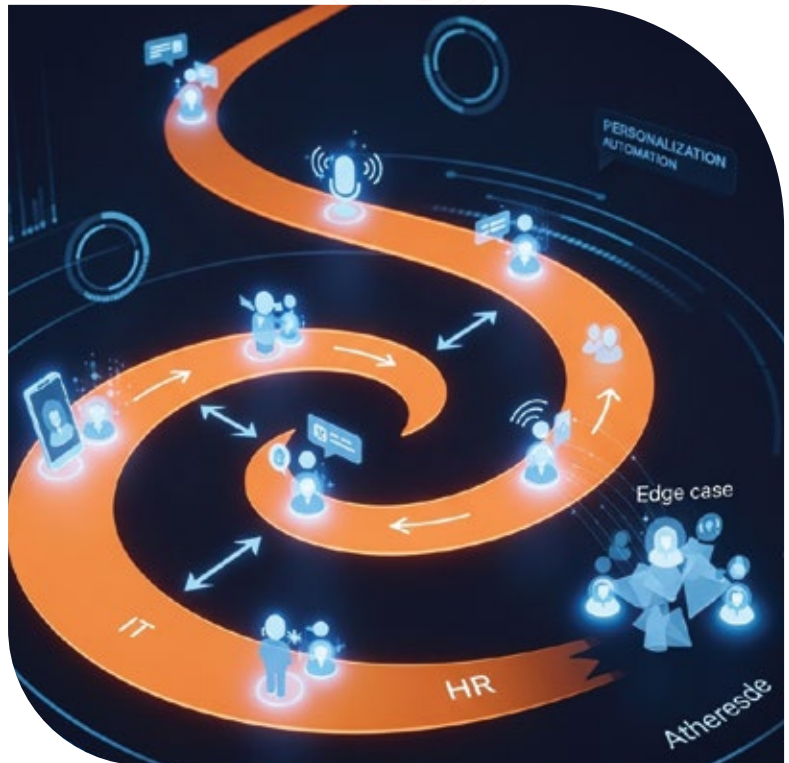
Omnichannel capabilities streamline the ticket lifecycle, enabling swift resolutions across devices and platforms; thus, reducing operational cost.

According to Gartner, the deployment of conversational AI in contact centers will lower agent labor costs by **\$80 billion by 2026**. Faster resolution, proactive issue detection to minimize downtime, and shorter development cycles contribute to improved operational performance and financial outcomes.

# Take the Leap with NewgenONE

Leading organizations are choosing Agentic AI as a springboard toward new-age SRM, and choosing a partner with an adequate understanding of industry nuances is crucial. With Newgen's **Agentic SRM Solution**, enterprises can transform service journeys.

The solution elevates service journeys with custom AI agents that are purpose-built for specific needs and ecosystems. Furthermore, it enables omnichannel interactions, dynamic case resolution, personalized interactions, and seamless exception management. The result? Quicker responses, lower costs, and customers who engage better with the organization.



Think beyond reactive SRM; move to proactive and profitable operations with NewgenONE. Elevate your service request management with AI agents built for the enterprise of tomorrow.

## About Newgen

Newgen is the leading provider of an AI-first unified digital transformation platform with native process automation, content services, customer engagement, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

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