**servicenow** | **southeastern** | **UP3**

# Southeastern's first AI Agent live in 3 weeks

Since 2018, UP3 has partnered with Southeastern to modernise customer relations using ServiceNow CSM. Building on this, UP3 introduced Virtual Agent and Now Assist to enable digital self-service and reduce resolution times. Together, they have continued to identify secure, high-impact AI opportunities tailored to Southeastern's operational needs.

---

🏢 Industry: **Transport**

👥 Company size: **4,000+**

📍 Location: **United Kingdom**

🔍 UP3 services: **ServiceNow Managed Service, ServiceNow Support services**

⚙️ ServiceNow products: **ServiceNow CSM Pro Plus, ServiceNow ITSM Pro, virtual Agent, Now Assist for CSM**

**Outcomes:**

✔ **First AI agent live in 3 weeks, delivering immediate ROI**

✔ **6 AI agents identified to automate manual processes**

✔ **Report generation time cut from 96 hours to 4 minutes**

✔ **Improved staff satisfaction and capacity**

✔ **Setting a new standard for continued AI adoption and innovation in the rail industry**

## Overview:

Southeastern Railway operates one of the busiest networks in the country, running over 1,700 trains a day across the South East of England, carrying 500,000+ daily passengers. With so many daily customers, the Customer Relations team is an essential service to support people before, during, and after their train journeys. All customer queries, complaints and praise come through this team, which consists of 72 staff in contact centre roles and 16 at head office.

## The challenge:

Southeastern's Customer Relations team struggled with manual, time-consuming processes that drained capacity and slowed service. Tasks like major incident reporting could take days and involve multiple team members, while employees wanted to spend less time on repetitive work and more on meaningful customer interactions.

✔ **Employee experience impacted by repetitive work.** Southeastern's customer relations teams were overwhelmed with repetitive, low-value tasks that consumed time and energy.

✔ **Manual, time-consuming processes slowing service.** Critical tasks like reporting on major incidents were taking several days of effort, across multiple different team members, diverting staff from customer-facing responsibilities.

✔ **Desire to deliver ROI through AI - within weeks, not months.** Speed was critical. They wanted something quickly to show proof of concept minimising the gap between investment and ROI.

✔ **Build the business case for AI and bring people on the journey.** AI needed to be seen as an enabler, not a threat. The team at Southeastern needed to demonstrate the value of AI and how AI would remove repetitive tasks and bring back the joy in their roles.

# The solution:

### AI Unlocked

UP3 ran a series of short, focused discovery workshops with Southeastern's Customer Relations team to identify pain points and manual processes that would benefit from automation. From these sessions, UP3 and Southeastern identified 6 AI agent use cases, each addressing a specific business challenge.

### AI Agent: Major Incident Report Generator

The first AI Agent, Major Incident Report Generator, went live in just 3 weeks. It automates the creation of major incident reports, which are shared with senior stakeholders across the business.

Previously, compiling these reports involved multiple individuals reviewing hundreds of cases manually and producing lengthy documents. Now, leveraging connected data within ServiceNow CSM, the time taken to complete the process has been reduced from 96 hours to just 4 minutes.

### Other AI agents in development include:

1. **Action Summarisation** - adds actionable insights to case summaries.

2. **Duplicate Payment Claim Identifier** -reduces fraud and manual effort.

3. **Urgent Case Classification -** ensure accurate, timely, reporting when needed.

4. **Automated Case Classification** - ensure accurate, compliant reporting.

5. **Automated QA** - validates corporate communications against industry requirements before sending

**This was all possible with UP3's deep rail industry expertise and an established partnership with Southeastern. Together, these AI agents will expand Southeastern's capacity, speed up responses, and improve service, while giving employees a more enjoyable work life and freeing them to focus on delivering excellent customer support.**



# The outcome:

Southeastern has quickly proved the value of ServiceNow AI and built the internal business case for further AI adoption. They have seen quick results in terms of productivity and the reduction in manual work has had a positive impact on employee morale and overall happiness at work. This is only the beginning of Southeastern's journey with Now Assist. With a clear roadmap ahead, Southeastern and UP3 are set to unlock even more ServiceNow AI capabilities.

### Long-lasting results

Southeastern's success with UP3's AI Unlocked demonstrates how targeted, rapid AI deployment can transform operations without disrupting existing systems or organisational culture. Instead, it compliments it. By focusing on real business challenges and delivering measurable results in weeks, Southeastern has set a benchmark for innovation in the rail industry - empowering employees, enhancing customer experiences, and paving the way for a future where AI drives meaningful efficiency and value.

**"It's really comforting to have someone by your side who understands the technology that we can go to with our ideas and they can turn it into real life."**

David Banham, Customer Relations Operations Manager