ATLASSIAN

State of AI in Service Management Report 2025

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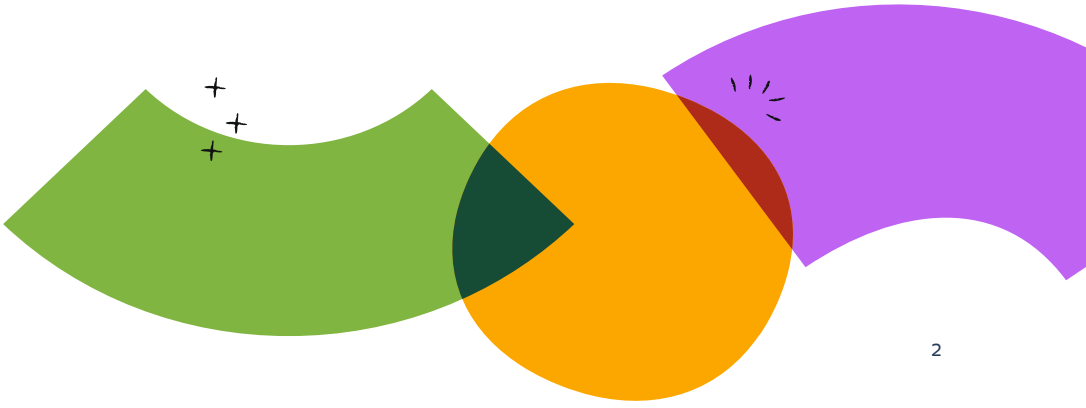


Executive summary

Last year was Atlassian's inaugural State of AI in Service Management report. The report was introduced to identify common opportunities, barriers, and behaviors across all Service Teams. In the report we focus on IT Operations, Human Resources, Research & Development, Customer Service, and Business Teams to get a holistic view of how teams are approaching and embracing AI in their workflows.

The data suggests that while teams are still worried about security and struggling to measure ROI, an overwhelming majority (98%) are leveraging AI in their service management workflows. Respondents are motivated to embrace AI thanks to the promise of innovation, and the hope of gaining a competitive edge.

Although the first report was only ~12 months ago, a lot has changed in the world of AI. Sora 2 has flooded TikTok, Britain's Channel 4 debuted an **AI-generated news presenter**, and OpenAI released Chat GPT-5o a model that promises stronger reasoning and better writing and code-assistance. However, as the utilization of AI increases, so do the bills that pay for it. The biggest challenge teams must overcome is justifying the cost of their tooling, **which will become harder as prices soar.**

Although teams cite cost and ROI as a challenge, the majority plan to expand their AI use and increase their investment in AI-powered capabilities over the next 12 months. This leaves Service Teams to grapple with measuring ROI and justifying spending, or possibly being left behind the competition. In addition to understanding different Service Teams' outlook on AI and their work, you can also benchmark your own Service Teams processes against findings across:

- AI usage by department
- Maturity in AI utilization
- Common challenges
- Benefits of AI adoption
- Future investment
- Year-over-year comparisons

Survey methodology and demographics

Atlassian's State of AI in Service Management 2025 research study followed the same criteria as the inaugural report. CITE Research was commissioned by Atlassian to survey over 500 business professionals across the US about their usage of AI in various aspects of service management. Respondents were also asked to highlight barriers to adoption, positive impacts, current usage, and planned future investments for AI tooling.

We required that respondents were:

- Employed full time
- At senior level or above
- Working at an organization with 500+ employees
- Working in IT Operations, Research and Development, Human Resources, Customer Service, or other business team.

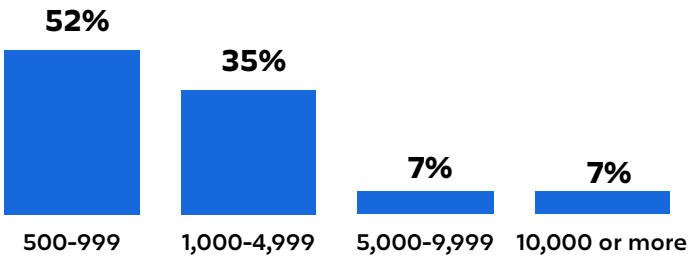
The goal of this criteria was to measure the perception of AI across various types of Service Teams in different industries, and to ensure that the findings would apply across a wide range of sectors. We also wanted to poll those that would be directly involved in decision making and the implementation of AI initiatives.

Targeting people in managerial and senior roles zooms in on the perspective of folks leading the charge on AI in their organizations. This year, the respondent sample is balanced across key business functions and industries, unlike last year's which had a slight bias toward tech. We dive deeper into the respondent profile in more detail in the following sections.

Respondent Profile

Employee Headcount*

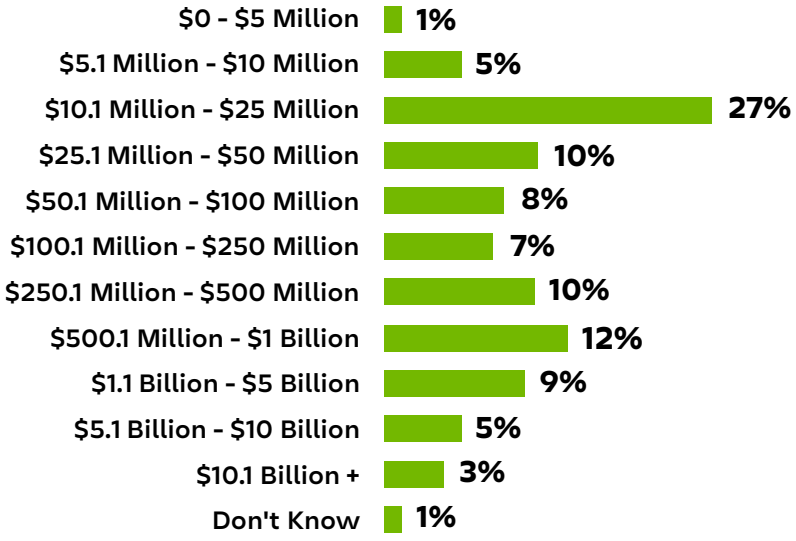
Approximately how many total employees are at your company, across all locations?



- The majority of respondents fall into the 500-999 employee category.
- Eighty-seven percent of respondents have between 500-4,999 employees.
- Only 7% belong to companies with 10k or more employees.
- In 2024's wave of research there was slightly more distribution across categories: 61% had between 500-4,999 employees and 38% were in the 5,000-10,000+ category.

Annual Revenue*

What was the annual revenue for your company last year?



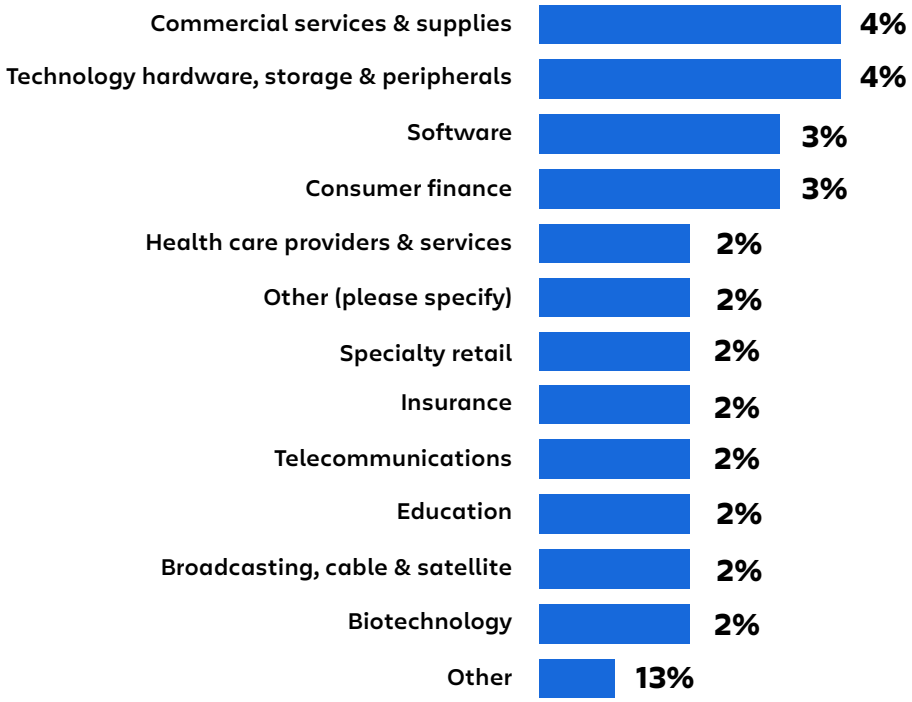
- The majority work for companies reporting annual revenue of $10.1-$25M.
- Identical to 2024's survey, 12% fall in the $500.1M - $1B category.
- Similar to last year, smaller percentages are spread across other revenue brackets.
- Only 1% report not knowing their company's annual revenue, which indicates that the survey did capture senior leaders and decision makers as folks in leadership positions are often close to revenue reporting.

*percentages may not total to 100% due to rounding of individual percentages

Industry

Which of the following best describes the business or industry your company is in?

- Commercial Services & Supplies (4%), Technology Hardware, Storage & Peripherals (4%), and Software (3%) were the sectors that the majority of respondents worked.
- Last year 15% reported working in IT Services, this year, no respondents worked in IT Services.
- Also notable, this year there is more of an even distribution across the various sectors surveyed.
- In 2024 there was a larger delta across industries, this year has more of an even distribution.



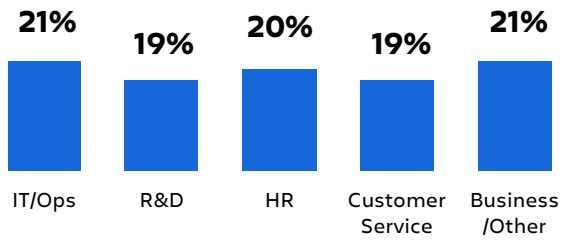
Editor's note: The Other category contains respondents working in hotels, restaurants, & leisure, capital markets, machinery, food products, food & staples retailing, energy & equipment services, aerospace & defence, real estate investment trusts, multiline retail, internet software & services, automobiles, pharmaceuticals, healthcare equipment & supplies.

Segments

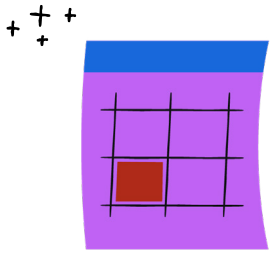
In which department are you involved?*

Respondents were asked which department they were involved in and which job titles they held. This data was used to divide respondents into segments. The goal of separating respondents into key segments was to determine how well different segments were represented in the survey.

Department Involvement

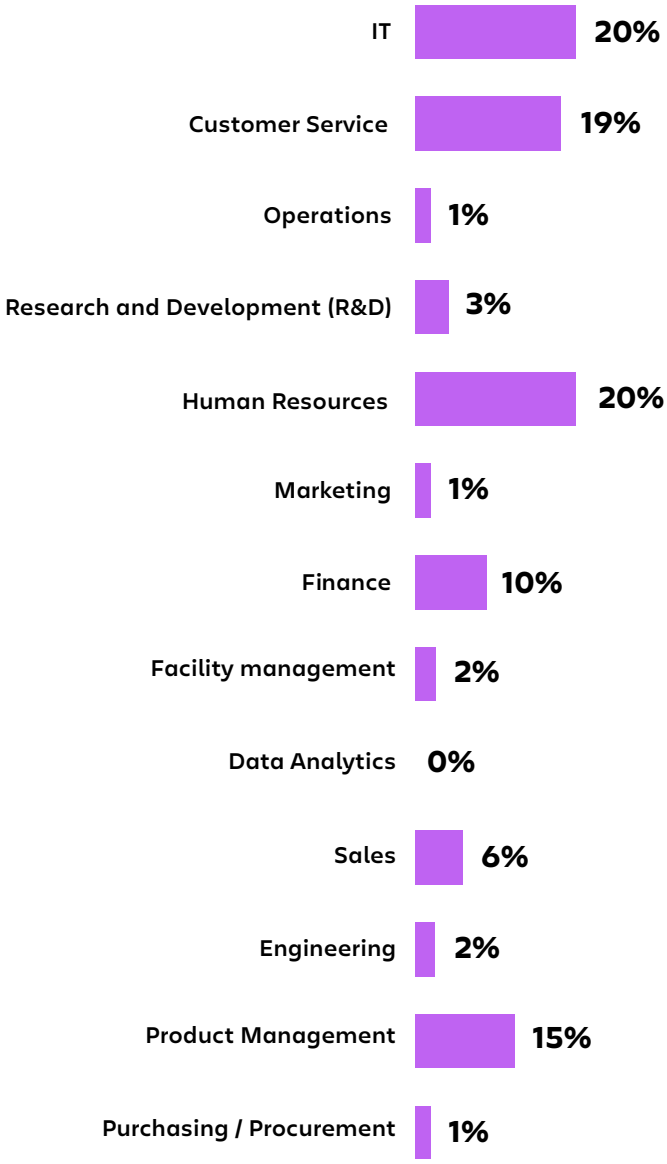


- In 2024 respondents were evenly distributed across the key segments. This year, the percentages varied slightly across IT/Ops (21%), R &D (19%), HR (20%) and Customer Service (19%).
- This year, 21% of respondents fell into the category of “Business/Other.” However this does not mean there was no representation from Business Teams; it means that the job titles reported by respondents better aligned with one of the other segments.



Departments

In which department are you involved?*

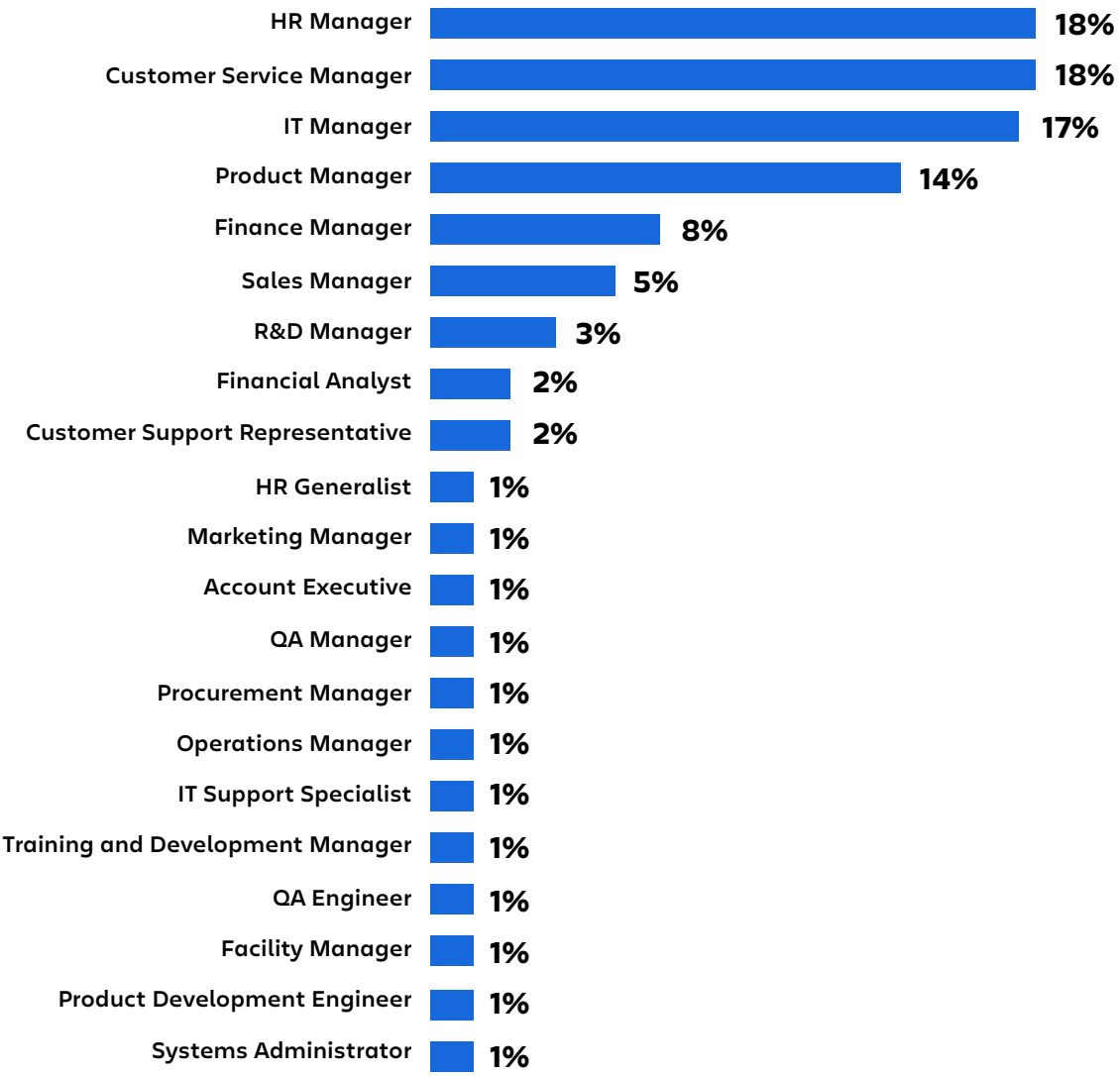


- Customer Service (19%), IT (20%), and Human Resources (20%) have the most representation.
- Project Management is next with 15%, with Finance (10%) slightly behind.
- Smaller percentages are represented across Operations (1%), and Marketing (1%).

*the same question was used to determine both survey metrics

Job Title

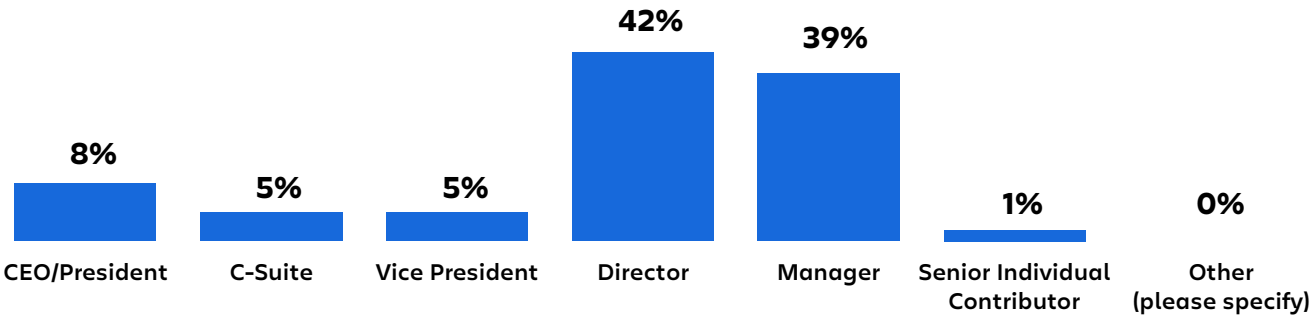
Which of the following best describes your job title?



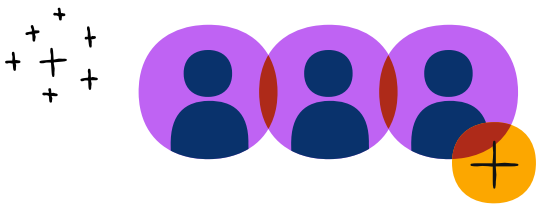
- HR managers and Customer Service Managers each represent 18%, followed closely by IT Managers at 17%.
- 14% of respondents are product managers, followed by Finance Mangers at 8%, and Sales Managers at 5%.
- Various other managerial and specialist roles each represent 1-3%.

Role

What is your role?



- Directors form the largest group at 42%, with Managers following closely behind at 39%.
- CEOs/Presidents represent 8%, followed closely by C-Suite and Vice Presidents at 5% each.
- Senior individual contributors make up 1%.
- This year, none fell in the “other” category, as opposed to last year, when 8% reported having an “other” role.



Detailed survey findings

AI usage across service management

In this section we'll take a deeper look at how the various departments are embracing AI, and specifically what service management workflows they're using AI for. To make it easy to understand at a glance, we'll go through the findings by department.

Summary

AI usage across organizations

The survey reveals a diverse landscape of AI adoption in service management across different organizations.

- **Adoption is on the rise**
  - 98% of organizations are leveraging AI, a statistically significant increase over 88% in 2024.
  - IT Operations teams lead in AI usage across their job functions.

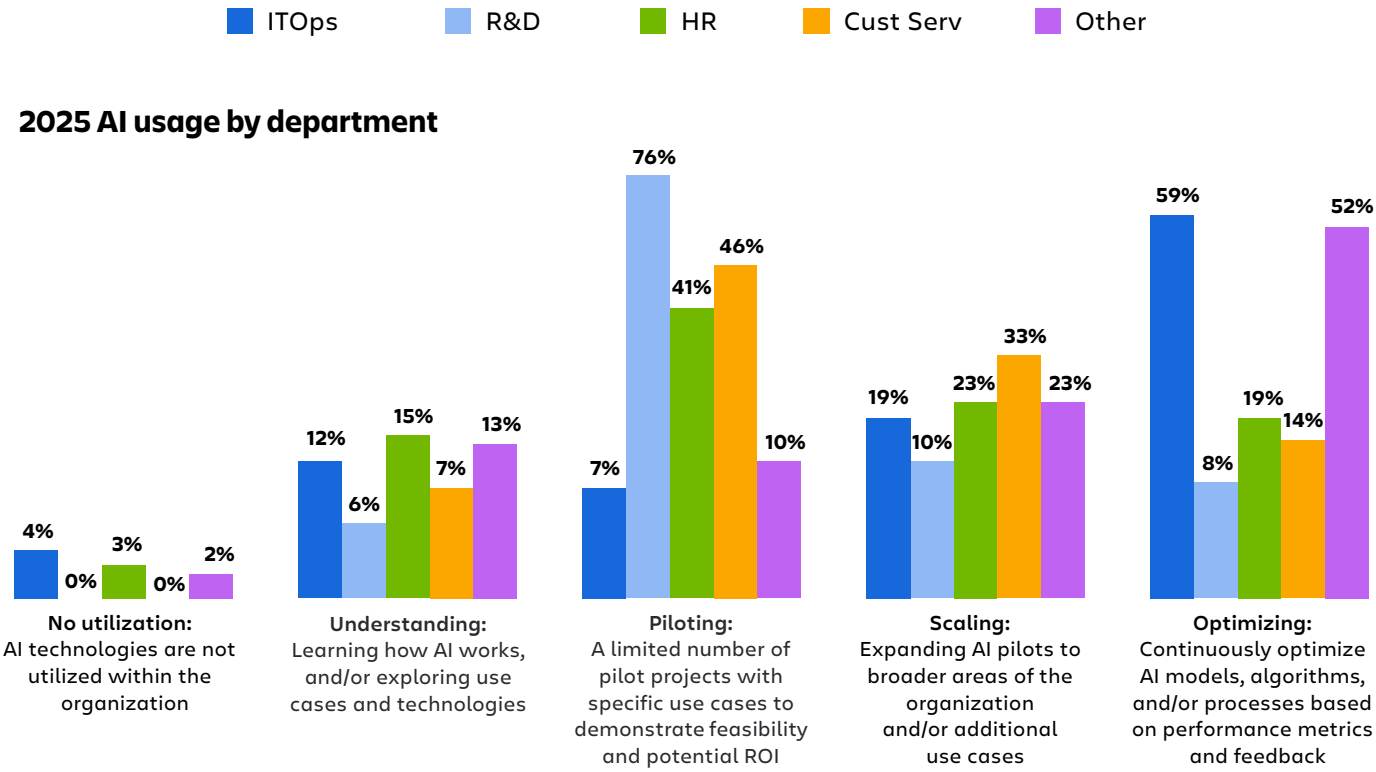
- **Organizations are further along in their AI utilization**
  - 31% are in the "Optimizing" stage, refining and tweaking their models and processes, compared to 29% last year.
  - 21% are in the "Scaling" stage, expanding pilots to broader areas. Last year 17% were in the scaling stage.
  - 36% are in the "Piloting" stage, running limited projects to demonstrate and measure feasibility. This is a 16% increase over last year, when only 20% were in the piloting stage.
  - Only 10% are in the "Understanding" stage, learning about AI and exploring use cases. This is a 13% decrease over 2024, when 23% were still in the learning phases.
  - In 2024, 12% weren't using AI at all. In 2025 only 2% are not using AI technologies within their organizations.

- **Sentiment about AI is shifting**
  - Respondents are confident that there are applicable, measurable uses for AI in their organizations.
  - 93% say AI enhanced decision-making processes and increased employee productivity, up 12% over last year.
  - 91% say AI has helped predict and prevent service interruptions more effectively, up 17% since 2024.

- **Future investment**
  - 99% of organizations plan to expand or further invest in AI technologies in the next 12 months, compared to only 89% in 2024.

AI usage by department

Which of the following best describes your team's usage of Artificial Intelligence (AI)?



AI usage in ITOps functions

A combination of factors indicate that ITOps respondents are mature in their AI journey, only 2% are not using AI in any of the ways listed. Sixty-nine percent are in the Optimizing/ continuous improvement stage of implementation, and are using AI in various ways, across different workflows. Including:

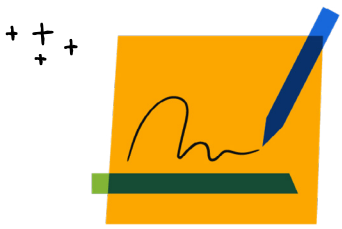
- AI-driven incident detection, classification, and grouping of similar incidents, 44%.
- Predictive maintenance for IT infrastructure, 46%.
- Predictive analytics for IT service demand forecasting. 44%.
- Predictive/proactive advice for agents to resolve issues, 42%.

No respondents were unsure of how AI was being used, compared to 4% in 2024. Since last year, there have been noticeable changes in the way ITOps say they're using AI. Including:

- 11% drop in usage of AI powered virtual agents for service desk support.
- 21% increase in usage of predictive/proactive advice for agents to resolve issues,
- 16% increase in automated change scheduling/approval.
- 11% increase in usage of predictive maintenance for IT infrastructure and in usage of Natural Language Processing for ticket summaries.

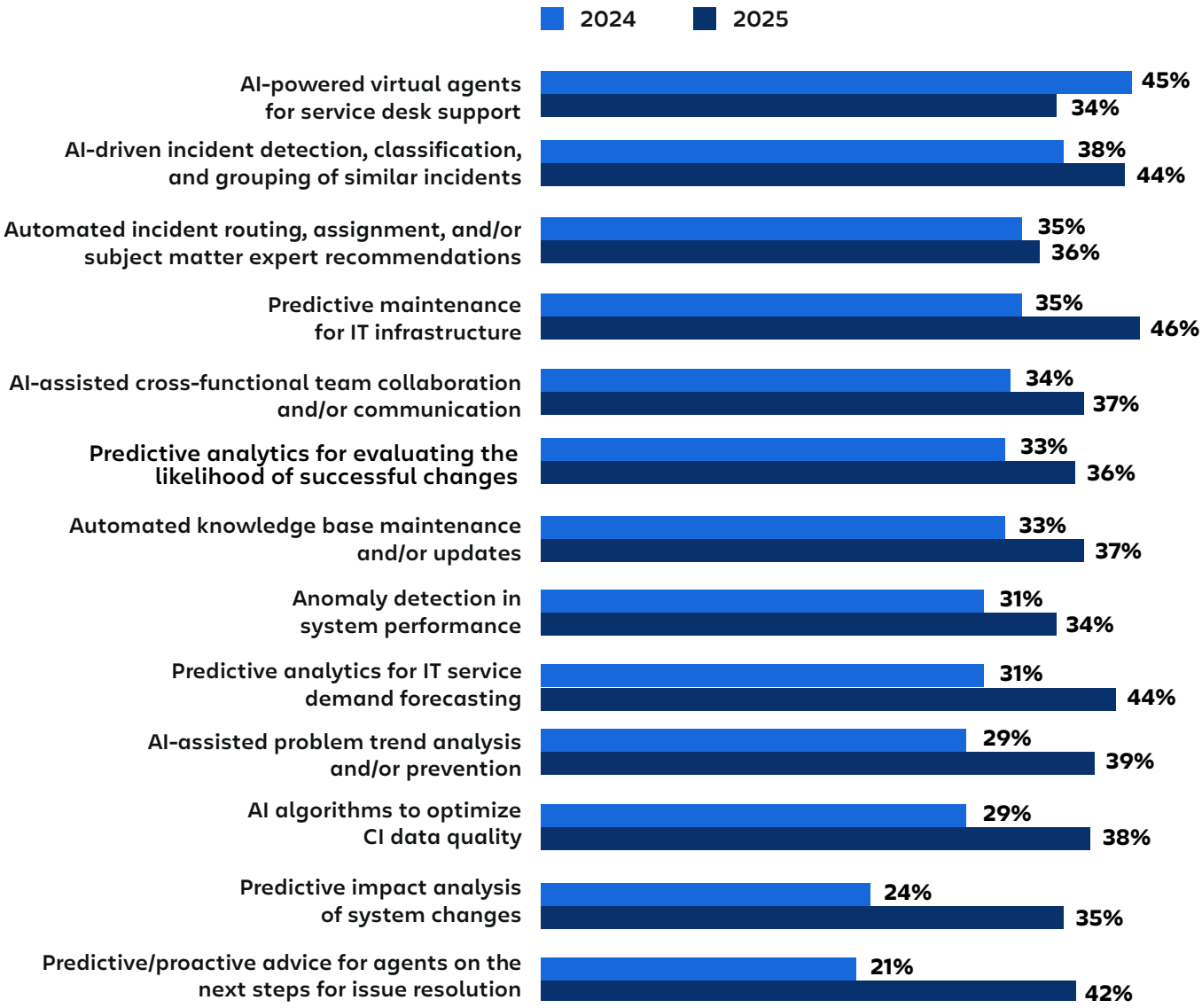
These deltas are likely a result of ITOps teams moving on from the piloting/testing phase and onto the Optimizing stage of AI implementation. After trialing and piloting, teams are figuring out what works and what does not.

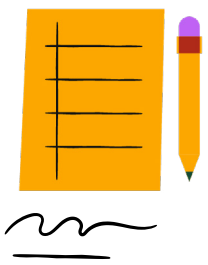
Additionally, since 2024, AI models have come a long way in their ability to understand and create content, which is likely the reason for a statistically significant increase seen in usage of predictive/proactive advice across workflows.



AI usage across ITOps functions

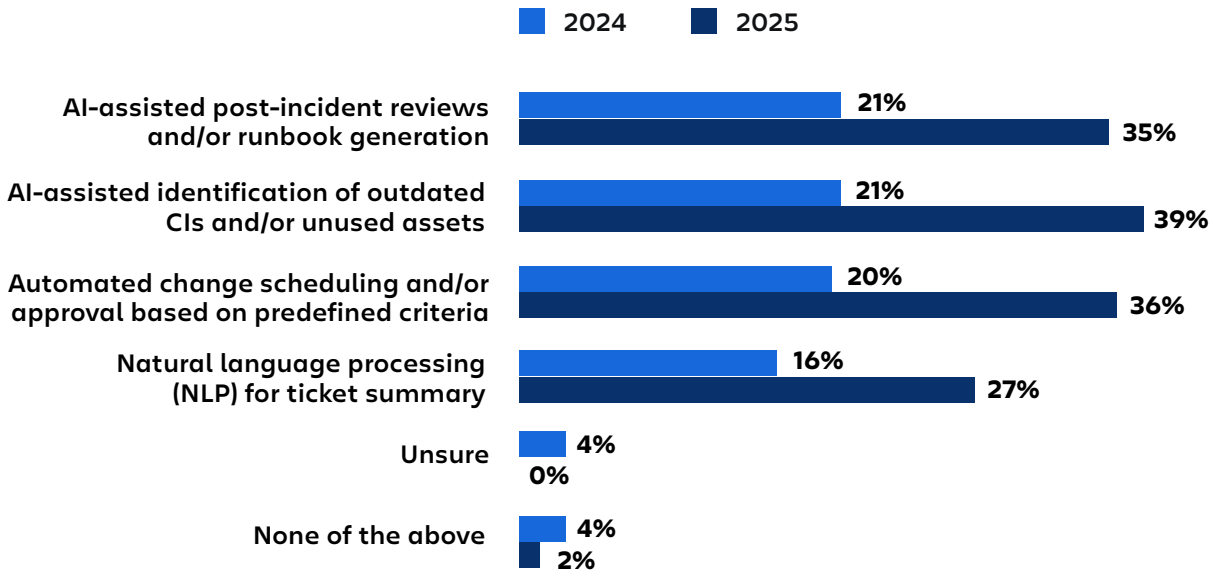
Which of the following best describes your team's usage of Artificial Intelligence (AI)?





AI usage across ITOps functions

Which of the following best describes your team's usage of Artificial Intelligence (AI)?



Key takeaway

The data indicates that as ITOps teams mature in their AI-powered workflows they lean heavily on predictive/proactive applications. It also indicates that the majority are using AI across many applications in their day to day work.

AI usage in R&D functions

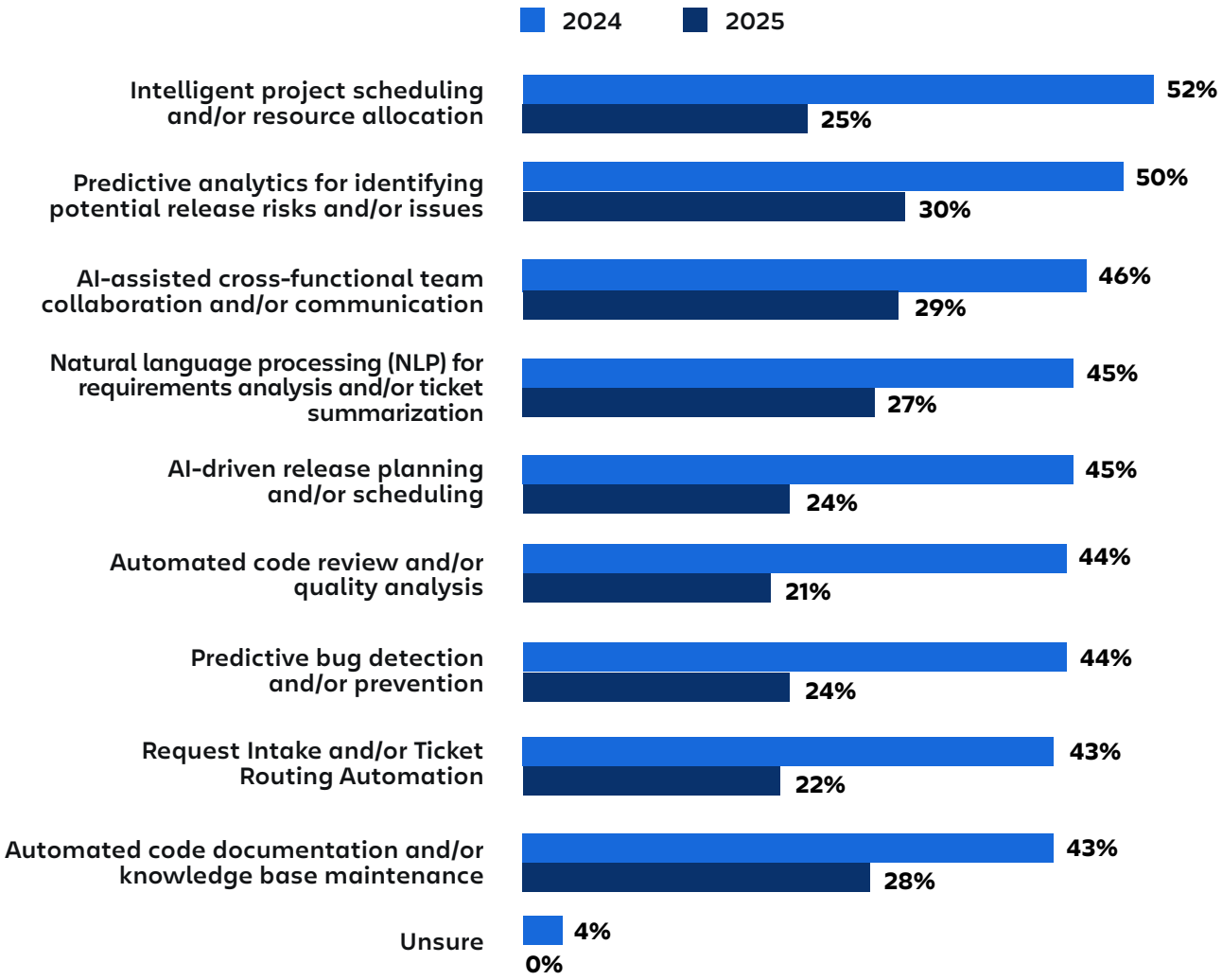
In 2024, R&D appeared to be at the forefront of AI innovation, demonstrating adoption rates of 40% or more across various functions. This year, usage is down by 20% or more across the board, but distribution remains pretty even.

- Intelligent project scheduling and/or resource allocation usage decreased the most, by 27%; last year it was the most used.
- Although usage fell ~20% in 2025, predictive analysis for identifying potential release risks and/or issues is the most used, at 30%.
- Following closely at 29% is AI-assisted cross functional team collaboration and Natural Language Processing for requirements analysis and/or ticket summarization at 27%.
- The least used, although by a narrow margin is automated code review at 21%.

In spite of reporting less usage overall, it appears that R&D's approach to AI remains holistic, with teams applying AI across most of their work.

AI usage in R&D functions

Is your company using AI capabilities in the following R&D functions?



Key takeaway

Although usage is down across the board, it's still evenly distributed across functions indicative of a holistic approach. R&D respondents were the most likely to report being in the piloting phase, compared to the other departments, at 76%.

AI usage in HR functions

In HR, using AI agents for employee inquiries and self-service is the most used function, at 43%, which is a slight increase over last year. Intelligent HR knowledge base management and content discovery is the second most used, at 42%.

All other functions saw a decrease in reported usage. In some cases, a 10% decrease or more, most notably:

- 16% decrease in AI automated employee onboarding/off boarding workflows.
- 14% decrease in AI-driven candidate screening and recruitment analysis.
- 10% decrease in usage of intelligent HR knowledge base management and content discovery.

Forty-one percent of respondents from HR indicated they were still in the piloting phase with AI, and 23% indicated they are in the optimization phase. The decrease in usage across functions could indicate that as HR workers mature in their AI usage through piloting and Optimizing, they discover which functions AI works best for, and which are better left to humans.

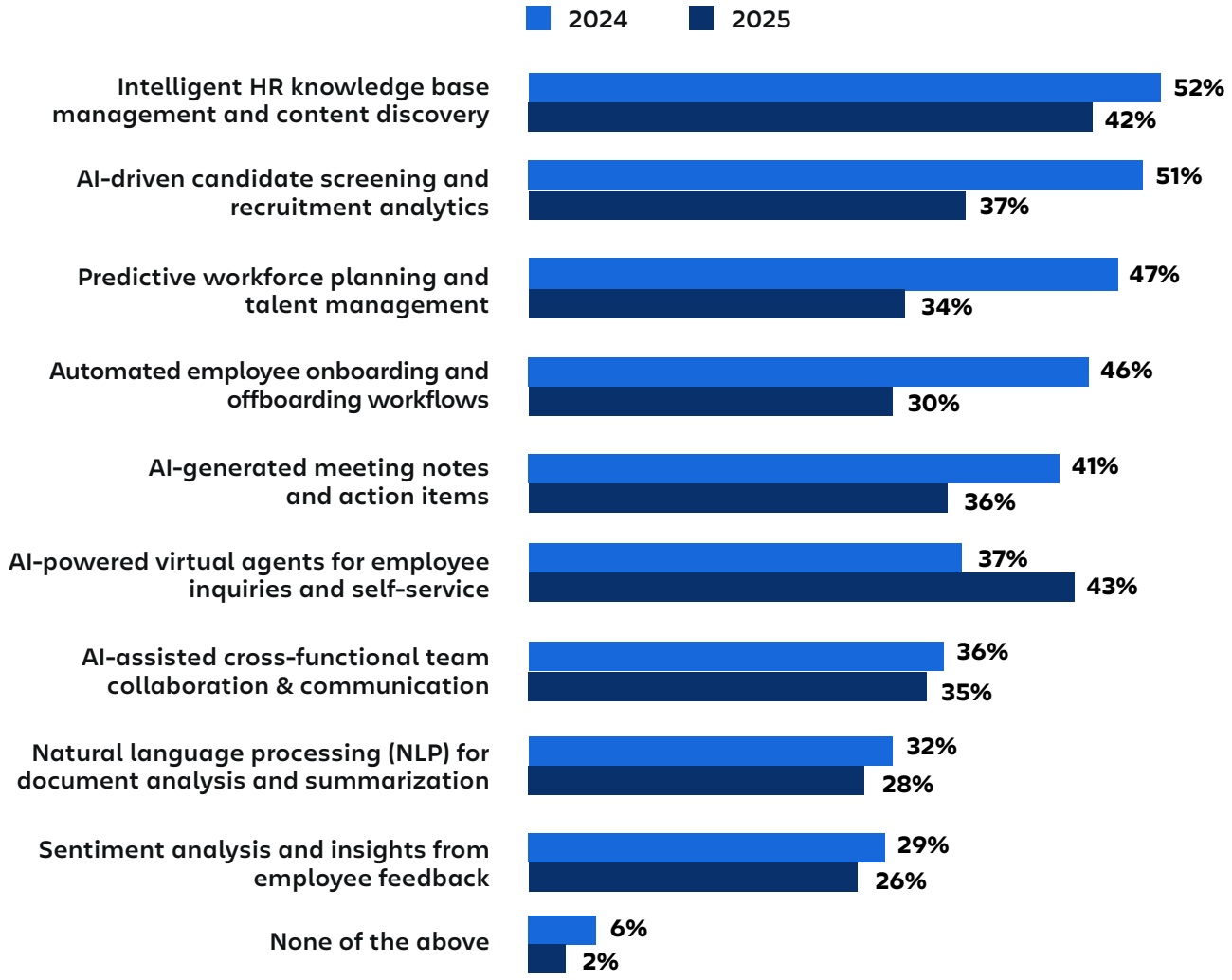
Most functions show usage of 30% or more, which illustrate a well-rounded application of AI. This highlights an opportunity for HR teams to expand their usage, especially in areas where they're seeing the most success.

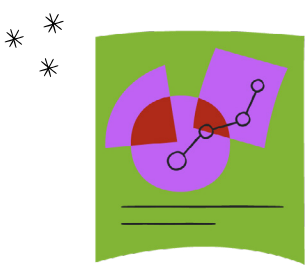
Key takeaway

Although usage is down for most functions, all show usage of at least 30%. This indicates that HR teams are applying AI in a well-rounded way to determine what works best. There are opportunities for growth where usage is strong, specifically with Intelligent HR knowledge base management and Virtual Agent usage for self-service.

AI usage in HR functions

Is your company using AI capabilities in the following Human Resources functions?





AI usage in Customer Service functions

The top use case for Customer Service Teams is “predictive customer service demand forecasting/resource allocation” at 45%. Automated ticket classification is next, at 42%.

Last year, AI-powered virtual agents were in the lead for usage at 48%, followed closely by automated ticket routing at 42%. The least used is AI for personalized service recommendations. Similar to other departments, there has been a notable decrease in usage across most functions.

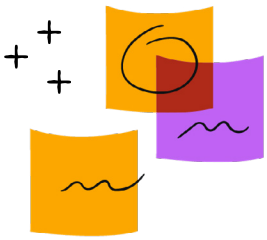
- Usage of AI-powered virtual agents decreased by 24%.
- Use of Personalized service recommendations fell by 14%.
- Using AI Sentiment analysis of customer interactions fell by 11%.

Smaller decreases in usage were seen across the rest of the functions with the exception of predictive customer service demand forecasting/resource allocation which is up by 13%. Natural Language processing for ticket summarization also increased by 14%.

This year 46% of respondents in Customer Service Management reported that they were in the piloting phase of AI adoption, as opposed to only 11% last year. Additionally, in 2024, 34% were not using AI at all. Comparing 2024 to 2025, the data likely indicates that as teams iterate, pilot, and mature in their usage, behavior shifts to favor leveraging AI where they’re seeing success.

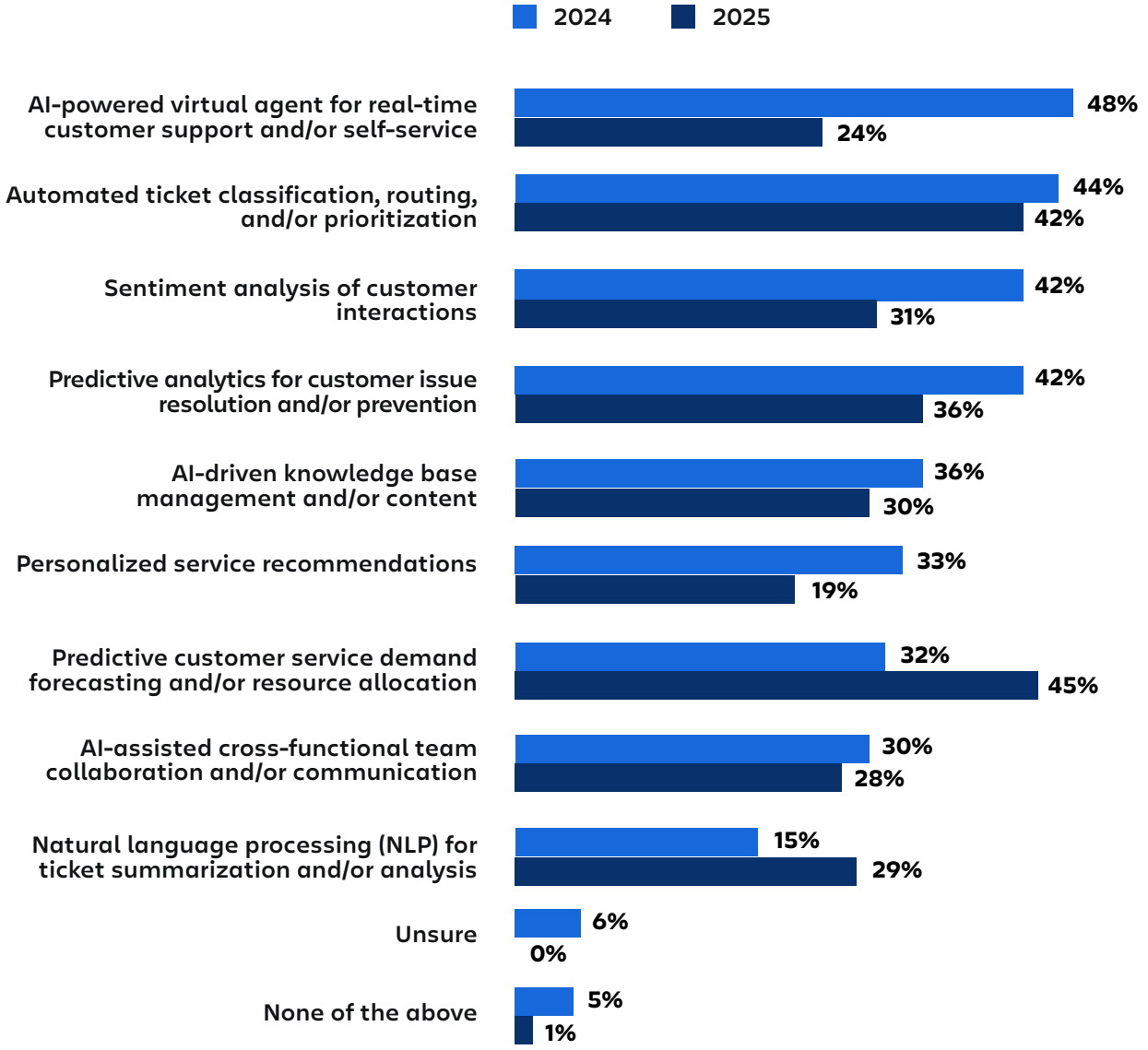
Key takeaway

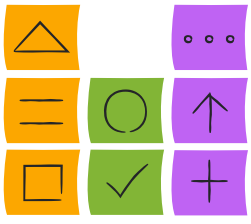
Usage is down for most functions, but notable increases were also seen for predictive customer service demand forecasting and natural language processing for ticket summaries. Overall the data indicates that despite lagging behind last year, in 2025 Customer Service departments are heavily investing in AI usage and discovering what works best for their workflows.



AI usage in Customer Service functions

Is your company using AI capabilities in the following Customer Service functions?





AI usage in other business functions

When reviewing this year's data of how other Business Teams are using AI, it's important to note that the majority are in the Optimizing stage of AI at 52%, succeeded only by ITOpsteams at 59%. Unlike other departments Business Teams are actually expanding their usage across all functions. Including:

- 18% increase in usage for AI-driven decision support for strategic planning.
- 13% increase in using AI for cross-functional collaboration and/or team communication.
- 12% increase in business process optimization/automation.

Other functions increased at lower percentages ranging from 1-10%.

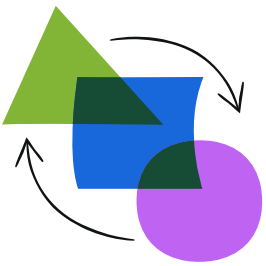
The most used functions include:

- Business process optimization at 51%.
- AI driven decision support for strategic planning at 51%.
- AI-assisted cross-functional team collaboration at 49%.
- Virtual project assistants for task management and/or progress tracking at 48%.

The areas with the most usage align with those that saw the largest increase this year. These figures indicate that as Business Teams reach full maturation in their AI journey (the Optimizing stage), they're expanding adoption across various workflows.

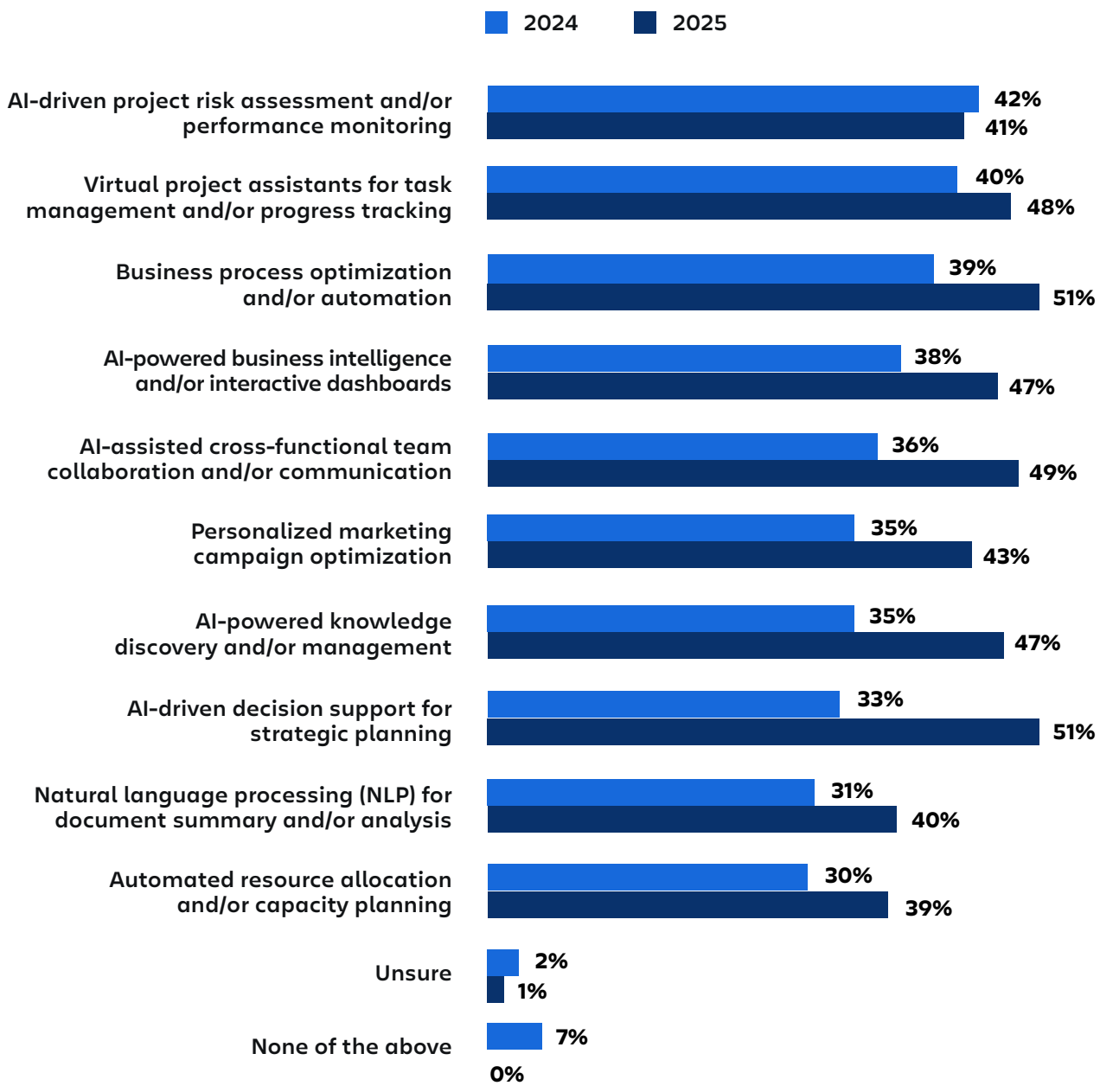
Key takeaway

Usage is up across the board and more than half of the other business team respondents are in the "Optimizing" stage of AI adoption. These findings indicate that overall Business Teams are embracing AI and aware of how it can streamline their work.



AI usage in other business functions

Is your company using AI capabilities in the following Business functions?



Comparing AI usage across organizations

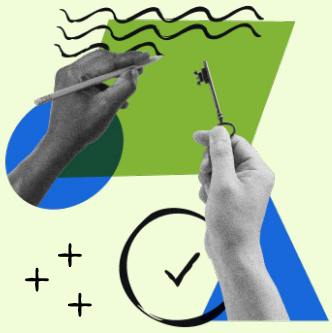
Across departments, ITOps and Business Teams lead in adoption and maturity. Both have high usage across various work functions, indicating a holistic approach. Fifty-nine percent of ITOps survey respondents are in the Optimizing phase of adoption compared to 52% of Business Teams.

Last year, R&D respondents reported that 62% were in the Optimizing phase of AI implementation. They were also pulling AI levers across all workflows. This years data indicates that R&D teams have slowed down a bit, with usage falling across all functions. This change could be a result of Optimizing. Seventy-six percent of R&D respondents report being in the piloting state, compared to only 15% last year, when 62% were in the Optimizing stage.

Similar to R&D, usage decreased for most functions in HR as well. However, usage across functions holds steady at ~30% per function. Forty-one percent of HR respondents are in the piloting phase of adoption, compared to only 20% last year.

This year 46% of respondents in Customer Service Management reported that they were in the piloting phase of AI adoption, as opposed to only 11% last year. Additionally, in 2024, 30% were not using AI at all.

The data suggests that as teams iterate, adopt, measure, and optimize their choice technologies shift, likely as a result of their learnings. Growth in AI understanding can be measured in different ways, whether that's strong usage for a single function because a team sees high ROI like we see with HR and usage of AI agents; or an increase in AI usage overall, like we saw with Customer Service which increased AI usage 34% over 2024.



Incorporating AI initiatives within service management roadmaps

The survey reveals that organizations are taking a versatile approach to incorporating AI initiatives into their Service Management roadmaps. There's strong usage across most methods, with Continuous improvement and Data Readiness leading the way. Fifty-one percent of respondents are focusing on Continuous Improvement, followed closely by Data/ Infrastructure Readiness. Next is Talent Development, ensuring teams have the necessary skills to work with AI at 43%.

The data indicates that teams are being proactive, and are aligning their work and teams for success. Improving solution effectiveness and ensuring the right data infrastructure, increases the likelihood of positive outcomes.

Last year, Needs Assessment was the most used at 49%, this year it decreased significantly to 36%. The use of Pilot Projects also dropped by about 7%. Needs Assessment and Pilot Projects are narrowly the least used of the methods.

At the department level, R&D are focused on Continuous Improvement (40%) most. Human Resources respondents are ensuring the readiness of their data infrastructure (47%). Customer Service favors Talent Development at 39%, and Continuous Improvement at 40%.

As mentioned in the previous section, when it comes to AI adoption, ITOps and Business Teams appear to be the most advanced this year. Looking at their approach to AI in their service management roadmap, could provide teams who are struggling with a blueprint of where to invest their time.

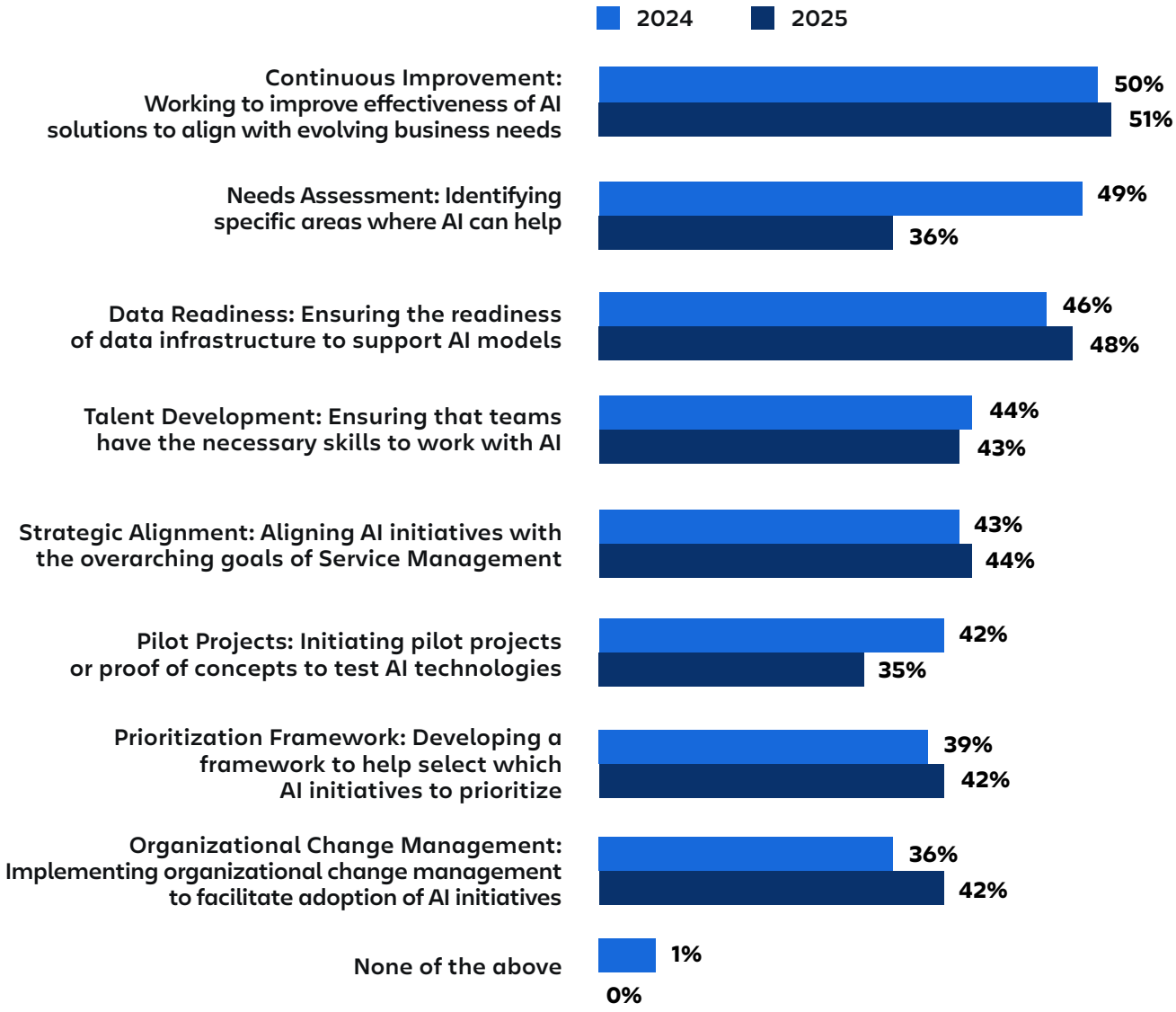
Across IT and Business Teams the following are the most popular initiatives:

- Strategic Alignment; ITOps 65%, Business Teams 55%.
- Data Readiness; ITOps 64%, Business Teams 59%.
- Organizational Change Management; ITOps 59%, Business Teams 53%.
- Continuous Improvement; ITOps 71%, Business Teams 59%.
- Talent Development; ITOps 57%, Business Teams 50%.

The roadmap strategy of ITOpsand Business Teams appears to holistically address elements that are common pitfalls to adoption and ROI. Specifically, focussing on talent development and organizational change management, and strategic alignment. Up-skilling the workforce and ensuring that AI initiatives strategically ladder up to broader company goals, accelerates ROI. We'll get into barriers in more detail later in the report.

Incorporating AI Initiatives within the Service Management Roadmap

How is your organization incorporating AI initiatives within their Service Management roadmap?



Key takeaway

Most departments are incorporating multiple AI initiatives into their Service Management roadmap. Those who are far along in their usage, favor Strategic Alignment, Data Readiness, Organizational Change Management, Continuous Improvement and Talent Development.

KPIs used to evaluate AI implementation

As AI prevalence increases, consumption-based pricing models follow suit. There's no way around it, AI is expensive. Companies need to measure and prove, the success of the solutions their using, to justify the investment. Accuracy and Performance of AI Models at 40% is the most-used KPI, followed closely by Customer Satisfaction Score (CSAT) at 37%. Other metrics that show strong usage include:

- AI Adoption Rate within Service Management Processes at 35%, which saw an increase this year of 6%.
- Time Saved through AI-driven Efficiencies at 34%.
- Operational Cost Savings at 32%, although it did decrease 9% over last year.

The least used KPIs include:

- Market Share at 17%.
- Net Promoter Score at 20%.

From a department perspective, both ITOpsand Business Teams prioritize Accuracy and Performance of AI Models over other KPIs, using it 63% and 55% respectively.

The rest of the KPIs show usage between ~29 and ~25%. All organizations are tracking success by at least one of methods listed, unlike last year where 3% weren't measuring at all. Organizations using AI are invariably committed to a data-driven, informed approach, illustrated by balanced usage across the various methods.

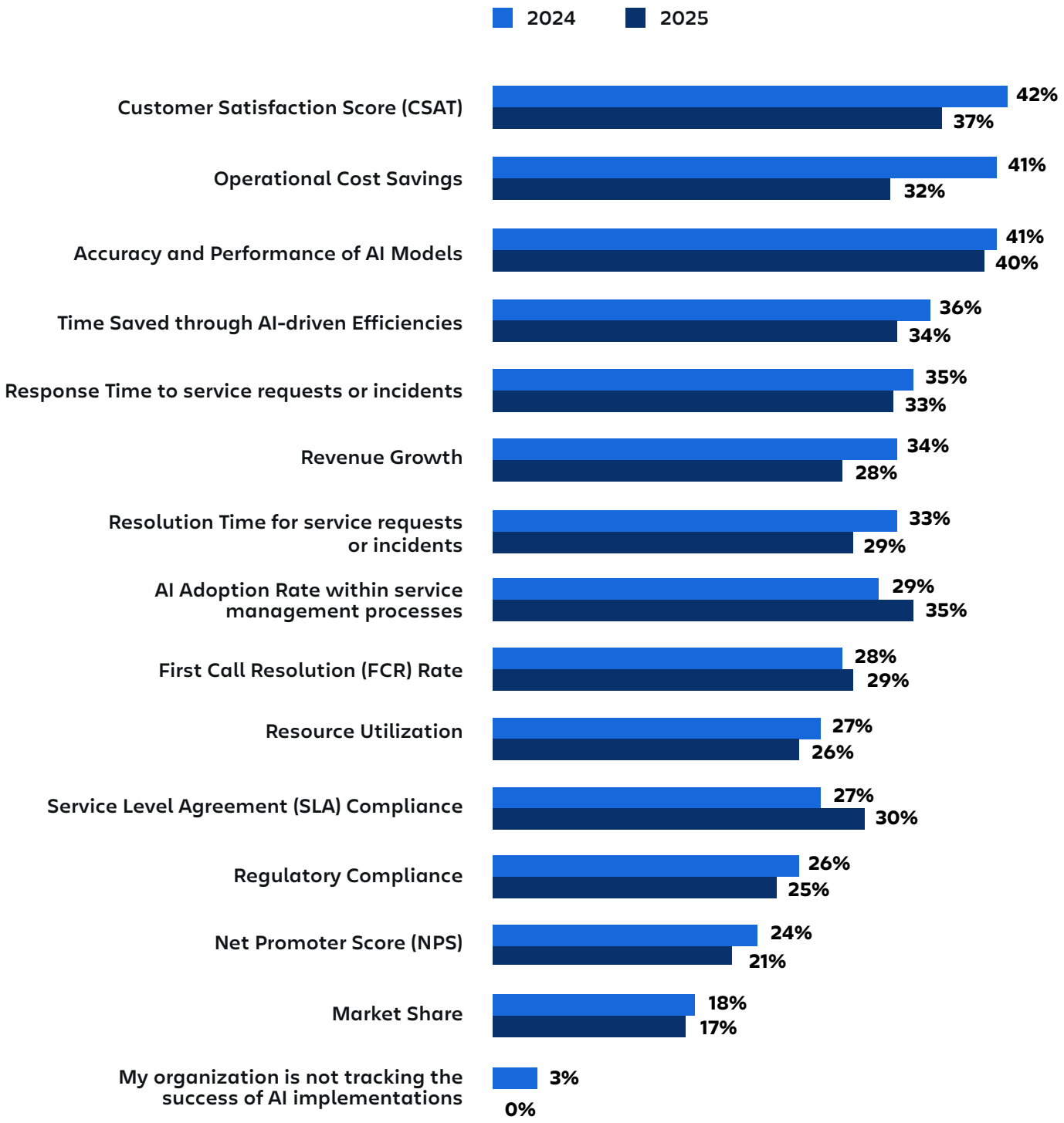
Similar to last year, in addition representation across "traditional" business metrics, there's heavy usage of AI-specific metrics, like AI Adoption Rate, AI-Driven Efficiencies and Accuracy/ Performance of AI models.

Key takeaway

The majority of KPIs are being measured by at least one-third of respondents. Strong KPI usage across various metrics indicates teams' commitment to ensuring the success and ROI of their AI initiatives.

KPIs used to evaluate AI implementation

How is your organization incorporating AI initiatives within their Service Management roadmap?



AI adoption drivers and barriers

Factors influencing the decision to adopt AI in service management

Last year the data showed that Enhanced Customer Experience was a top priority; 64% listed it as a driver. This year, the top drivers are Technological Readiness and Infrastructure at 59%, and Scalability for Increasing Volumes of data and/or transactions at 57%. In 2025, Enhanced customer experience still remains a high-ranking driver, with half listing it as a key influence.

Looking at the numbers, all factors listed are strongly influential among respondents, ranging from 45% and above. Even the “least” influential, Data-Driven Insights, clocks in at 45%. This indicates that teams are embracing AI for a variety of reasons, across their Service Management workflows.

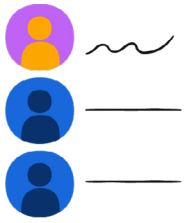
Keeping in mind that respondents selected all influential factors that applied, standout reasons by individual department include:

- ITOps cited Technological Readiness and Infrastructure most influential at 78%, as did Business Teams at 68%.
- HR cited Scalability for Increasing Volumes of Data/Transactions at 60%.

In 2025, no respondents selected “Other,” as influential.

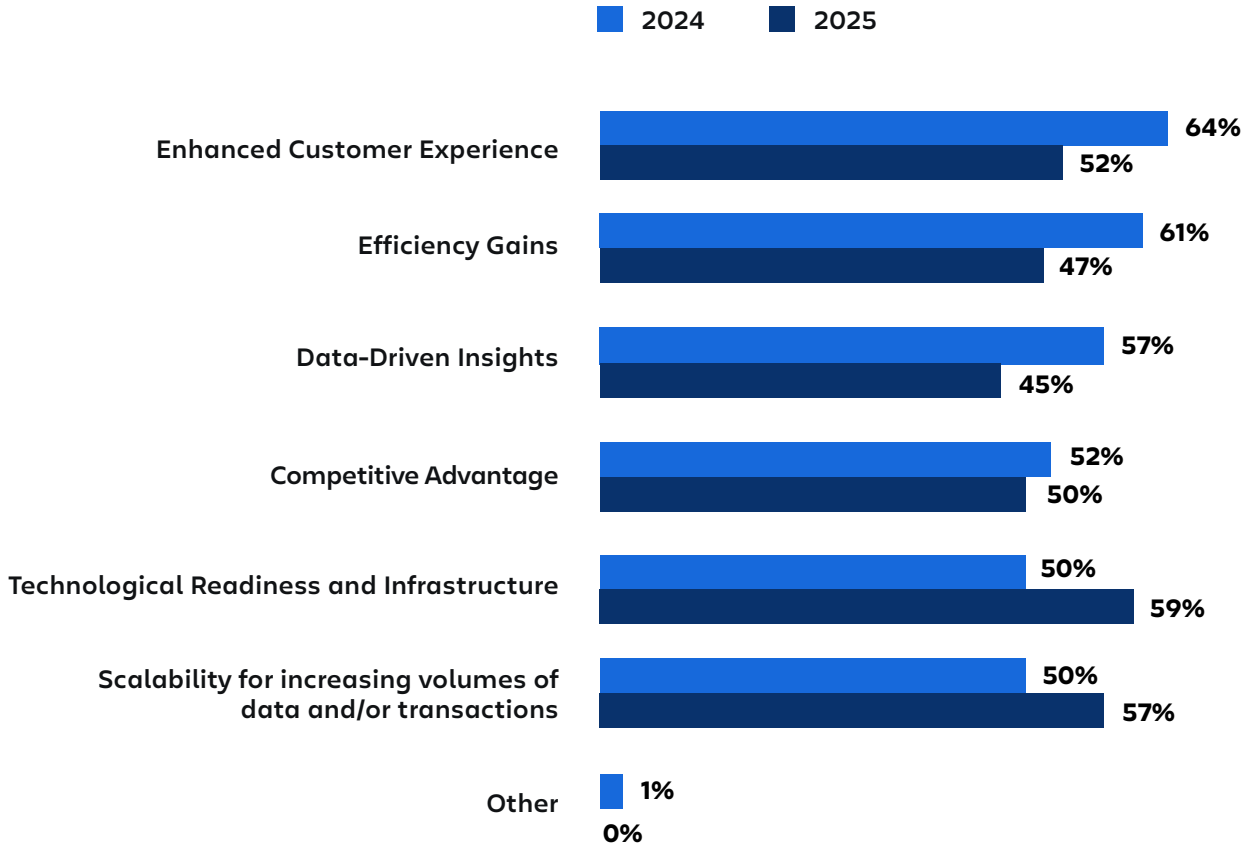
Key takeaway

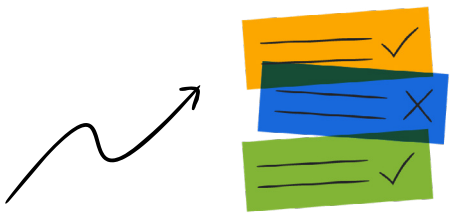
Although technological readiness and scalability are the most influential, at least 45% of respondents consider all factors important, showing that all Service Teams are embracing AI to solve for diverse problems.



Factors influencing the decision to adopt AI in Service Management

What factors influenced your organization's decision to adopt AI in Service Management? Select all that apply.





Challenges in AI adoption

This year the top three challenges that teams are grappling with include:

- Skills and Talent Shortage at 37%, a 5% increase over last year.
- High Upfront Costs at 35%, an 8% increase over last year.
- Data Quality Challenges at 33%, a 4% increase over last year.

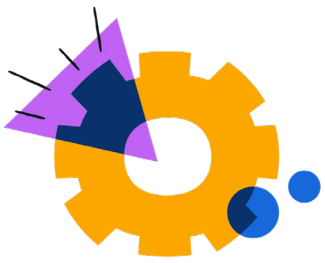
In 2024, Data Privacy and Security was the top concern, at 36%; this year 29% report it as a challenge. Although the barriers to adoption don't seem to be slowing teams down, understanding common pitfalls can help teams in the education or piloting phases enhance their chances of success.

Budget Constraints are slightly less of a concern this year, with 27% citing it as a concern, a decrease of 4%. At the same time, 35% report High Upfront Costs as a challenge, an 8% increase over 2024. Just under a quarter of respondents report Lack of a Clear Business Case as an obstacle at 24%; an 8% increase. Lack of Leadership Buy-in clocks in at 20%, the least reported hurdle.

The data indicates that all challenges are reported by at least ~20% of the respondents; this means there are a wide range of difficulties teams encounter when trying to modernize their service management practices with AI.

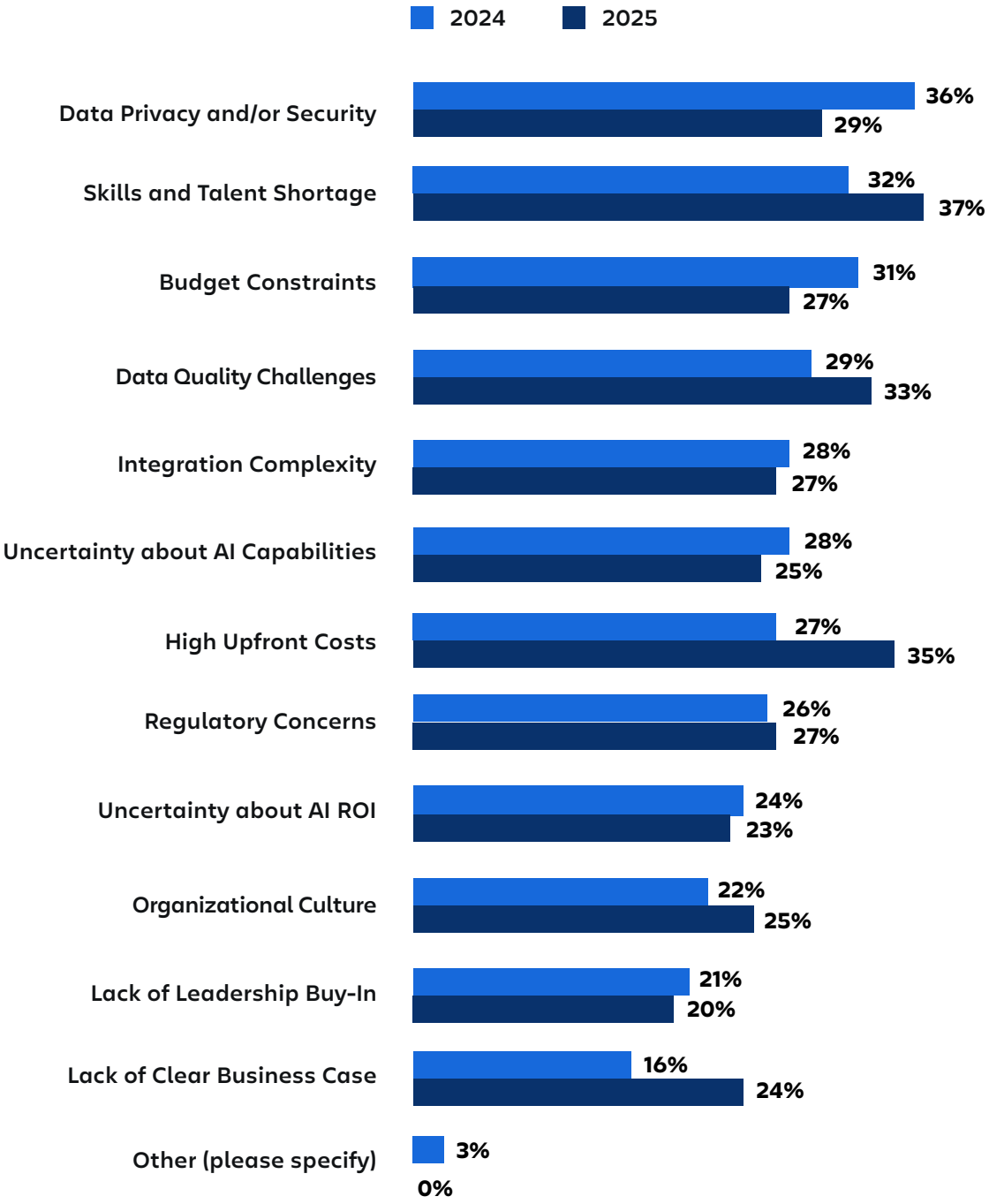
Key takeaway

Although 98% of respondents are using AI in some way for their service management practices, there are a wide-range of obstacles that teams must overcome to be successful with all challenges listed by more that ~20% of respondents.



Challenges in AI adoption

What are the main challenges your organization has encountered in adopting AI in Service Management?

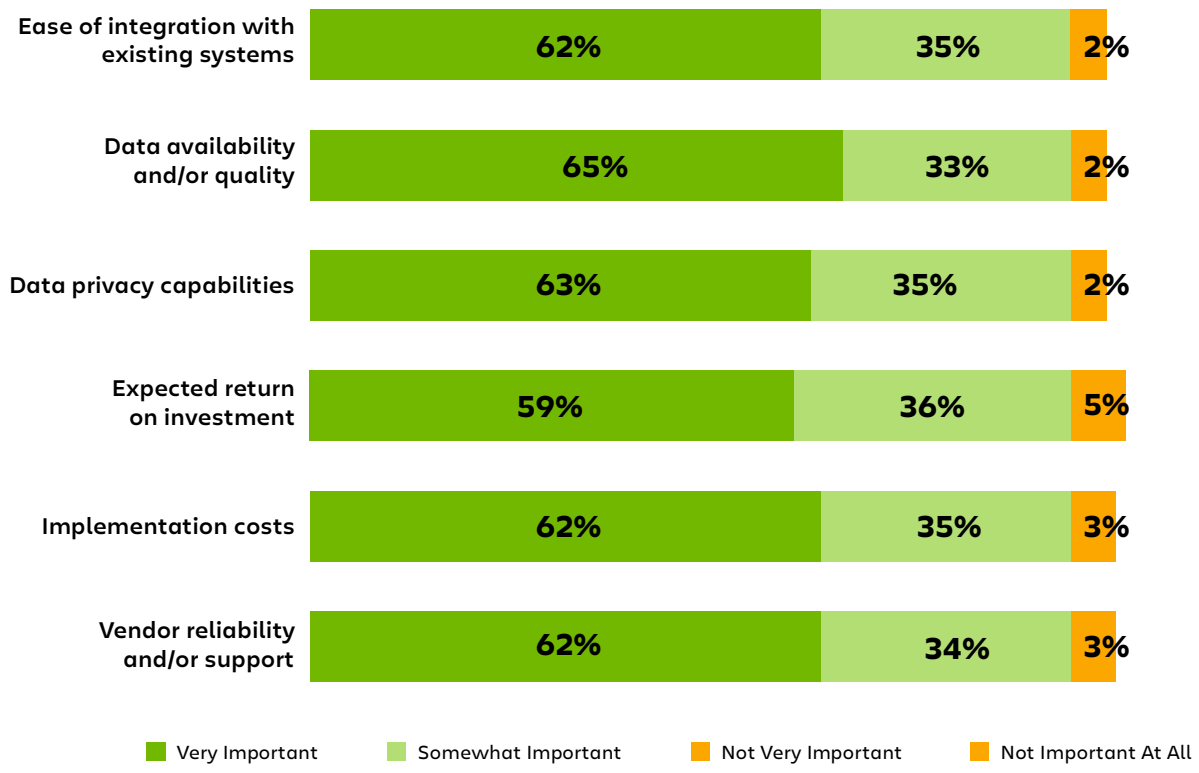


Importance of factors in AI adoption

All factors tested were considered very important by over half of the respondents utilizing AI; the data indicates (as it did last year) that teams leveraging AI consider a wide variety of factors to be salient. By a slight margin, Data Availability and Quality tested as the most important; 65% said it was very important, and 33% said it was somewhat important.

Since 2024, it's important to note that Vendor Reliability/Support has become increasingly important with a 5% delta over last year. Data Privacy Capabilities, also showed as more valued, with a 4% increase.

How important are each of the following factors in adopting an AI technology?



Key takeaway

When choosing AI technology, teams are taking a holistic approach and considering myriad factors across cost, ease of use/integration, privacy, ROI, and reliability.

Methods of addressing employee training to adapt to AI-driven changes

Keeping in mind that organizations cited a Skills and Talent Shortage as a top adoption barrier; it would seem likely that addressing employee training is a top priority. This is supported by the fact that the majority of the respondents are embracing various methods of training and learning across those tested.

Taking a look at the data, 55% of respondents are Implementing Training and Development Programs to help their employees upskill. Fifty-five percent of respondents also cite Encouraging Cross-functional Collaboration and Knowledge Sharing as a way to help their workforce adapt to AI.

At the department level, ITOps is the stand out, leading in their training initiatives. Sixty-eight percent are Implementing Training and Development Programs and Encouraging Cross-functional Collaboration and Knowledge Sharing. Seventy percent are Providing Hands-on Experience with AI Tools. Interestingly, even in ITOps, 30% of respondents report no organizational approach to employee training.

More than a third also cite:

- Providing Hands-on Experience with AI Tools, at 50%.
- Cultivating a Continuous Learning Culture, at 45%.
- Offering Upskilling and Reskilling initiatives, at 43%.

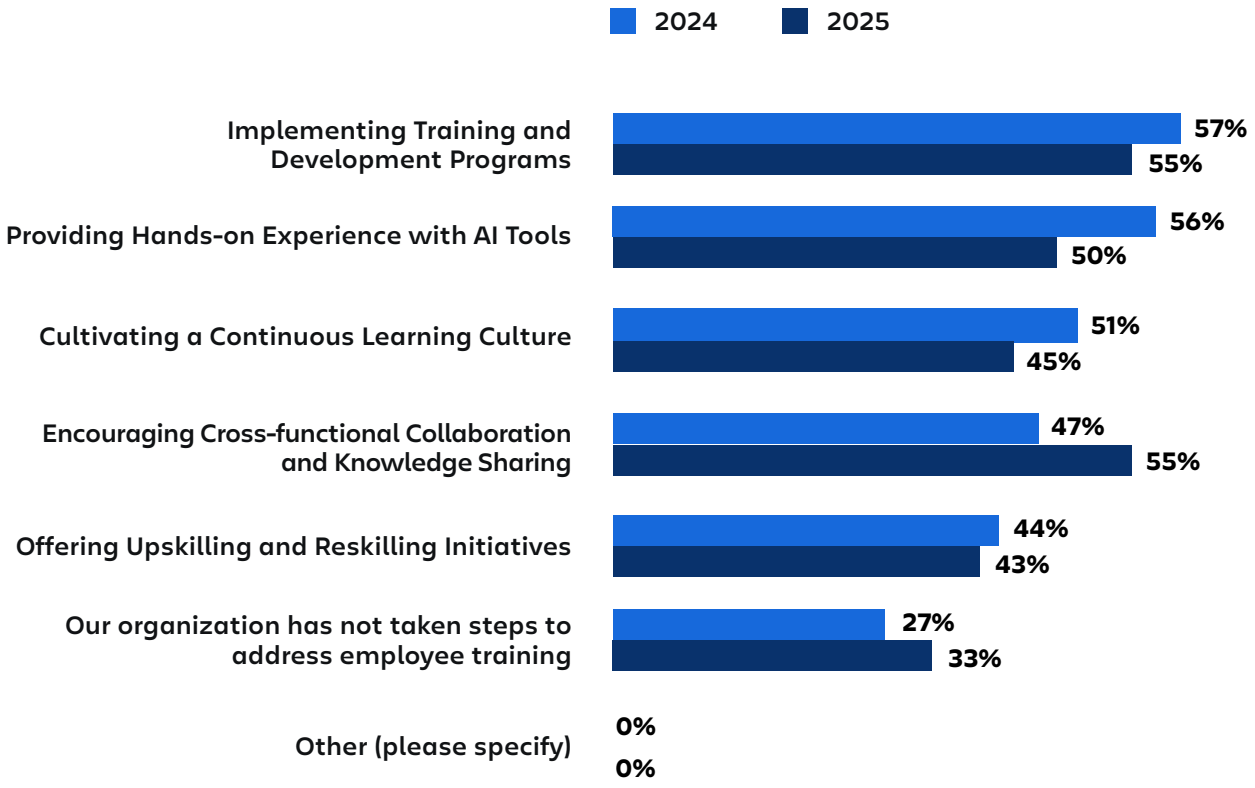
Although most respondents are leveraging various methods to train and empower their employees, 33% are still not addressing employee training at the organizational level.

Key takeaway

Teams are taking a multi-pronged approach to empower their employees AI usage, citing the use of multiple methods to help their workforce adapt to AI-driven change.

Methods to train employees to adapt to AI-driven changes

How is your organization addressing employee training and upskilling to adapt to AI-driven changes in Service Management?



Impact of AI

Usage and impact of AI

Capabilities used

Respondents were asked to share which AI capabilities they were using, and how much those capabilities reduced the workload of Service Management personnel. Asking this question helps to uncover which capabilities are saving time and resources.

The most used capabilities include:

- AI-assisted resource allocation, at 50%.
- Personalized self-service for customers and/or employees at 46%.
- AI-driven analytics and/or dashboards 45%.

Of all the capabilities tested, Sentiment Analysis is the least used at 26%, followed by Predictive Maintenance at 34%.

Capabilities reducing workload

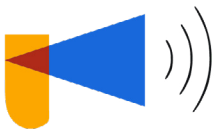
The following are the top three capabilities reducing workload for service management employees according to respondents:

- Personalized Self-Service is cited by 36%.
- AI-powered virtual agents is cited by 31%.
- Intelligent ticket routing and prioritization, also cited by 31%.

Although Intelligent Ticket Routing and Prioritization and AI-powered virtual agents are less used than other capabilities but have among the highest impact on reducing workload. Sentiment Analysis has the least impact on work reduction, at only 17%.

AI-assisted Resource Allocation/Capacity Planning is being used by half of respondents, only 29% report it effective at reducing workload. Although used by just over one-third of respondents; 29% say Automated Knowledge Management is reducing their teams' workload.

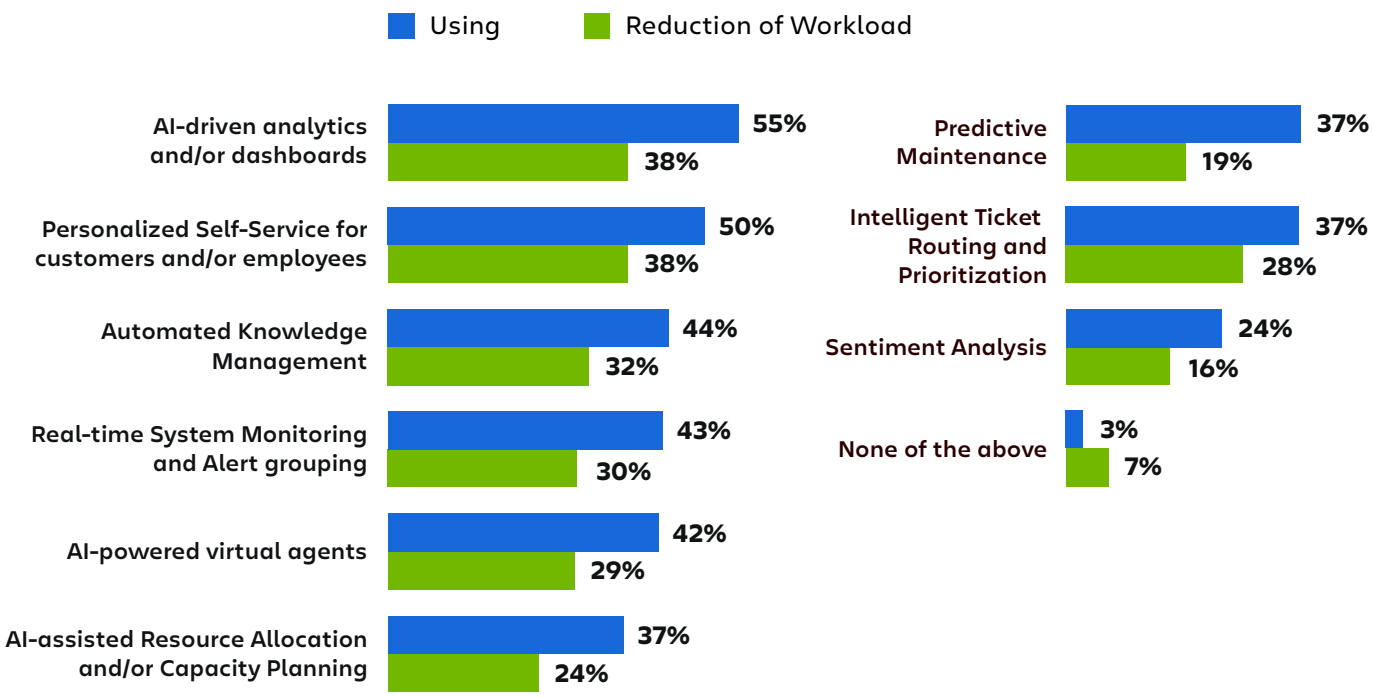
Comparing 2024 to 2025 there have been small shifts of ~5% across capabilities used and capabilities that are reducing workload. Consistent with last year, all capabilities tested, are being used by ~20- ~40% of respondents. This indicates that teams are fully embracing opportunities to reduce manual work across their Service Management workflows.

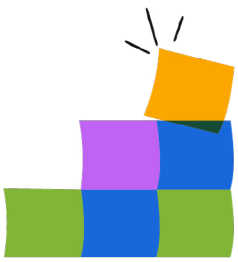


Usage and impact of AI capabilities

Which of the following AI capabilities is your organization utilizing in Service Management? Which of the following AI capabilities your organization is utilizing has reduced the workload of Service Management personnel?

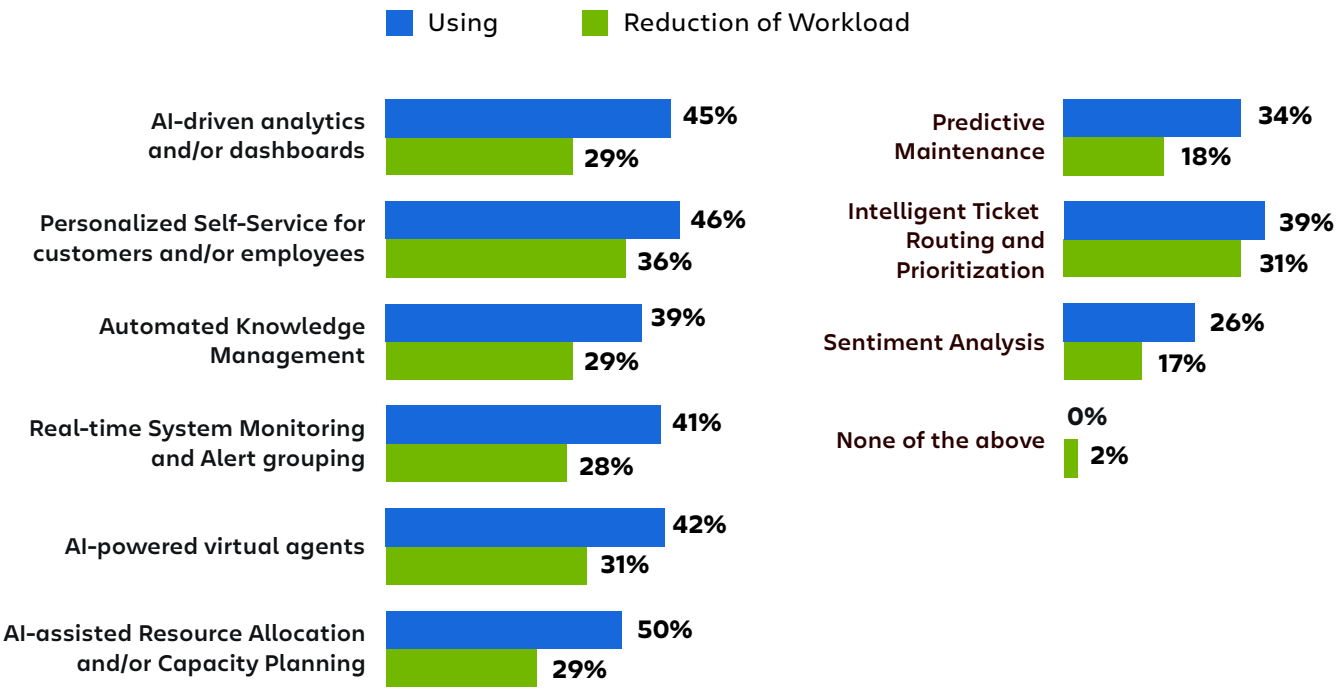
2024 Usage and impact of AI capabilities





2025 Usage and impact of AI capabilities

Which of the following AI capabilities is your organization utilizing in Service Management? Which of the following AI capabilities your organization is utilizing has reduced the workload of Service Management personnel?



Key takeaway

Personalized Self-Service has the most impact on workload reduction when compared to usage. Teams' willingness to embrace various capabilities indicates their willingness to experiment and find what works best for their workflows.

Attitudes about AI adoption

Last year, although skepticism of AI came through in the data, respondents outlook was overwhelmingly positive. The areas with most agreement, although by a slight delta, include AI-enhanced decision-making, and employee productivity. This trend of positivity continues in the 2025 results. Agreement increased between 12-17% across the following statements:

- AI has enhanced our decision-making processes with data-driven insights: 93% agree, up 12% since 2024.
- Adoption of AI technologies is improving the customer service experience for our customers: 91% agree, up 12% since 2024.
- AI adoption has positively impacted employee productivity in our organization: 93% agree, up 15% since 2024.
- AI has helped us predict and prevent service issues more effectively: 91% agree, up 17% since 2024.
- Adoption of AI technologies is saving my organization money: 91% agree, up 16% since 2024.

Positive statements are gaining agreement, but so are the challenges. All statements saw agreement increase by 12-18%.

- Workforce readiness is a chief barrier to implementation of AI at my organization: 88% agree, up 13% since 2024.
- I am concerned with data security of AI tools: 84% agree, up 12% since 2024.
- I am concerned about the data quality that emerges from AI tools: 83% agree, up 12% since 2024.
- We find it challenging to measure the ROI of our AI implementations: 82% agree, up 18% since 2024.

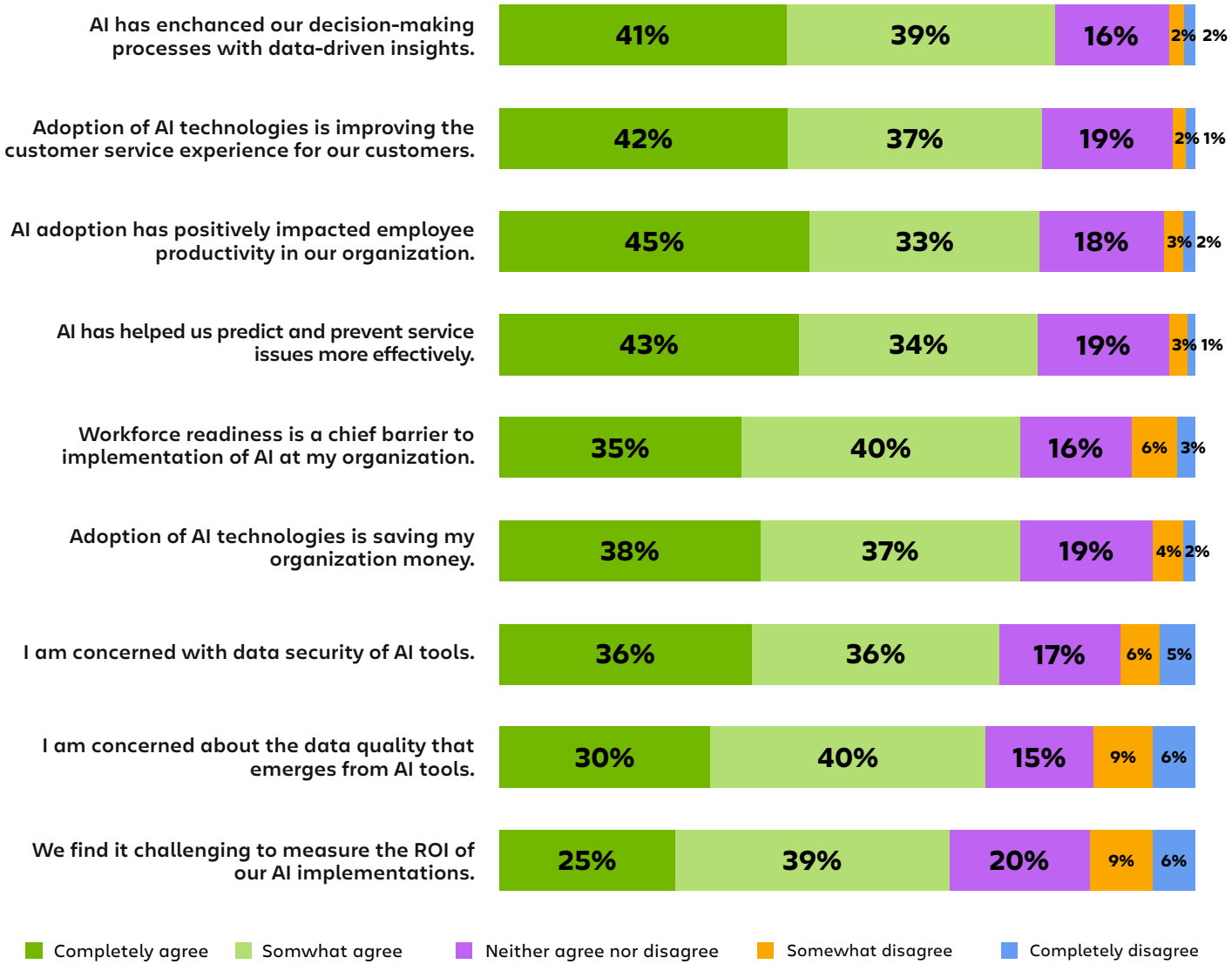
It's clear that respondents are open to the benefits of AI, but in some cases are still struggling with the challenges. The challenges, like measuring ROI and data security/quality, while areas to watch, aren't a deterrent at this time. Especially since adoption is at 98%, and respondents note clear benefits like improved customer service, employee productivity, and enhanced decision making.

Key takeaway

Service Teams note both growing benefits and concerns about AI implementations; at this time, the benefits outweigh the concerns, with an AI adoption rate of 98% among respondents.

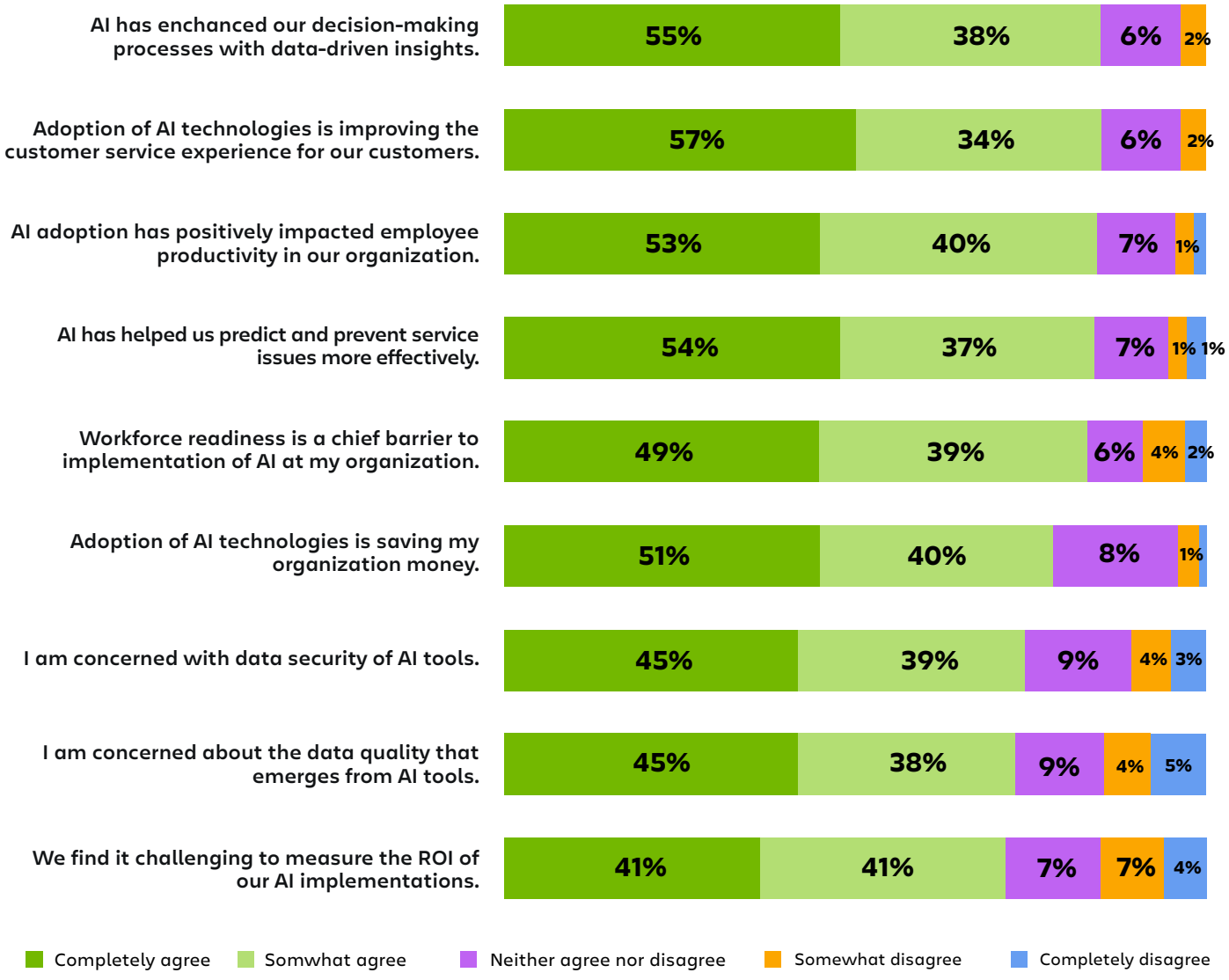
2024 Attitudes about AI adoption

How much do you agree or disagree with each of the following statements?



2025 Attitudes about AI adoption

How much do you agree or disagree with each of the following statements?



Importance of AI capabilities by teams

In this section, we're looking at the importance of different AI capabilities through the lenses of various teams. The goal is to understand which capabilities different types of teams valued most. For the purposes of this section, HR was combined under Business Teams.

Capabilities important to Service Teams

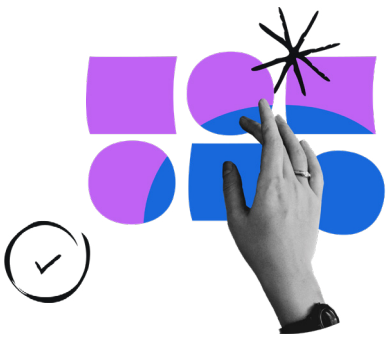
Compared to last year, all areas have increased in importance, this data supports the data showing an increase in AI adoption overall, as well. Last year the most important capabilities included:

- Predictive/proactive advice for agents on the next steps for issue resolution, with 45% saying it was very important.
- Customer sentiment analysis with 44% saying it was very important.

In 2025 the most important capabilities to Service Teams included:

- Intelligent escalation of cases based on service-level thresholds, with 70% considering it very important.
- Routine service desk requests and/or issue deflection, with 64% considering it very important.
- AI-powered business service and/or dependency mapping with 61% considering it very important.

The data indicates that adoption is strong across various capabilities and that Service Teams consider most capabilities tested to be important for their workflows.



Importance of capabilities to Service Teams

How important are each of the following AI capabilities to your Service Teams?

Capabilities important to Operations Teams

In 2024 the most important capabilities included:

- Predictive/proactive advice for agents on the next steps for issue resolution, with 45% considering it very important.
- Customer sentiment analysis with 44% considering it very important.
- Automated ticket responses and intelligent escalation were tied with 43% considering it very important.

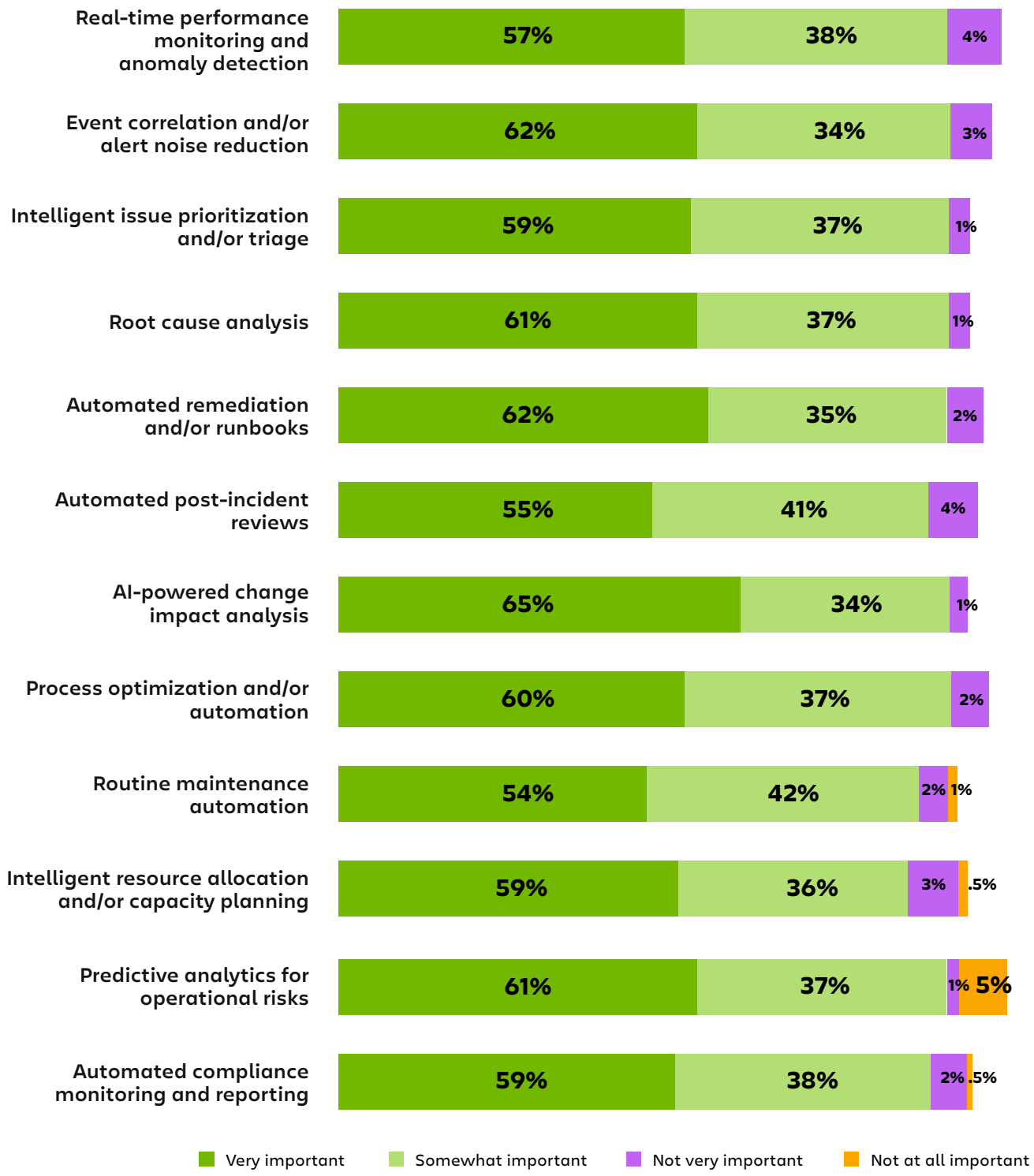
Similar to what we saw with Service Teams, all capabilities increased in important to Operations Teams by over 10%. This year the most important capabilities include:

- AI-powered change risk analysis, with 65% considering it very important.
- Event correlation and alert/noise reduction with 62% considering it very important.
- Automated remediation and/or runbooks, with 62% considering it very important.

All capabilities tested were considered very important by over 50% of respondents. The data indicates that Operations Teams are leveraging many capabilities across their workflows and consider those capabilities to be Very important, or Somewhat important.

Importance of capabilities to Operations Teams

How important are each of the following AI capabilities to your operations teams?



Capabilities important to Development Teams

Taking a look at the results from 2024 the most important capabilities to respondents included:

- Performance optimization recommendations, with 55% saying it was very important.
- Automated code review and/or quality analysis, with 54% saying it was very important.
- Predictive bug detection and/or triage, with 53% saying it was very important.

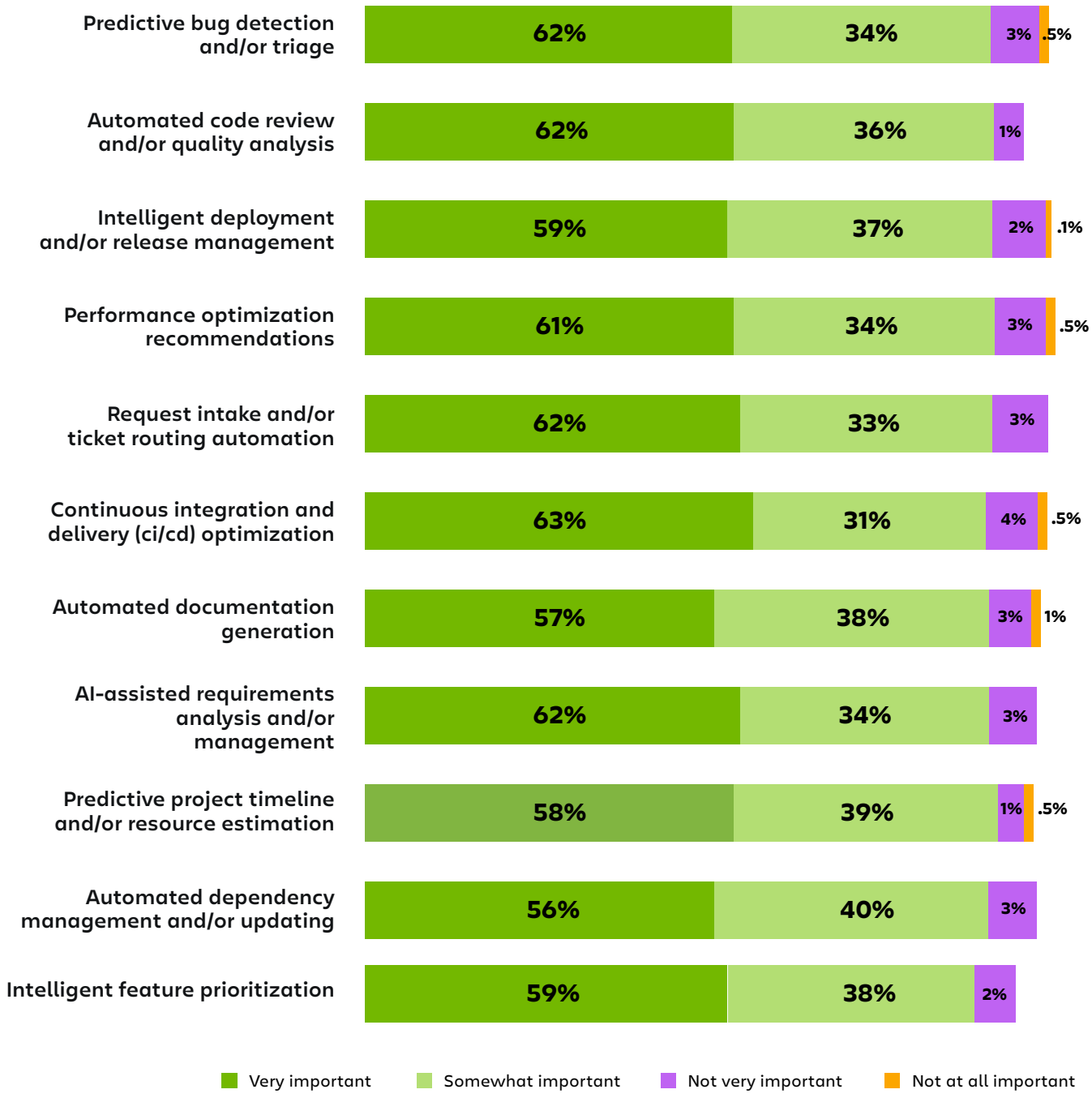
This year, 63% say that CI/CD optimization is very important. Four capabilities were rated very important by 62% of respondents including:

- Predictive bug detection and/or triage.
- Automated code review and/or quality analysis.
- Request intake and/or ticket routing automation.
- AI-assisted requirements analysis.

Following the pattern of the other teams covered previously in this section, all capabilities are considered very important by most respondents.

Importance of capabilities to Development Teams

How important are each of the following AI capabilities to your operations teams?



Capabilities important to Business Teams

Last year the most important capabilities for Business Teams included:

- Automated data analysis and/or interactive dashboards, with 52% considering it very important.
- Automated compliance monitoring and/or reporting, with 49% considering it very important.
- Automated knowledge management and/or intelligent information retrieval, with 48% considering it very important.

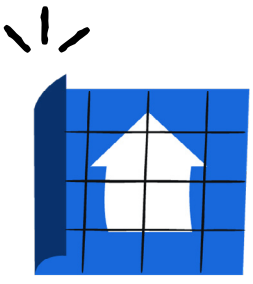
In 2025, respondents most valued:

- Automated data analysis and/or interactive dashboards, with 65% considering it very important.
- Automated knowledge management and/or intelligent information retrieval, with 63% considering it very important.
- Intelligent process automation and/or workflow optimization with 62% considering it very important.

Like all teams surveyed, Business Teams are leveraging all capabilities tested and are consider them all to to be very important. This shows that Business Teams are embracing AI-powered optimizations holistically in their work.

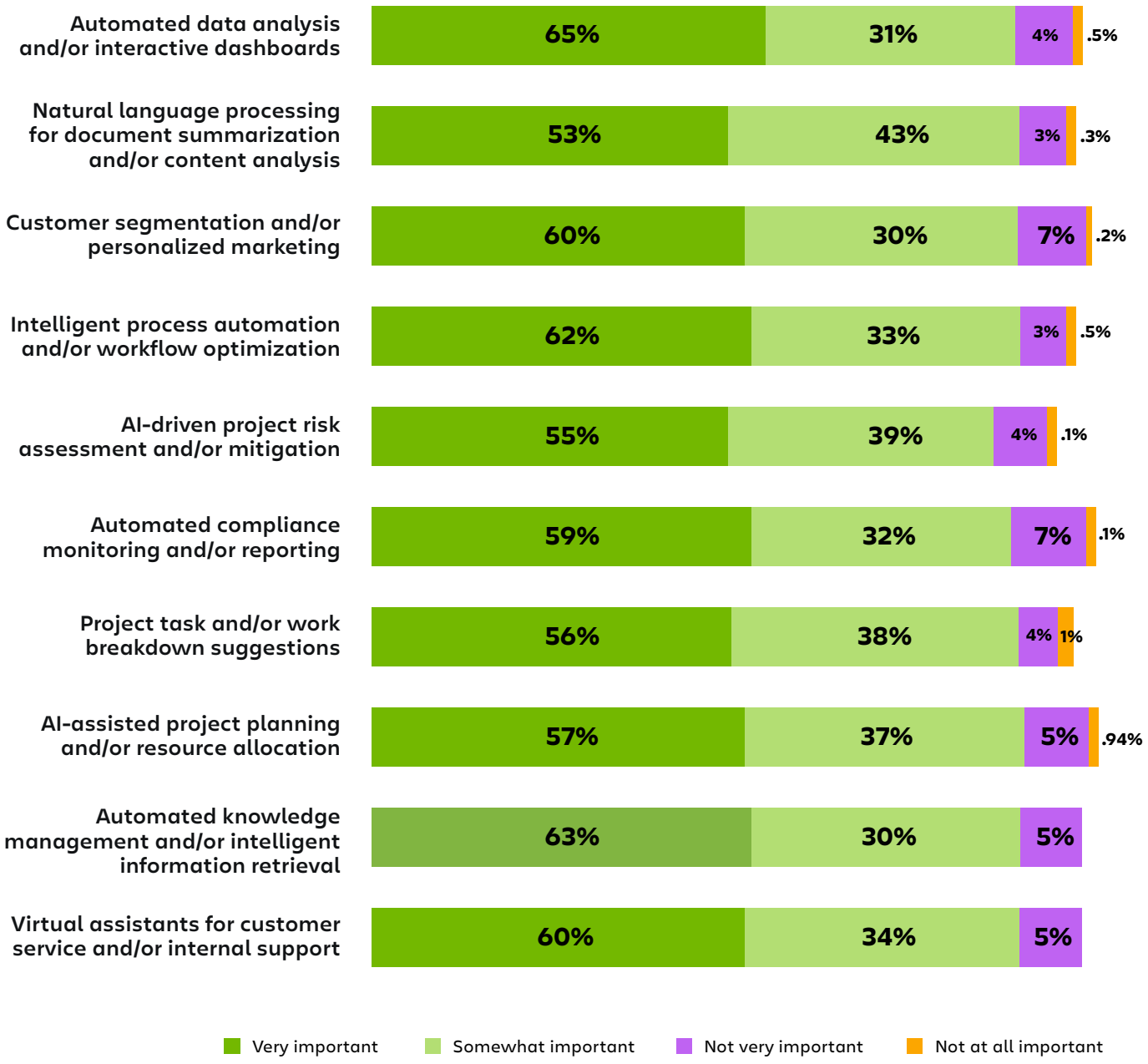
Key takeaway

The usage of all capabilities across all teams has increased significantly. All teams across Service, Operations, Development, and Business are leveraging all capabilities tested at ~50% (considering them very important) or above. This indicates that teams are holistically approaching Optimizing their workflows, and relying heavily on AI to do so.



Importance of capabilities to Business Teams

How important are each of the following AI capabilities to your operations teams?



Investments and interest in AI capabilities

Initiatives in further AI investments

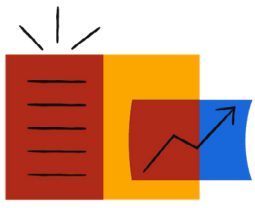
To clarify respondents' planned AI investments over the next 12 months, we dug into what they were planning, and the motivations behind those plans. Overwhelmingly, Service Teams plan to expand their AI investment in the next year. Only 1% of respondents have no plans to invest in AI for Service Management.

Service Teams plan to further their investment in a variety of initiatives. Consistent with results in other sections, the data shows that respondents are taking a holistic approach when seeking opportunities to improve their workflows with AI.

Looking at the specific initiatives, most respondents (48%) plan to invest in AI-driven data insights and reporting, and integration of AI into service management platforms. Since last year, plans to invest in integrations have increased 10%, indicating that the importance of strong integrations when it comes to AI technologies. The data indicates that at least 40% of respondents plan to invest in all initiatives tested, suggesting that teams are casting a wide net with their AI implementation plans.

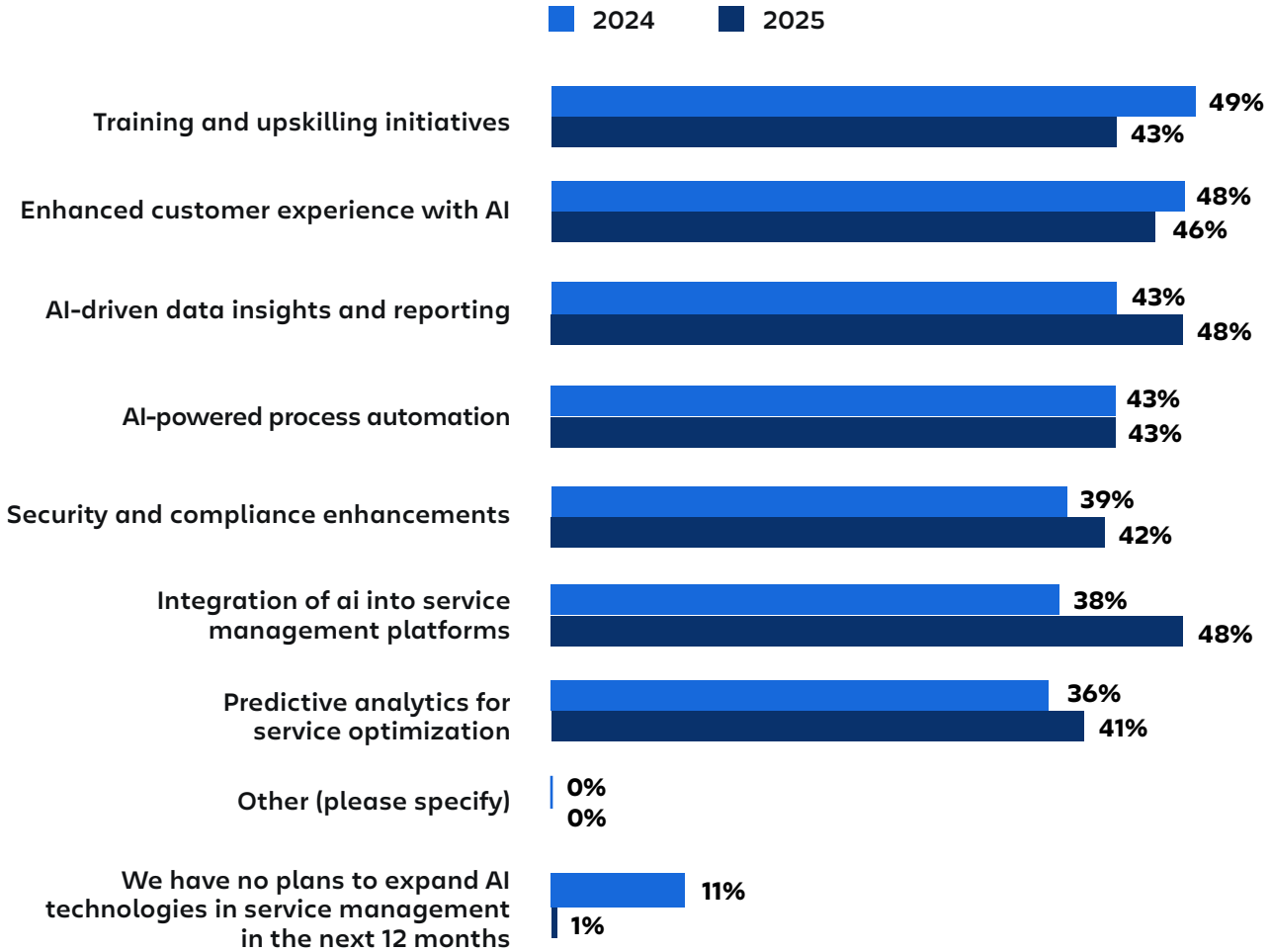
Key takeaway

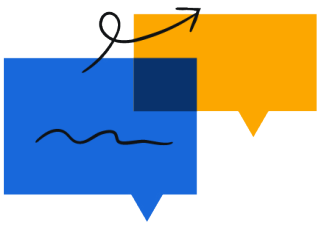
The majority of respondents plan to invest in a wide variety of initiatives over the next 12 months; this is consistent with the holistic approach Service Teams take to embracing AI, as illustrated in previous sections of this report.



Initiatives in further AI investments

What are your organization's initiatives for expanding or further investing in AI technologies in Service Management during the next 12 months?





Interest in leveraging AI for innovation/competitive advantage

We wanted to understand how motivated Service Management professionals were to adopt AI with the goal of gaining a competitive advantage. Areas with top ratings for “very interested” include:

- Repetitive tasks automation, at 64%.
- AI-powered cyber security solutions, at 62%.
- AI-driven analytics for actionable insights, at 62%.

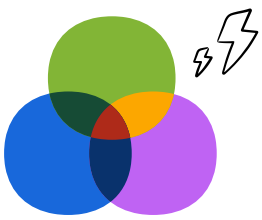
Areas with the “lowest” level of “very interested” were still above half, and included:

- AI technologies to explore new offerings, at 55%.
- Dynamic resource allocation, at 57%.
- System performance anomaly detection, at 57%.
- Natural language processing for ticket summary, at 57%, although a 19% increase over last year.

Over 90% of respondents are interested (either very or somewhat) in every capability tested. All capabilities increased in interest by at least 11% over last year. The data indicates that respondents are very motivated to adopt AI with a keen eye toward innovation and competitive advantage. Likely Service Teams are feeling the pressure to compete, and seeing possible opportunities for efficiencies with AI.

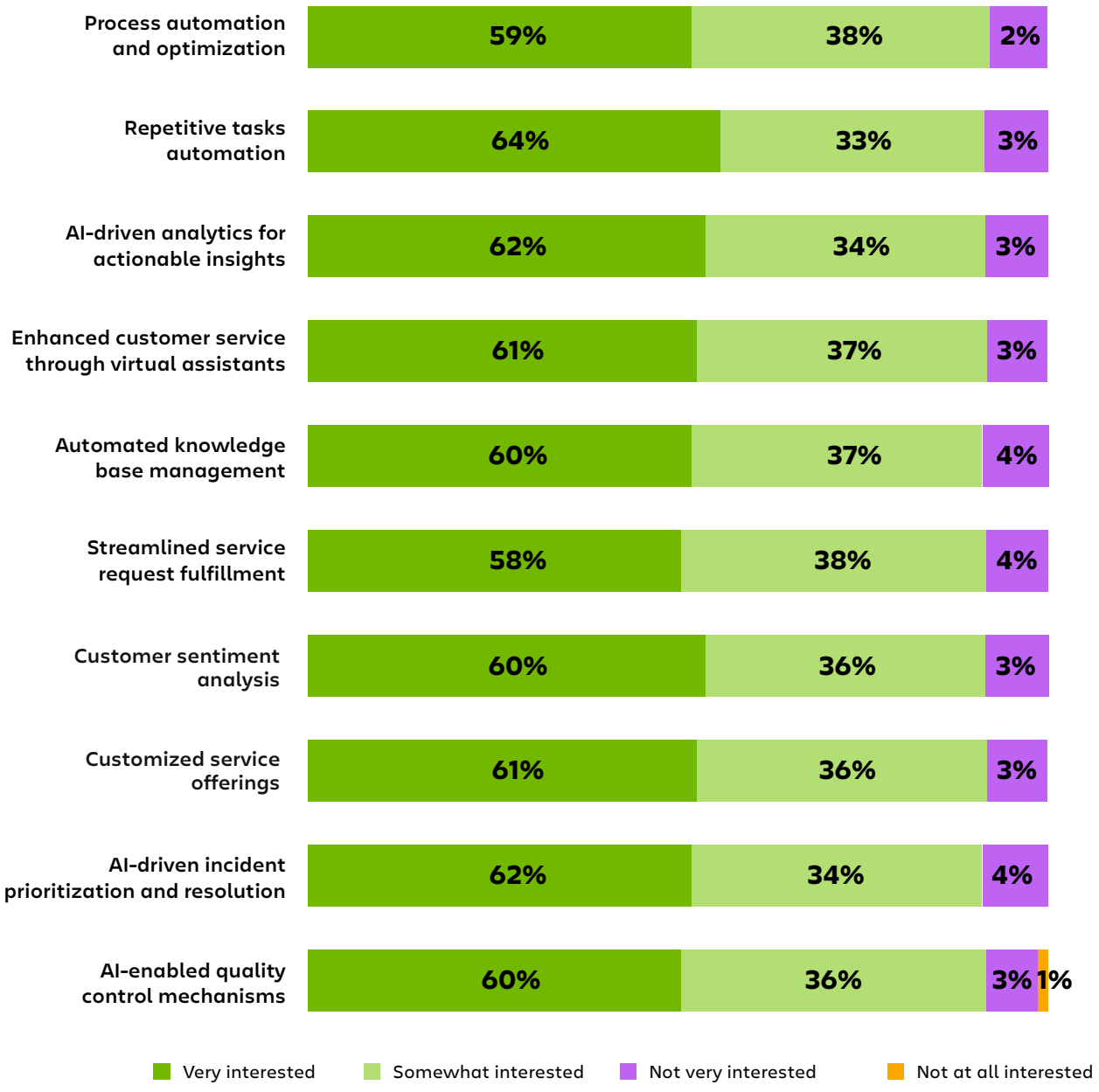
Key takeaway

Service Teams are highly motivated to adopt AI capabilities across the board, with the goal of innovation/and or gaining a competitive advantage. The majority were interested in all capabilities tested.



Interest in leveraging AI for innovation/competitive advantage

How interested are you in your organization leveraging AI in Service Management in the following ways to drive innovation and/or competitive advantages?



Interest in leveraging AI for innovation/competitive advantage

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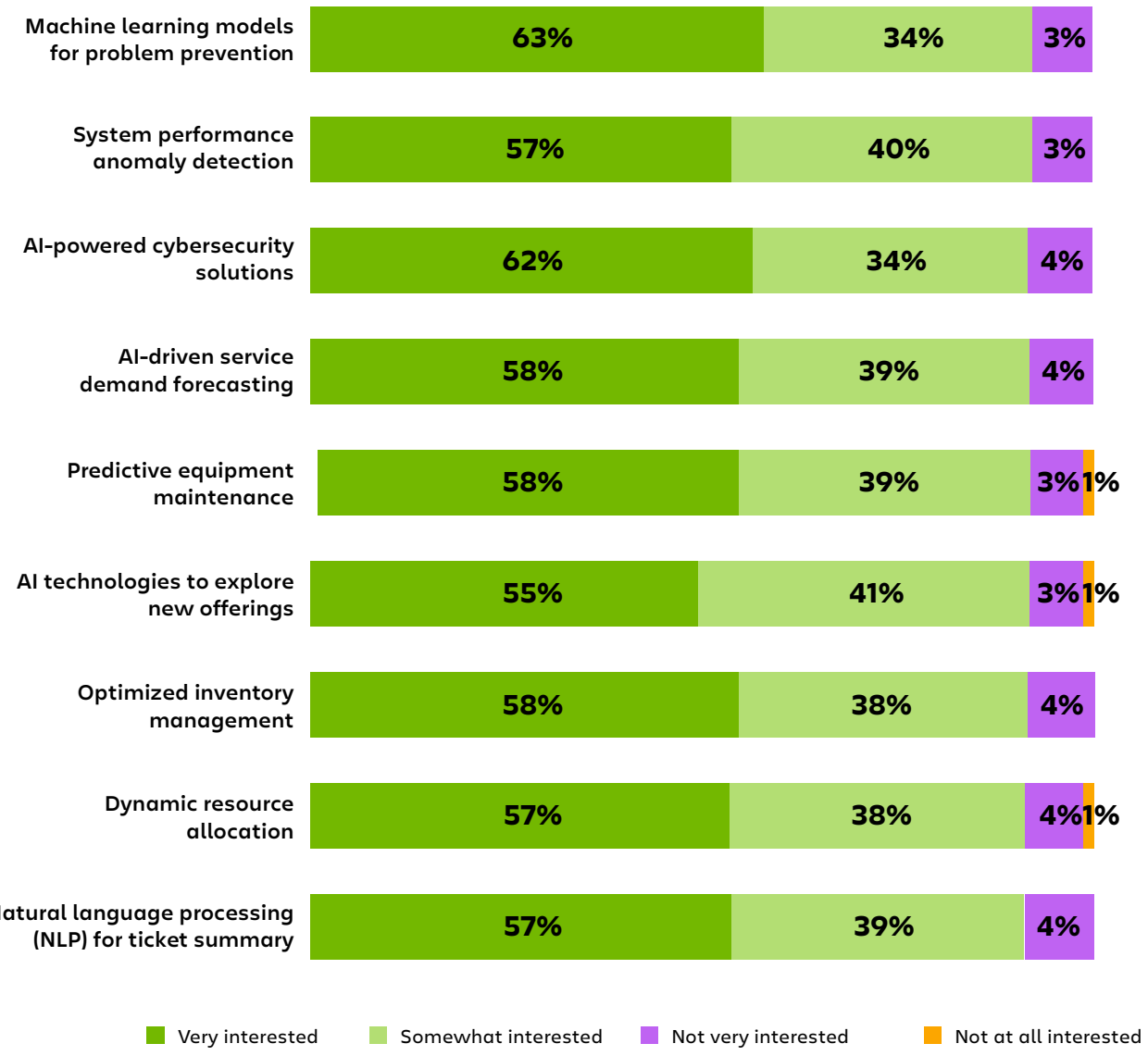


Summary & conclusion

The data is clear, AI adoption is accelerating, with organizations taking a holistic, multi-pronged approach to maximize benefits and address challenges. Teams are committed to ongoing investment, training, and optimization to stay competitive and drive innovation in service management.

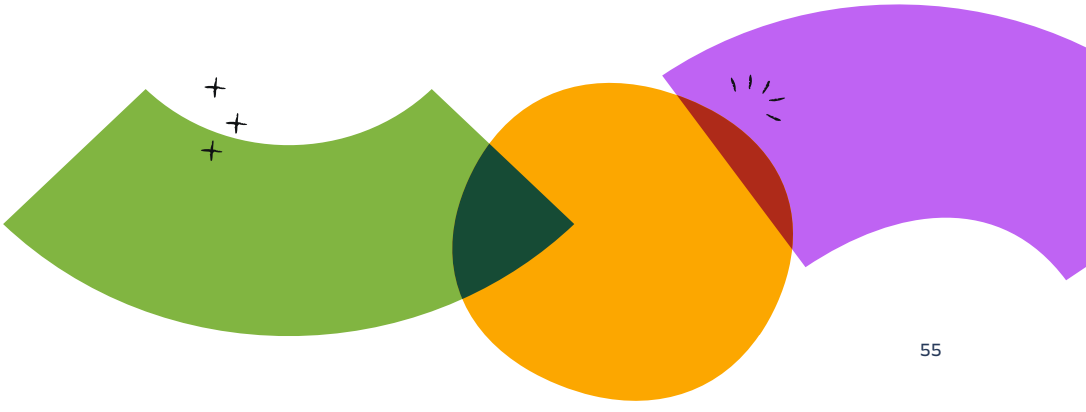
In 2025, teams are motivated to adopt AI to stay competitive, be more productive, and enhance customer experiences. Although concerns around security and ROI measurement remain teams aren't slowing down on their usage.

All teams are leveraging AI holistically across their workflows and embracing various capabilities to optimize and become more efficient where they can. The majority (99%) of organizations plan to expand or further invest in AI in the next 12 months, with a focus on data insights, platform integration, and innovation.

Looking ahead to next year it will be interesting to see if teams have made headway with ROI measurement and if security and data quality concerns persist. It will also be exciting to see what innovations occur that move the needle for Service Teams and their customer base. Stay tuned.

Want to dig deeper?
Watch a demo

Have questions?
Contact us at sales@atlassian.com



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