

## The Value Of AI In Jira Service Management From Atlassian

Atlassian commissioned Forrester Consulting to interview five representatives and conduct a Total Economic Impact™ (TEI) study to better understand the benefits, costs, and risks associated with [Atlassian Jira Service Management](#).<sup>1</sup> This abstract will focus on the AI capabilities in Jira Service Management and its value to their organizations.

Forrester found that the interviewees' organizations' traditional IT service management (ITSM) approaches fell short in addressing the rapidly evolving digital landscapes within their organizations and the complexities of the modern business environment. The rise of digital business, the shift towards distributed workforces, and the prevalence of siloed teams demanded a more agile and integrated solution.

Interviewees were searching for a service management platform that could be deployed across IT as well as business teams with new AI capabilities to enhance collaboration, customer experience, and agent productivity. They sought to leverage Atlassian's AI-driven automation, machine learning, and generative AI (genAI) features to streamline processes, reduce manual effort, and provide faster, more accurate responses to service requests, ultimately leading to higher customer satisfaction and operational efficiency.

- Interviewees' organizations ranged in size between 3,000 and 14,000 corporate employees, representing various industries, including financial services, food services and delivery, home services, and entertainment.
- All interviewees were manager-level or above and worked in operations or service management roles with insight into the unique service management requirements of various departments across their organizations.
- The interviewees' organizations used Jira Service Management for core capabilities of service management, including service request

management, incident management, problem management, knowledge management, change management, and asset management.

- Interviewees' organizations deployed the Atlassian platform for IT support and across several business teams and had varied levels of experience using the genAI features in Jira Service Management; three interviewees reported implementing the virtual service agent, while all interviewees said their organizations leveraged Atlassian Intelligence features as they became available across the platform.

## INVESTMENT DRIVERS FOR DEPLOYING AI

The interviewees' organizations consolidated on the Atlassian platform as a centralized, integrated, and scalable ITSM solution and embraced its built-in AI capabilities with the following goals:

- **Improve self-service support experiences.** Interviewees wanted to connect employees to answers across channels, such as web, email, and help center. They sought to use AI to surface knowledge, draft accurate responses to common queries, and provide instant, conversational help to employees and customers at scale.
- **Accelerate agent productivity.** Reduced ticket volume combined with agent assist features like issue summarization, response generation, sentiment analysis, and recommended actions were implemented to help human agents work more efficiently.
- **Uncover gaps in service to improve employee experience.** Interviewees called out capabilities that allowed to automatically suggest relevant intents or template types based on historical request data to streamline the setup process.
- **Streamline incident and change management.** The interviewees' organizations wanted to leverage AIOps to make smarter, more informed decisions to increase change velocity and service reliance.

Read the full study 

“Previously, our help desk chat relied on human responses, which was inefficient. Now, with the virtual service agent, we have 24/7 availability, responding to any question at any time.”

DIRECTOR OF IT OPERATIONS, HOME SERVICES

## AI CAPABILITIES IN JIRA SERVICE MANAGEMENT

After consolidating on the Atlassian platform and integrating end-to-end service management practices, the interviewees' organizations chose to leverage the following AI-powered capabilities in Jira Service Management:

- **Virtual service agent.** Combining natural language processing and generative AI, the virtual service agent provided instant, conversational support, freeing up human agents to focus on more complex tasks and strategic projects. It enhanced support efficiency and deflected service requests by automating tier-one support interactions like password resets and software access requests, ensuring quick resolutions. Natural, human-like experiences resulted in ticket deflection and IT worker efficiency.
  - The manager of production operations at the food delivery technology company said: “With Confluence linked to Jira Service Management, users now know where to find information. The platform automates repetitive tasks, including identity verification, password resetting, and notifying the requester.” The interviewee further explained: “Our legal team uses the virtual service agent feature to direct users to existing documentation, reducing the need for ticket creation. The virtual service agent helps you navigate the

vendor hiring process by providing procedural guidance and legal information from the knowledge base.”

- The director of IT operations with the home services firm noted: “Now, with the virtual service agent, we have 24/7 availability, responding to any question at any time. The virtual service agent also gathers initial information, ensuring that when a ticket is created, it already contains relevant details.”
- The engineering director at the gaming and entertainment firm stated: “We started to use the virtual service agent internally within our IT operations team to allow them to make changes in the asset database without having to give them direct access to avoid the risks associated with manually poking around in the database.”

“The ability to scale our virtual service agent by creating more intents has been very helpful. As we learn whether the intents are impactful, we can make changes on the fly, add different flows, and create knowledge-based articles for missing information. This allows us to personalize the interaction, ensuring it flows the way we want it to sound via conversational AI.”

DIRECTOR OF IT OPERATIONS, HOME SERVICES

- **Atlassian Intelligence.** This capability included a range of generative AI features to help agents be more proactive. Atlassian Intelligence provided AI-generated summaries for teams to quickly understand the situation and take prompt action and assist with support responses, including sentiment analysis and response suggestions. IT operations employees saved time

getting to the root cause of problems, responding to incidents, and streamlining change approvals with Jira Service Management.

- The director of IT operations at the home services firm explained: “The issue summaries feature has been a game-changer for us. When a ticket gets escalated and contains numerous comments, the ability to click a button and receive a bulleted summary of all actions and updates is invaluable.”
- **AI for process automation.** Forrester found that adopting AI capabilities improved escalation processes and cut average response times. Automation features streamlined task management, reducing the time spent by personnel on triage and repetitive tasks. Interviewees explained that the Atlassian platform tracked SLAs for different request types, ensuring timely resolution through automation and escalation rules. This visibility into ticket status improved cross-team communication, replacing the previously chaotic email and chat methods.
  - The manager of global service management at the global restaurant chain said: “With Jira Service Management, configuring response and resolution times is effortless. Agents can easily see and track these times, and automation will notify them when they are close to exceeding their SLA. This has significantly improved our operations.”

“We started to use the virtual service agent internally within our IT operations team to allow them to make changes in the asset database without having to give them direct access to avoid the risks associated with manually poking around in the database.”

ENGINEERING DIRECTOR, GAMING AND ENTERTAINMENT

## KEY RESULTS FOR USING JIRA SERVICE MANAGEMENT'S AI AND VIRTUAL SERVICE AGENTS

Forrester found that the implementation of the virtual service agent and additional AI features in Jira Service Management significantly accelerated productivity and process improvements across the interviewees' organizations. This included reducing average time to resolution as well as enhancing end-user experiences and providing more resilient services.

The Forrester TEI study calculated the results of the Jira Service Management investment for a composite organization based on the rollout of virtual service agent capabilities in Year 2 of the analysis and the use of Atlassian Intelligence features in Year 3 of consolidating with Atlassian. Organizations could potentially realize benefits sooner due to embedded AI functionality across the platform.

The following quantified benefits were assessed for the composite organization:

- **Improved service desk productivity.** For the composite organization, the AI features in Jira Service Management significantly enhance service desk productivity by automating routine tasks and enabling self-service capabilities. These features reduce the volume of IT support requests by deflecting up to 30% of tickets through AI-driven, self-service options and knowledge base integration. Additionally, the virtual service agent provides instant responses and gathers initial information, streamlining the support process and reducing the need for human intervention. This automation improves ticket-handling efficiency by up to 30%, saving substantial time for service agents and allowing them to focus on more complex issues, ultimately enhancing overall productivity and service quality.

Request deflection rate with fully deployed self-service and request automation capabilities using the virtual service agent

**30%**

Decrease in incident handling times when leveraging automation and AI

**30%**

- **Improved end-user productivity.** Virtual service agents provide instant support for common request queries, enhancing end-user productivity at the composite organization. The integration of virtual service agents allows for automated provisioning and deprovisioning of access to applications, ensuring new employees have the necessary access from day one. This reduces downtime and enhances user satisfaction. Additionally, AI-driven features, such as automated escalation and prioritization of tickets, ensure timely resolution and further reduce wait times. These capabilities collectively save employees on average 25 minutes per request, allowing them to focus on more critical tasks and improving overall productivity.

Decrease in end-user downtime when fully leveraging self-service, AI, and automation capabilities in Jira Service Management

**25 minutes per service request**

- **Improved IT operations team productivity with AIOps.** The AI capabilities in Jira Service Management streamline processes and improve efficiency at the composite organization, enhancing the IT operations team's productivity. AI-driven features such as issue summarization, provide concise summaries of escalated tickets, enabling the IT operations staff to quickly come up to speed on issues and take necessary actions. These capabilities and others collectively save IT operations an average of 55 minutes per incident, improving overall productivity and operational efficiency.

Time saved per incident handled by IT operations when fully leveraging AI and automation capabilities in Jira Service Management

**55 minutes**

- **Improved software engineer and decision-maker productivity.** AI features also enhance productivity for the composite's engineers and decision-makers. Capabilities like the summarize function provide concise summaries of escalated tickets, allowing engineers to quickly review and understand complex issues. This reduces the time spent on problem resolution and facilitates faster incident management. Additionally, AI-powered automation of child issue creation in Jira ensures comprehensive task documentation for larger projects, saving time and ensuring no critical tasks are overlooked. These capabilities collectively save engineers at the composite an average of 12 minutes per incident, improving overall productivity and enabling decision-makers to make more informed and timely decisions.

Time saved per incident handled by software engineers

**12 minutes**

- **Cost savings from retiring previous solutions.** By switching to Jira Service Management, the composite organization eliminates its previous investment in license costs, labor, and ongoing maintenance from traditional service management solutions. After investing in Jira Service Management, the composite organization increases the number of service agents from 850 in IT to 1,200 across departments and realizes additional, measurable value from leveraging the Atlassian platform's AI capabilities.



Saved per agent per month on subscription costs with Atlassian

**\$55**

Please note that based on the current availability of AI features across the platform, the efficiencies realized in Years 2 and 3 of this analysis can be achieved sooner by incorporating virtual service agents and AI capabilities in earlier stages of the Jira Service Management deployment. Additional features not evaluated in this study may provide further benefits across these use cases in the future.

“The AI summarization feature is particularly useful for handling complex issues that require higher-level intervention, as it allows us to quickly grasp the situation and respond effectively.”

DIRECTOR OF IT OPERATIONS, HOME SERVICES

## TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: [“The Total Economic Impact™ Of Atlassian Jira Service Management,”](#) a commissioned study conducted by Forrester Consulting on behalf of Atlassian, December 2024.

### STUDY FINDINGS

Improved service desk productivity. By Year 3, Jira Service Management reduces IT support requests and improves ticket-handling efficiency by 30%, saving agents substantial time and enhancing overall productivity, valued at over \$2.9 million.

Improved end-user productivity. Jira Service Management’s user-friendly interface improves request visibility, automation, and AI-assisted self-service options and saves employees up to 25 minutes per request, enhancing productivity and saving \$3 million over three years.

Improved IT operations team productivity. Enhanced incident and change management practices, increased visibility, and AI-driven features save IT operations staff time on problem resolution, incident response, and change approvals, adding up to \$866,000 over three years.

Improved engineer and decision-maker productivity. Streamlined work intake, improved collaboration, and expedited incident resolution through AI-driven features and integration with Jira save time and the composite realizes efficiencies valued at over \$362,000 over three years.

Cost savings from retiring previous solutions. Switching to Jira Service Management eliminates \$867,000 per year in license costs and \$235,000 per year in management labor and services, totaling approximately \$2.3 million in savings over three years.



Return on investment (ROI)

**275%**



Net present value

**\$6.97M**

# Appendix A: Endnotes

---

## APPENDIX A: ENDNOTES

<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Atlassian and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Jira Service Management.

Atlassian reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Atlassian provided the customer names for the interviews but did not participate in the interviews.

### ABOUT FORRESTER CONSULTING

Forrester provides independent and objective [research-based consulting](#) to help leaders deliver key transformation outcomes. Fueled by our [customer-obsessed research](#), Forrester's seasoned consultants partner with leaders to execute on their priorities using a unique engagement model that tailors to diverse needs and ensures lasting impact. For more information, visit [forrester.com/consulting](https://forrester.com/consulting).

© Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies.

FORRESTER®