



## Increase case deflection and self-service through optimized search

### Search is the start of every journey

We are constantly looking for better answers, faster. When in a time crunch, there are few things more frustrating than entering keywords into a search bar and yielding little or no useful results.

Users spend a lot of time jumping from person to person, and system to system, to find the answers they are looking for, and much of the time spent is unsuccessful in delivering what they need. The result? Wasted time and unnecessary calls to the support center. Delays like these frustrate users and can weigh down an entire organization, making everyone less productive.

Users expect a seamless search experience where they can quickly find relevant and actionable answers on their own. AI Search from ServiceNow® provides a smart and simplified search experience—powered by artificial intelligence (AI).

### Simplified searching with better results

AI Search, available on the Now Platform®, is built on a self-learning system with machine learning (ML)-based relevancy, delivering optimized results that users can act on right away. The straightforward and easy-to-use experience with modern UX serves up results that are contextual and personalized.

By providing relevant and actionable results at the time of search, organizations can drastically increase their case deflection and reduce the volume of calls made to support centers for search-related requests:

- Providing users with the right answer, when they need it, with improved out-of-the-box and ML-based relevancy.
- Detecting typos and leveraging Natural Language Understanding (NLU)-enabled intent detection to understand exactly what the user is looking for.
- Applying autocomplete capabilities based on past searches and results to speed up and streamline searching.
- Displaying a Genius Result answer card as the top search result, prompting users to act on the best answer right away.
- Unifying data across silos, enabling users to search across internal and external knowledge management systems, through a single search index.
- Applying content security so users only search content that is relevant and accessible to them—providing a means to search external sources securely.

### Challenges

- Users expect customer-grade search experiences
- Traditional search is time consuming and inefficient
- Disparate systems and disjointed data make it difficult to find information
- Common mistakes, like spelling errors, reduce search effectiveness

### Solution

AI Search is available on the Now Platform

### Results

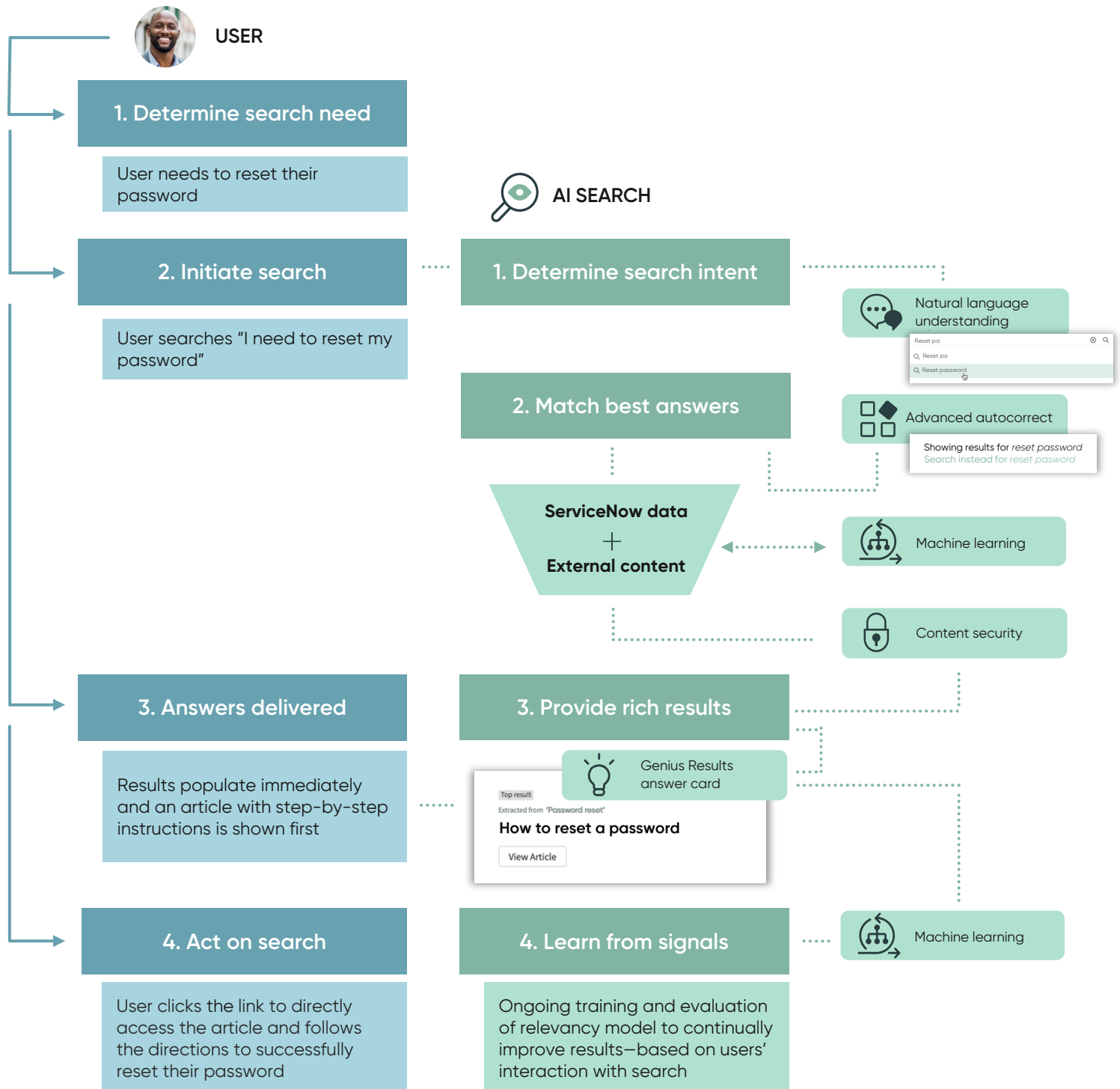
- Reduction in user search time per day
- Increased case deflection through self-service capabilities
- Unified organizational data in a single search index
- Reduced errors in searching via advanced autocomplete



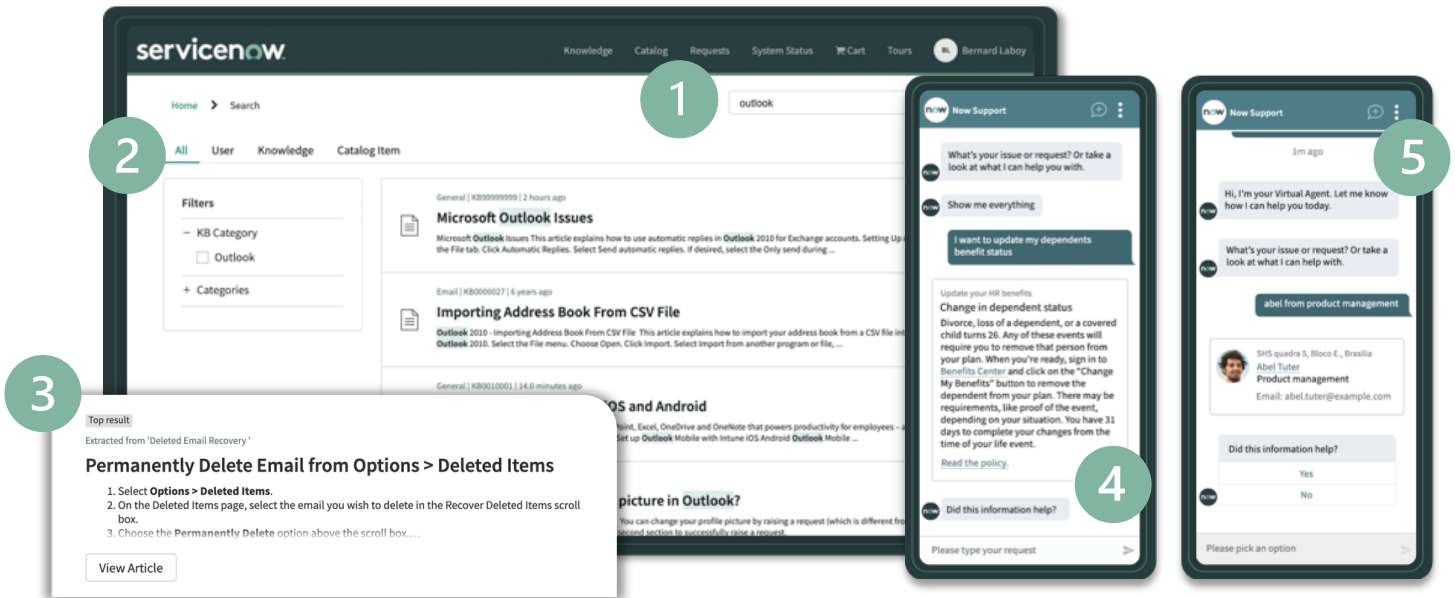
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## Connecting users and answers

AI Search is a natural, smart, and easy way to empower users to find answers on their own, when and where they need them. AI Search unites your existing data, no matter the location, for better search results. Not only does it pull in ServiceNow data with out-of-the-box workflows, but it's also easy to integrate siloed data across any knowledge management system. With this personalized experience, users find exactly what they are searching for and can easily take the next step.



## Elevate search with ServiceNow



- 1 NLU-enabled intent detection understands what the user is looking for whether they type in keywords, a question, or a statement.
- 2 Search securely across both internal and external systems at once to locate the most relevant results.
- 3 A Genius Result answer card displays as the top search result, providing a quick answer and the opportunity to act right away.
- 4 Semantic search capabilities enable users to find precise answers within knowledge articles and FAQs.
- 5 Chat with Virtual Agents through a drastically simplified experience with increased search capabilities for more consistent and relevant results.