

ServiceNow® AI Search

The business challenge

Customers and employees expect to easily get what they need, whenever they need it. But they don't have the patience to navigate portals and they struggle to find what they need in knowledge bases. In the end, many of these efforts end in frustration and a need to request help from support or another colleague.

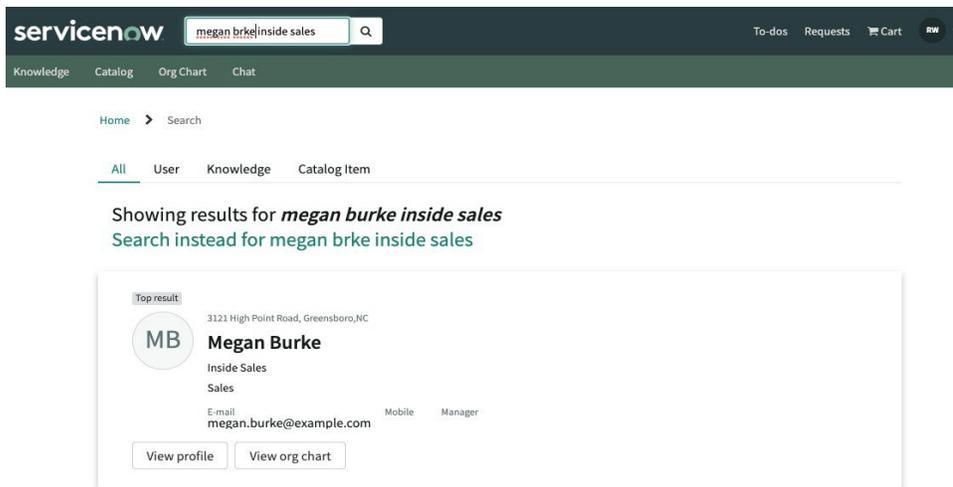
In the end, this is not a good experience for anyone. It disrupts work and leaves agents overloaded with repetitive and mundane requests.

It has become increasingly clear that businesses must embrace intelligent solutions to drive operational efficiency and improve employee and customer satisfaction.

The ServiceNow solution

Search has evolved beyond a simple quest for information to a first step in getting things done - a critical element to keeping work flowing across and within modern, high functioning digital organizations. Employees and customers expect to be able to find what they need quickly and easily, when and where they need it and no matter where it resides.

ServiceNow AI Search delivers that consumer-grade search experiences to employees and customers and empowers them with self-service answers and actionable information. AI Search uses a combination of natural language understanding (NLU) and machine learning to identify user intent and deliver always relevant results that users can act on right from within the search results window.



AI Search uses autocorrect to display accurate results even when queries are mis-typed

Benefits

Increase deflection rates

Empower users with relevant, rich, AI-powered answers on demand

Contextual, relevant content

Provide contextual and intuitive experiences across portals, mobile apps, and Virtual Agent

Engaging experiences

Natural language processing (NLP) engine understands and interprets simple, human language and delivers accurate results

Instant answers

Deliver precise answers within knowledge articles and FAQ documents. Provide users with exact answers instead of links by applying semantic search capabilities

Results improve with every question

Easy to maintain search experience that automatically adapts to new questions and new content with every interaction

Content Security

Search external content securely. Break data silos across multiple databases driving a cohesive secured experience in a unified portal solution with a single search box.

Regionalized language support

End users will receive content both in their own session language and in English.

Semantic search

Unlike legacy keyword searches, which are simply looking to match words or phrases within a query, AI Search is able to understand meaning to deliver highly relevant information. It does this by interpreting contextual cues to identify user intent and deliver value.

A familiar example of semantic search in the consumer world is a search for a restaurant returning map directions and contact details. Similarly, a search for "tuition reimbursement" within an organization's employee portal will return articles with instructions to kick off this process. Context is also considered to deliver a different experience based on user location, language, department, equipment, and more. Autocorrect and autocomplete are also key features that reduce frustration and deliver seamless results by getting right to the intention of the user's query.

Semantic search is a fast, friendly, and intuitive way to improve user experiences while simultaneously keeping work flowing by deflecting issues across the enterprise.

Genius Results

AI Search displays the best answers for a search query as actionable Genius Result cards – included as the top result. Genius Results are easily configured using trigger conditions and answer types.



Self-learning search engine

Search relevancy is automatically tuned by leveraging machine learning to learn users' behavior and predict the best answers.

Power up your portals and chatbots

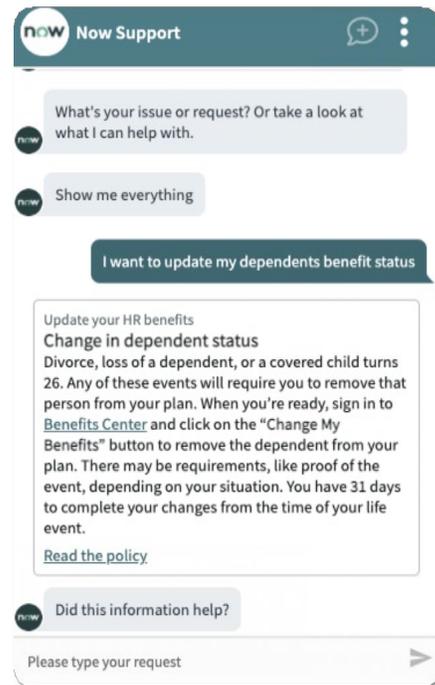
AI Search is easily embedded into your Service Portals and Virtual Agent, delivering intelligent and actionable information exactly where users need it most.

Deliver anytime, anywhere service experiences

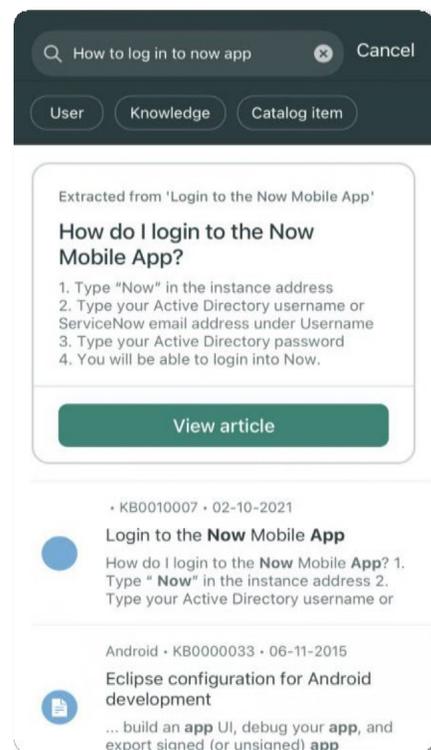
Being part of the Now Platform® allows AI Search to natively access your ServiceNow data and provide a personalized and consistent experience across desktop, web, and mobile. AI Search uses your existing service catalog, knowledge base articles, and Now Platform data to quickly deliver the most accurate and relevant results – anytime, anywhere.

Find out more

www.servicenow.com/products/ai-search.html



AI Search delivers fast, relevant answers anytime, anywhere



Genius Results deliver context-rich, relevant results that users can act on right away