ServiceNow  Predictive Intelligence

The business challenge
Business leaders everywhere recognize the potential of machine learning to accelerate and drive digital transformation, but questions about practical applications of these technologies and how to actually get started can bring great intentions to a standstill. However, machine learning offers organizations an opportunity to work smarter and faster in everyday ways by simply empowering the teams they already have.

In service-focused departments including IT, HR, and customer service, agents spend a large percentage of their time performing mundane, low-value work like categorizing or prioritizing requests, searching for similar incidents and cases, and finding the right team to handle the work. These manual steps introduce human error, slow down resolution time, and ultimately lower customer satisfaction.

The ServiceNow solution
ServiceNow® Predictive Intelligence is a powerful — yet, approachable and attainable — set of machine learning capabilities that effectively integrates with your ServiceNow workflows to enhance business efficiency and improve service.

Using a patented machine learning engine, Predictive Intelligence helps your teams work faster by recommending content to agents after making connections between incidents, cases, alerts, and knowledge articles. Predictive Intelligence also accurately categorizes, assigns, and prioritizes incoming requests, freeing your teams to focus on the problem solving that humans do best.

These capabilities make adopting machine learning simple and accessible for businesses looking to reduce manual intervention, improve customer satisfaction, and elevate employee productivity.

Optimize resources, reduce costs
Quickly deliver requests to the right agent with the right prioritization so they can address issues at the speed of business.

Increase fulfills requester productivity
Empower employees and customers with more time and energy to focus on more complex tasks and requests.

Improve overall business efficiency
Provide consistent and reliable information. Exceed service levels and increase customer satisfaction with accurate categorization, prioritization, and routing.

Develop and deploy quickly
Immediately use out-of-the-box machine learning models without custom development or additional engineering resources.

Improve service and customer satisfaction
Decrease resolution times and errors through recommended actions in the context of your business.

Agent Assist

- I can’t launch my VPN client since
- Network file shares access issue

Recommendation
We noticed that 6 similar high impact incidents have been created in the past 4 hours.

Propose Major Incident

- Can’t access SFA software
  State: New  Priority: Category: Software
  Created:  Failed
  Updated: 2019-06-03 13:00:01

Agent Assist

- Wireless access is down in my area

Recommendation
We noticed that 3 similar incidents have been created in the past 2 hours.

Propose Major Incident

- Open Problems
  State: Open  Priority: Category: Problems
  Created:  Done
  Updated: 2019-06-03 13:00:01

Link to Change

Recommend content that helps agents solve issues faster.
**Personalized adaptive intelligence**

Predictive Intelligence continuously learns and updates predictions, applying machine learning to existing workflows in practical ways that increase service coverage, accuracy, and employee productivity across the enterprise.

- Compare the similarity of text within open incidents across the enterprise so IT workers can quickly identify and then propose new major incidents.
- Accurately categorize new HR service requests so they are quickly routed to the correct team for resolution.
- Automatically prioritize product issues and incoming field requests so customer service agents can stay focused on the most pressing issues.

**Built for your organization**

Predictive Intelligence operates within the context of a customer’s dataset and existing ServiceNow workflows. As a result, machine learning models are finely tuned to recognize historical patterns and trends specific to the enterprise language and service process of each customer.

All customer data and model training stays within the Now Platform®, so there is no need to rely on third-party data science tools to build or train your model.

**Native to the Now Platform**

Predictive Intelligence uses machine learning, natural language processing (NLP), and deep learning techniques to quickly analyze and compare records across all ServiceNow applications.

A scriptable prediction API allows developers to use predictions in their own custom apps and workflows built on the Now Platform.

**International language support**

Predictive Intelligence supports customer datasets in the following languages:

- English
- French
- Spanish
- Dutch
- Japanese
- German
- Italian
- Brazilian Portuguese

**Multilingual Model Management**

Available on the NLU Workbench enables admins managing models in multiple languages and model authors to create secondary models in foreign languages consistent with models developed in their primary language in a single click. Models, whether in primary or secondary languages, are consistent in terms of intent, entities, and vocabulary.

**Automation Discovery**

Identify automation opportunities where ServiceNow applications, such as Virtual Agent, Auto-Routing, and Agent Assist can be applied. End the struggle with how and when to turn on automation solutions from ServiceNow and increase deflection while lowering MTTR.

**Measured service impact**

Predictive Intelligence comes equipped with powerful analytics that give administrators insights into the value of machine learning and how each prediction improves service efficiency. Dashboards provide a graphical view of Predictive Intelligence’s prediction trends and their impact on your business.

- See how prediction usage significantly decreases average resolution times across the organization.
- Demonstrate how precision accuracy increases the number of issues resolved by the first assignment group.
- Monitor monthly prediction coverage and accuracy trends over time.

---