Work faster and smarter

with ServiceNow® Predictive Intelligence
The human mind is a wonderful thing. That’s why your employees are your most valuable resource. They’re great at solving difficult problems, dealing with new situations, making hard decisions with limited facts, finding creative solutions, and so much more. Unfortunately, however, many businesses don’t make the most of human intelligence. Instead of spending time where human brainpower makes an indispensable difference, employees are buried in monotonous mechanical work and end up solving the same problems over and over. It’s not fulfilling, it’s not productive, and it’s not strategic or sustainable.

Then, there are the things the human mind just isn’t good at. We’re not built to spot subtle patterns in gigabytes of data, accurately process thousands of transactions, or search vast databases for pertinent information. And yet, that’s exactly what many businesses ask their employees to do, with inevitable consequences. They fall behind, burn out, and make mistakes. That’s not good for employees, and it’s not good for business.

Wouldn’t it be better if you could take away that monotonous, inefficient work? What if you could instantly recall solutions to known problems, quickly find needles of relevant information in the proverbial data haystack, and automatically make accurate assessments—such as the best place to assign a specific task? Your employees would work faster and smarter, make better decisions and fewer mistakes, and focus on more meaningful and satisfying work. For your business, that translates into higher productivity, lower costs, increased customer satisfaction, more motivated employees, and less business risk.

Here’s the good news. You can. Welcome to ServiceNow Predictive Intelligence.
What is Predictive Intelligence?

Predictive Intelligence is an artificial intelligence (AI) technology that works hand in hand with your employees to accurately automate repetitive decisions, provide relevant contextual content, and uncover hidden insights in real time. Along with ServiceNow® Virtual Agent and ServiceNow® Performance Analytics, it’s part of Now Intelligence—an native set of AI and analytics capabilities on the Now Platform®.

Predictive Intelligence uses machine learning to continuously analyze your operational data, identifying patterns and similarities. It then uses these to make predictions and recommendations. Think of it as the ultimate virtual assistant, integrating seamlessly with ServiceNow workflows to eliminate time-wasting manual work and deliver the information your employees need to work faster and smarter.

Although Predictive Intelligence is cutting-edge AI, you don’t have to be a rocket scientist (or a data scientist) to use it. It’s built for your business and your people, and it’s designed to solve real-world problems.

Predictive Intelligence also leaves you in control. Unlike some other AI technologies, it’s not a black box that you have to trust and hope for the best. When Predictive Intelligence makes a recommendation, it’s just that—a recommendation that you can accept or reject. And, when you tell it to make automated decisions, you set a confidence level, so it comes back and asks you if it isn’t sure.
What can you do with Predictive Intelligence?

Predictive Intelligence works with ServiceNow applications and workflows to boost the performance and abilities of your employees. As part of the Now Platform, it isn’t a separate product. Instead, it makes ServiceNow products smarter and more capable.

Let’s take a deeper look at one area: ServiceNow® IT Service Management. Keep in mind that this is only an example. A lot of what follows also applies to other areas where Predictive Intelligence can learn from large volumes of operational data—such as ServiceNow® Customer Service Management.

Also remember what follows is only a start. Since Predictive Intelligence is a platform technology, we’re constantly looking for new ways to surface its value through ServiceNow solutions. ServiceNow customers are also finding their own innovative uses for Predictive Intelligence. For example, one customer uses it to automatically assess suspicious emails reported by employees, determining if the emails actually pose a security threat.
Get the right work to the right place

In an ideal world, incidents would automatically fly like an arrow to the right support team. However, the reality is far different. End users struggle to describe their issues, so incidents have to be manually triaged and routed. Even so, incidents still bounce from team to team because they are incorrectly categorized. And, high-priority incidents sit at the back of the queue because they aren’t properly prioritized. What’s the result? Support teams waste huge amounts of time and incidents take too long to resolve.

With Predictive Intelligence, you can automatically route incidents to the right support team. Simply train Predictive Intelligence using your historical incident data, and it learns how to accurately categorize, prioritize, and route future incidents. You reduce manual work, eliminate bottlenecks, and respond faster—saving time and money while delivering better service quality.
Agents spend too much time trying to solve issues that have already been solved in the past. They hunt through articles, search for similar previous incidents, and scour documentation—all in an effort to get to the bottom of the issue and find out what to do next. Meanwhile, the clock is ticking.

Predictive Intelligence lets you turn incident resolution on its head. Instead of agents hunting down information, information comes to them. When an agent starts to work on an incident, Predictive Intelligence instantly connects the dots, combing through your operational history and knowledgebase to find relevant content and suggested tasks that help the agent to resolve the issue faster.
Quickly detect major incidents

When a major incident strikes, you need to respond right away. However, it’s not always easy to detect major incidents. A single incident isn’t critical—for example, when a user can’t access an application, it could be a user-specific configuration issue or even sticky fingers. It’s only when reports roll from multiple users that the alarm bells need to ring. But, because agents deal with individual incidents rather than seeing the big picture, sounding the alarm can take a very long time.

Predictive Intelligence lets you quickly identify and respond to critical issues. It proactively identifies similar open incidents, automatically highlighting potential major incidents as they emerge. Instead of wasting time waiting, you act right away and get your business back up and running. And, rather than struggling to provide answers, agents can now link individual incidents to the major incident, avoiding unnecessary duplicate work and providing clarity for end users.
Continuously identify opportunities for operational improvement

Major incidents are only one example of Predictive Intelligence’s detection capabilities. You can use Predictive Intelligence to dynamically segment and group your operational data, identifying clusters of similar items. This highlights patterns in your operational data, pinpointing areas for improvement.

Unlike static analysis, where you have to specify what you’re looking for, with this dynamic cluster analysis you don’t even having to ask. It uses unsupervised machine learning to automatically identify and show you what’s important. And, it adapts as your operational data evolves, highlighting new items as they emerge—for example, issues with new hardware or software releases, increasing resolution times for specific incident types, or knowledge gaps that you can address through training and enhanced documentation.
How do you get started with Predictive Intelligence?

Take an incremental approach, rather than going for a big bang. Start by identifying the top areas where you can benefit from Predictive Intelligence. ServiceNow® Performance Analytics can help with this. For example, if you have high incident reassignment rates or don’t have enough resources to triage incidents, consider starting with automated incident categorization, prioritization, and routing. On the other hand, if your reassignment rates are acceptable, but agents are struggling to resolve issues or are escalating incidents that already have a solution, automated content and action recommendations may be a better starting point.

It’s also important to build a solid, trusted data foundation before you start to use Predictive Intelligence. Because it learns from your operational history, it depends on the quality of that data to provide recommendations and make decisions. For instance, if agents don’t consistently open incidents or cases to track end-user issues—or fail to update assignment groups and categories—Predictive Intelligence doesn’t have a reliable view to learn from. Similarly, if they don’t capture consistent information about each incident or case, that limits Predictive Intelligence’s ability to detect similarities.
The bottom line

Humans have extraordinary brains, but we waste them on repetitive manual work and inappropriate tasks. Rather than focusing on meaningful and fulfilling work, employees fall behind, burn out, and make mistakes. That’s not good for your employees, and it’s not good for your business.

With Predictive Intelligence, you can leverage the power of machine learning to help your employees work faster and smarter. It’s a perfect partnership, with people and machines each doing what they do best. By leveraging Predictive Intelligence to get work to the right place, resolve issues faster, and identify operational improvement opportunities, you can raise productivity, lower costs, increase customer satisfaction, unlock the true potential of your employees, and reduce business risk. And, you don’t need to be a data scientist to get started—Predictive Intelligence is designed to solve real-world problems for your business and your people.