AI at ServiceNow

Our pragmatic approach to AI and machine learning transforms the way our customers work. By using now intelligence to surface relevant information, make predictions and recommendations, and automate repetitive tasks, your employees and customers can finally focus on areas only humans excel at—creative thinking, customer interactions, and unpredictable work.

What can you do with AI?

Take a peek at some real-world examples of how the AI in Now Intelligence improves productivity and elevates work experiences.

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- **Deliver better self-service**
  Make it easy for users to get what they need with AI Virtual Agent that naturally understands their requests.
- **Route and prioritize work**
  Closest requests to incidents, calls, and tasks automatically get to the right team, at the right time.
- **Optimize knowledge bases**
  Defect tickets and reduce churn by uncovering knowledge gaps and preventing duplicate content.
- **Recommend actions and deliver answers**
  Connect the dots to help users by suggesting relevant tasks and/or other countries. Other company and product names may be trademarks of the respective companies with which they are associated.
- **Discover hidden patterns**
  Compare group duplicates of related items and discover the best opportunities for improvement.

Under the hood

Now Intelligence includes a set of machine learning frameworks and natural language processing techniques that work together to seamlessly enhance your employees’ abilities.

Machine learning frameworks

- **Classification**
  Uses historical data to automatically apply the correct labels to category, assignment group, and priority–to–inciting requests, freeing your employees to work on more meaningful tasks.
- **Similarity**
  Analyzes text to find connections across incidents, cases, events, and knowledge articles to help detect major incidents, recommend relevant content, and suggest actions the agent should take.
- **Clustering**
  Works behind the scenes to continuously group and discover patterns in your data, and deliver answers more meaningfully.
- **Supervised learning**
  Humans create and train models using thousands of completed examples. The trained model can then predict results when asked to output a category label or numeric value.
- **Unsupervised learning**
  Sorts data and uncovers interesting patterns without pre-defined category labels. Typically used to cluster groups of records or identify interesting relationships.
- **Deep learning**
  Uses neural networks to imitate how the human brain learns and improve itself without additional training from humans.

Natural language processing

- **Foundational NLP**
  A base level of understanding, NLP extracts the most important ideas from blocks of unstructured text, converts between speech and text, and recognizes emotional sentiment.
- **Natural language understanding**
  Enables you to make requests the same way you would ask another human. NLU comprehends each request by recognizing the intent (what you want to do) and all of the supporting details (identified).
- **Natural language query**
  Delivers immediate answers by converting plain language questions into database query code before returning the results, user friendly lists, numeric values, or dynamic charts.

Understanding ML

Machine learning is a subset of AI, but it also has its own category of techniques and technologies that enable computers to perform tasks and make decisions without human assistance.

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Native to the Now Platform

Now Intelligence is the best way for you to bring the power of AI to your organization—delivering all of the capabilities, security, and analytics you need to help people get work done easier, faster, and smarter.

- **Native to the Now Platform**
  Human assistance.
- **Make decisions without**
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