# How do I get started with Predictive Intelligence?

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## What is Predictive Intelligence?

Predictive Intelligence, formerly known as Agent Intelligence, is a ServiceNow® platform capability that operationalizes machine learning solutions within your existing processes without the need for an army of data scientists to build custom solutions. Predictive Intelligence is not a standalone product—it's a layer of artificial intelligence features and capabilities that can be applied across ServiceNow applications.

## How is Predictive Intelligence useful?

### End user

Understand an end user's intent and route their ticket to the right agent or connect them with the right knowledge article.

### Frontline worker

Provide tactical relief for agents by auto-populating fields, linking similar tickets, and addressing knowledge gaps efficiently.

### Service owners

Prioritize knowledge article creation and be alerted to major incidents before they have a chance to impact end users and the business.

## What are the different types of Predictive Intelligence?

### Natural language understanding (NLU)

Improves user experience by enabling end users to interact with the system using natural language

### Classification

Provides tactical relief for frontline workers by auto-populating fields that are critical

### Similarity

Helps frontline workers resolve incidents faster by linking them to similar tickets or relevant knowledge articles

### Clustering

Helps frontline workers plug knowledge gaps more efficiently and alert service owners to major incidents as they develop

# How do I get started with Predictive Intelligence? (Cont.)

**What are common uses for Predictive Intelligence with ServiceNow?**

| | ITSM | CSM | HR | Other IT workflows |
|---|---|---|---|---|
| **End user** (Employee, customer) | • Virtual Agent powered by natural language understanding (NLU)<br>• Suggested articles | • Virtual Agent powered by NLU<br>• Suggested articles | • Virtual Agent powered by NLU<br>• Suggested articles<br>• User profile-based recommendations | • Trending content of similar users on the portal |
| **Frontline worker** | • Similar resolved incidents<br>• Similar open incidents<br>• Recommend relevant KB for an incident<br>• Clustering incidents for Virtual Agent topic selection<br>• Duplicate/similar article detection<br>• Incident assignment and categorization | • Recommended resolved/open cases<br>• Recommend relevant KB for a case<br>• Suggest articles related to a currently viewed article for a requestor<br>• Alert author of identical (or extremely similar) articles to prevent duplicates<br>• Case categorization, assignment, and prioritization | • Suggested articles<br>• Duplicate/similar article detection<br>• Assignment group prediction<br>• HR service categorization | • Similar closed alerts<br>• Discover software subscription purchases from expense transactions<br>• Phishing detection<br>• Innovation management – Find similar ideas<br>• Alert grouping |
| **Service owner** | • Knowledge curation – Find knowledge gaps<br>• Major incident detection<br>• Performance Analytics and reporting<br>• Predict change risk<br>• NLU for analytics | • Knowledge curation – Find knowledge gaps<br>• Auto grouping cases for major issue detection<br>• Performance Analytics and reporting<br>• NLU for analytics | • Knowledge curation – Find knowledge gaps<br>• Performance Analytics and reporting<br>• NLU for analytics | • Anomaly detection<br>• Root cause analysis<br>• Performance Analytics and reporting<br>• Clustering similar business applications for portfolio management<br>• Software spend detection<br>• Process clustering and classification for Service Mapping<br>• NLU for analytics |

# How do I get started with Predictive Intelligence? (Cont.)

**How do I get started with Predictive Intelligence?**

Below are the high-level steps to get started. Read our Predictive Intelligence Playbook and readiness workbook for additional detail.

1. **Make sure you have access to Predictive Intelligence.**
   Predictive Intelligence is included in these packages: ITSM Professional, CSM Professional, HR Professional, HR Enterprise, and Now Platform App Engine Professional.
2. **Introduce machine learning to the team that will interact with the Predictive Intelligence solution (e.g., service desk team members).**
   Make sure they understand the benefits of Predictive Intelligence and that it supports their work.
3. **Consider potential uses.**
   Review the most common uses on the previous slide and discuss Predictive Intelligence capabilities with business owners and your team to see which are the most relevant (the playbook outlines a workshop process if needed). When you choose where to begin, consider that you will need to answer these questions: What do you want to predict? What input fields can be used for prediction? What data can be used to train the solution? How frequently do you want to train it?
4. **Plan and execute a pilot.**
   A pilot supports a recommended crawl-walk-run approach. It provides an opportunity to practice using Predictive Intelligence, especially training models and assessing raw data sources. The success of the pilot and lessons learned will benefit the larger scale implementation.
5. **Use learnings from the pilot to build and refine the data you need to expand uses and scale.**

**Related resources**

- Community – Predictive Intelligence
- Now Learning – Predictive Intelligence

*If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please contact us.*