How do I get started with Predictive Intelligence?

Questions addressed:
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• How is Predictive Intelligence useful?
• What are the different types of Predictive Intelligence?

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• What are common uses for Predictive Intelligence with ServiceNow?

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• How do I get started with Predictive Intelligence?

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?

<table>
<thead>
<tr>
<th>End user</th>
<th>Frontline worker</th>
<th>Service owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand an end user’s intent and route their ticket to the right agent or connect them with the right knowledge article.</td>
<td>Provide tactical relief for agents by auto-populating fields, linking similar tickets, and addressing knowledge gaps efficiently.</td>
<td>Prioritize knowledge article creation and be alerted to major incidents before they have a chance to impact end users and the business.</td>
</tr>
</tbody>
</table>

What are the different types of Predictive Intelligence?

<table>
<thead>
<tr>
<th>Natural language understanding (NLU)</th>
<th>Classification</th>
<th>Similarity</th>
<th>Clustering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improves user experience by enabling end users to interact with the system using natural language</td>
<td>Provides tactical relief for frontline workers by auto-populating fields that are critical</td>
<td>Helps frontline workers resolve incidents faster by linking them to similar tickets or relevant knowledge articles</td>
<td>Helps frontline workers plug knowledge gaps more efficiently and alert service owners to major incidents as they develop</td>
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</tbody>
</table>
## How do I get started with Predictive Intelligence? (Cont.)

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

<table>
<thead>
<tr>
<th>End user (Employee, customer)</th>
<th>Frontline worker</th>
<th>Service owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITSM</td>
<td>CSM</td>
<td>HR</td>
</tr>
<tr>
<td>• Virtual Agent powered by natural language understanding (NLU)</td>
<td>• Virtual Agent powered by NLU</td>
<td>• Virtual Agent powered by NLU</td>
</tr>
<tr>
<td>• Suggested articles</td>
<td>• Recommended resolved/open cases</td>
<td>• Suggested articles</td>
</tr>
<tr>
<td></td>
<td>• Recommend relevant KB for a case</td>
<td>• Duplicate/similar article detection</td>
</tr>
<tr>
<td></td>
<td>• Suggest articles related to a currently viewed article for a requestor</td>
<td>• Assignment group prediction</td>
</tr>
<tr>
<td></td>
<td>• Alert author of identical (or extremely similar) articles to prevent duplicates</td>
<td>• HR service categorization</td>
</tr>
<tr>
<td></td>
<td>• Case categorization, assignment, and prioritization</td>
<td>• Auto grouping cases for major issue detection</td>
</tr>
</tbody>
</table>

**Key Functions:***
- NLU for analytics
- Performance Analytics and reporting
- Clustering similar business applications for portfolio management
- Software spend detection
- Process clustering and classification for Service Mapping
- NLU for analytics

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

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

**End user (Employee, customer):**
- Virtual Agent powered by natural language understanding (NLU)
- Suggested articles

**Frontline worker:**
- Similar resolved incidents
- Similar open incidents
- Recommend relevant KB for an incident
- Clustering incidents for Virtual Agent topic selection
- Duplicate/similar article detection
- Incident assignment and categorization

**Service owner:**
- Knowledge curation – Find knowledge gaps
- Major incident detection
- Performance Analytics and reporting
- Predict change risk
- NLU for analytics

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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.

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