How do I get started with Predictive Intelligence?

Questions addressed:

Page 1:
- What is Predictive Intelligence?
- How is Predictive Intelligence useful?
- What are the different types of Predictive Intelligence?

Page 2:
- What are common uses for Predictive Intelligence with ServiceNow?

Page 3:
- How do I get started with Predictive Intelligence?

Predictive 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

- Regression
  - Provides end users with accurate estimates for resolving requests
## How do I get started with Predictive Intelligence? (Cont.)

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

<table>
<thead>
<tr>
<th>ITSM</th>
<th>CSM</th>
<th>HR</th>
<th>Other IT workflows</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>End user</strong> (Employee, customer)</td>
<td>• Virtual Agent powered by natural language understanding (NLU)</td>
<td>• Virtual Agent powered by NLU</td>
<td>• Trending content of similar users on the portal</td>
</tr>
<tr>
<td></td>
<td>• Suggested articles</td>
<td>• Suggested articles</td>
<td></td>
</tr>
<tr>
<td><strong>Frontline worker</strong></td>
<td>• Similar resolved incidents</td>
<td>• Recommended resolved/open cases</td>
<td>• Similar closed alerts</td>
</tr>
<tr>
<td></td>
<td>• Similar open incidents</td>
<td>• Recommend relevant KB for a case</td>
<td>• Discover software subscription purchases from expense transactions</td>
</tr>
<tr>
<td></td>
<td>• Recommend relevant KB for an incident</td>
<td>• Suggest articles related to a currently viewed article for a requestor</td>
<td>• Phishing detection</td>
</tr>
<tr>
<td></td>
<td>• Clustering incidents for Virtual Agent topic selection</td>
<td>• Alert author of identical (or extremely similar) articles to prevent duplicates</td>
<td>• Innovation management – Find similar ideas</td>
</tr>
<tr>
<td></td>
<td>• Duplicate/similar article detection</td>
<td>• Case categorization, assignment, and prioritization</td>
<td>• Alert grouping</td>
</tr>
<tr>
<td></td>
<td>• Incident assignment and categorization</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Service owner</strong></td>
<td>• Knowledge curation – Find knowledge gaps</td>
<td>• Knowledge curation – Find knowledge gaps</td>
<td>• Anomaly detection</td>
</tr>
<tr>
<td></td>
<td>• Major incident detection</td>
<td>• Auto grouping cases for major issue detection</td>
<td>• Root cause analysis</td>
</tr>
<tr>
<td></td>
<td>• Performance Analytics and reporting</td>
<td>• Performance Analytics and reporting</td>
<td>• Performance Analytics and reporting</td>
</tr>
<tr>
<td></td>
<td>• Predict change risk</td>
<td>• NLU for analytics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• NLU for analytics</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 what you learned 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.