Predictive Intelligence

The business challenge

Business leaders everywhere recognize the potential of machine learning to accelerate and drive digital transformation, but questions about practical applications of these technologies and how to actually get started can bring great intentions to a standstill. However, machine learning offers organizations an opportunity to work smarter and faster in everyday ways by simply empowering the teams they already have.

In service-focused departments including IT, HR, and customer service, agents spend a large percentage of their time performing mundane, low-value work like categorizing or prioritizing requests, searching for similar incidents and cases, and finding the right team to handle the work. These manual steps introduce human error, slow down resolution time, and ultimately lower customer satisfaction.

The ServiceNow solution

ServiceNow® Predictive Intelligence is a powerful — yet, approachable and attainable — set of machine learning capabilities that that effectively integrates with your ServiceNow workflows to enhance business efficiency and improve service.

Using a patented machine learning engine, Predictive Intelligence helps your teams work faster by recommending content to agents after making connections between incidents, cases, alerts, and knowledge articles. Predictive Intelligence also accurately categorizes, assigns, and prioritizes incoming requests, freeing your teams to focus on the problem solving that humans do best.

These capabilities make adopting machine learning simple and accessible for businesses looking to reduce manual intervention, improve customer satisfaction, and elevate employee productivity.
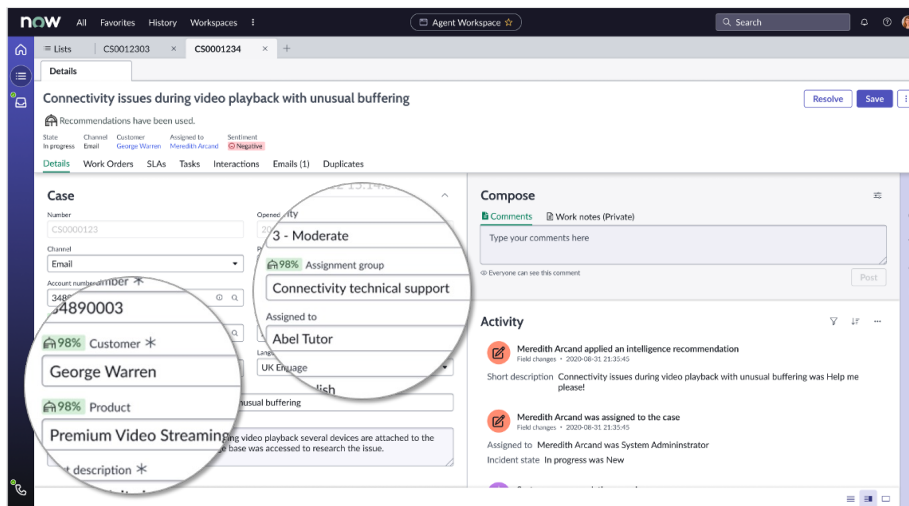
Automatically assign the right teams to the right tasks.

Optimize resources, reduce costs

Quickly deliver requests to the right agent with the right prioritization so they can address issues at the speed of business.

Influencer/fulfiller requester productivity

Empower employees and customers with more time and energy to focus on more complex tasks and requests.

Improve overall business efficiency

Provide consistent and reliable information. Exceed service levels and increase customer satisfaction with accurate categorization, prioritization, and routing.

Develop and deploy quickly

Immediately use out-of-the-box machine learning models without custom development or additional engineering services.

Improve service and customer satisfaction

Decrease resolution times and errors through recommended actions in the context of your business.

Personalized adaptive intelligence

Predictive Intelligence continuously learns and updates predictions, applying machine learning to existing workflows in practical ways that increase service coverage, accuracy, and employee productivity across the enterprise.

- Compare the similarity of text within open incidents across the enterprise so IT workers can quickly identify and then propose new major incidents.
- Accurately categorize new HR service requests so they are quickly routed to the correct team for resolution.
- Automatically prioritize product issues and incoming field requests so customer service agents can stay focused on the most pressing issues.

Built for your organization

Predictive Intelligence operates within the context of a customer's dataset and existing ServiceNow workflows.

As a result, machine learning models are finely tuned to recognize historical patterns and trends specific to the enterprise language and service process of each customer.

All customer data and model training stays within the Now Platform®, so there is no need to rely on third-party data science tools to build or train your model.

Native to the Now Platform

Predictive Intelligence uses machine learning, natural language processing (NLP), and deep learning techniques to quickly analyze and compare records across all ServiceNow applications.

A scriptable prediction API allows developers to use predictions in their own custom apps and workflows built on the Now Platform.

International language support

Predictive Intelligence supports customer datasets in the following languages:

- English
- French
- Spanish
- Dutch
- Japanese
- German
- Italian
- Brazilian Portuguese

Multilingual Model Management

Available on the NLU Workbench enables admins managing models in multiple languages and model authors to create secondary models in foreign languages consistent with models developed in their primary language in a single click. Models, whether in primary or secondary languages, are consistent in terms of intent, entities, and vocabulary.

Automation Discovery

Identify automation opportunities where ServiceNow capabilities, such as Virtual Agent, auto-routing, and Agent Assist can be applied. End the struggle of how and when to turn on automation solutions and increase deflection while lowering MTTR.

Measured service impact

Predictive Intelligence comes equipped with powerful analytics that give administrators insights into the value

of machine learning and how each prediction improves service efficiency. Dashboards provide a graphical view of Predictive Intelligence's prediction trends and their impact on your business.

- See how prediction usage significantly decreases average resolution times across the organization.
- Demonstrate how precision accuracy increases the number of issues resolved by the first assignment group.
- Monitor monthly prediction coverage and accuracy trends over time.
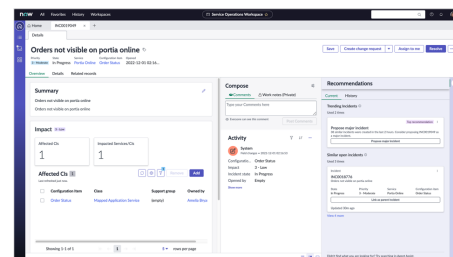
Automatically recommend resolutions to incidents or cases.
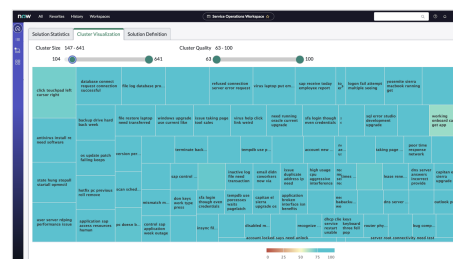
Identify patterns by continuously segmenting and grouping similar items using machine learning clustering.

Find out more:

www.servicenow.com/products/ predictive-intelligence.html

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