

AI at ServiceNow

Our pragmatic approach to AI and machine learning transforms the way our customers work. By using Now Intelligence to surface 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.

■ Deliver better self-service

Make it easy for users to get what they need, with a 24/7 Virtual Agent that naturally understands their requests.

■ Recommend actions and deliver answers

Connect the dots for agents by suggesting relevant tasks and content that help them solve issues faster.

■ Route and prioritize work

Classify requests so incidents, cases, and tasks automatically get to the right team, at the right time.

■ Detect major incidents

Quickly identify critical issues by proactively identifying similarities across open incidents or cases.

■ Optimize knowledge bases

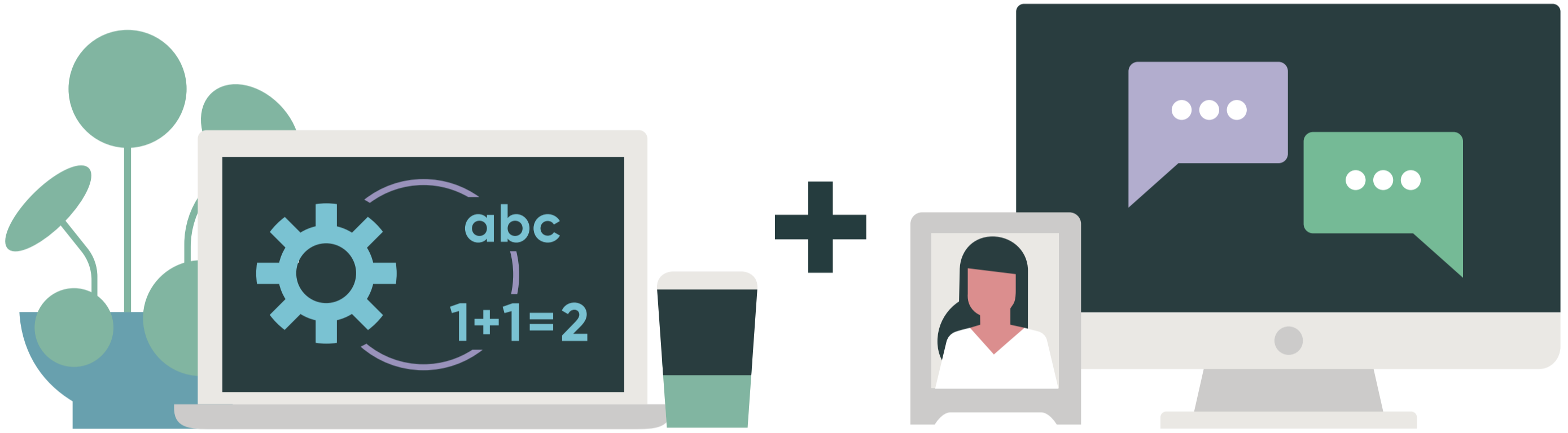
Deflect tickets and reduce call volume by uncovering knowledge gaps and preventing duplicate content.

■ Discover hidden patterns

Continuously group clusters of related items to uncover trends and 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—category, assignment group, and priority—to incoming 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 describe records so you can focus on the next step—using those concepts to fill knowledge gaps, add new catalog items, or train teams with new skills.

Natural language processing

■ Foundational NLP

A base level of analyzing language, NLP extracts the most important bits of information from blocks of information, 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 (entities).

■ Natural language query

Delivers immediate answers by converting plain language questions into database query code before returning the results as user-friendly lists, numeric values, or dynamic charts.

Understanding ML

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

■ Supervised learning

Humans create and train models using thousands of completed examples. The trained model can then predict results—either as a category label or numeric value.

■ Unsupervised learning

Sorts data and uncovers interesting patterns without teaching or guidance. Typically used to cluster groups of records or identify interesting relationships.

■ Deep learning

Uses neural networks to imitate how the human brain thinks, so it can continuously learn and improve itself without additional training from humans.

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.

■ Deliver and refine AI fast

Empower service owners to quickly take advantage of AI capabilities—without the need for data science expertise. We ship out-of-the-box solutions that automatically classify new records, find the important connections in your data, and uncover your biggest opportunities for improvement.

■ Protect and control enterprise data

Each solution is only trained with your own data—not a collection of results pooled from different customers—so you get recommendations and predictions that are tailored for how your business operates. And your information never leaves the ServiceNow cloud that you already know and trust.

■ Make smarter business decisions

Connect AI to analytics with real-time insights that deliver the visibility you need to ensure prediction accuracy and show the improvements being driven across your organization by AI. Visualizing the patterns and trends across each service enables your teams to make better, faster decisions.

