

servicenow® | UP3

ServiceNow and AI

Quick start guide



Foreword

AI is all over the news. The most common conversations we're having with customers are "We can't ignore this... but, how could it help our organisation and where do we start?" The good news is there's been AI integrated into the ServiceNow platform since 2017; ServiceNow customers already have access to tonnes of artificial intelligence capabilities. As your ServiceNow partners we get you started on your AI journey and ensure you maximise the platform's AI capabilities to drive your businesses forward.

To explain how you can start transforming doing business with customers and your overall employee experience, we've created this short guide with an overview of the AI functionality that's available within the platform. If you're ready to start taking advantage of any of the functionality, do get in touch, we'd love to help.



Justin Loftas,
Technical Director



Scan to connect
with Justin:



GETTING STARTED WITH SERVICENOW AND AI

Common AI terms

AI comes with a growing list of technical terms. Here's a short glossary to give context to functionality we'll talk about in this guide.

Large Language Model (LLM)

Deep learning algorithms that can recognise, summarise, translate, predict, and generate content using very large datasets.

Generative AI

A type of Artificial Intelligence that uses Large Language Models (LLMs) to create new content, including audio, code, images, text, simulations, and videos.

Natural Language Understanding (NLU)

A subset of natural language processing focused on the actual computer comprehension of processed and analysed unstructured language data.

Supervised Learning

The algorithm makes predictions based on training dataset inputs and outputs. Through manual adjustment and retraining itself, it is able to provide the best possible answer.

Self-Supervised Learning

The algorithm learns from a dataset of inputs only. It calculates the desired output by detecting patterns in the data to provide the correct answer.

Unsupervised Learning

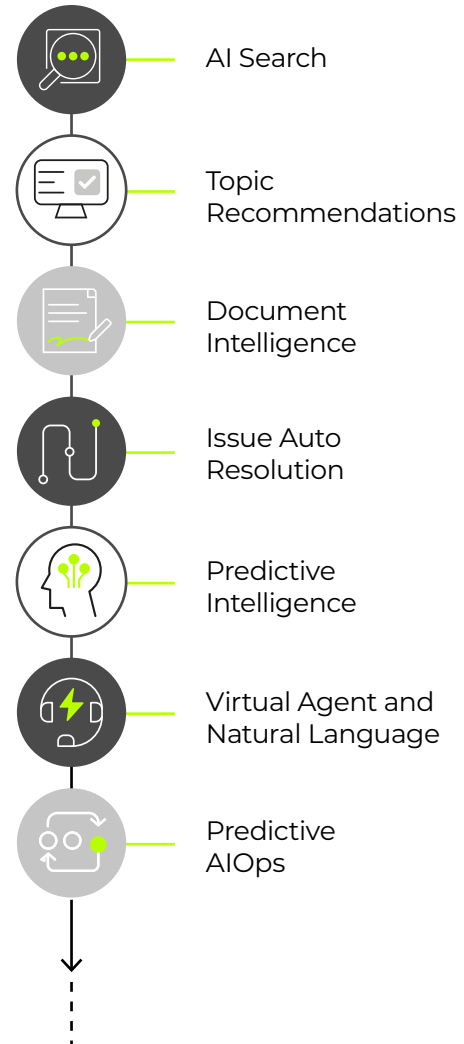
The algorithm works on its own to discover the inherent structure of unlabelled data. It learns from continuous feedback and validation on the answers provided.

ServiceNow AI functionality that's available right now

Over the next few pages, we'll take you through functionality within the platform which you can take advantage of immediately.

Where to start? It really comes down to the challenges you're facing and what you're trying to achieve. Our hope is that this guide serves as a first toe in the water for you. It could be quicker and easier to get started than you may think.

At UP3 we love working with our customers to help them truly leverage the potential of the ServiceNow platform, so if any of what you're reading piques your interest, please do get in touch for an initial no obligation conversation to see if we can help.






AI Search


What is it?

AI Search is the search engine of the Now Platform. It understands the intent of a user query and applies unsupervised learning based on actions to improve results and ultimately enable users to quickly get to the right information. AI Search can be used to provide the search functionality in Next Experience global search, Now Mobile workspaces and Service Portals.

Is your organisation at the right point to get started with AI Search?

When it will help


 In organisations with mature knowledge bases


 When an organisation has well maintained service catalog(s)

 In organisations who are currently using Virtual Agent or Service Portal

When it won't help

 In an environment with an inconsistent user experience

 When an organisation has a lack of governance

 When there is a lack of investment in employee experience

Key benefits



Improved employee experience



Enables users to find the right information quickly



Increased ticket deflection



Reduced need to maintain meta data




Topic Recommendations


What is it?

Topic Recommendations is used with Virtual Agent to inform you which existing topics could help or which should be next to implement. It applies supervised learning on the current data in your instance to establish if there are Virtual Agent topics that could assist.


Is your organisation at the right point to get started with Topic Recommendations?


When it will help

 In organisation with mature knowledge bases

 When an organisation has well maintained service catalog(s)

When it won't help

 In an environment with an inconsistent user experience

 When an organisation has a lack of governance

Key benefits



Enables Agents to focus on higher value tasks



Increased ticket deflection



Improved customer experience



Accelerated time to value



Document Intelligence

What is it?

Document Intelligence enables any organisation to automate and accelerate the extraction of data from documents. That data can easily be integrated into larger automation workflows to save time and resources. Document Intelligence accurately extracts information from documents initially using supervised learning. Once a confidence level is reached, this can then be unsupervised.

Is your organisation at the right point to get started with Document Intelligence?

When it will help



If documents have a consistent pattern and a small number of layouts



When your workflow relies on data in documents such as invoices, purchase orders or ID documents

When it won't help



If you're dealing with sensitive data such as PII



If documents contain handwriting or free flow text

Key benefits



Reduced manual processing



Decreased data extraction time



Lowered risk of errors from manual input



Enables Agents to focus on higher value tasks




Issue Auto Resolution


What is it?


Issue Auto Resolution utilises Virtual Agent to pro-actively resolve issues created by end users. It's available in channels where Virtual Agent has been applied, such as Service Portal, Mobile and embedded web clients as well as email.

Is your organisation at the right point to get started with Issue Auto Resolution?


When it will help


 In organisations currently using Virtual Agent


 If you're using AI Search with mature knowledge

 If requests received are largely unstructured

When it won't help

 If your organisation has limited training data (< 10,000 records)

 If you only have a small number of topics configured

 If there is no ongoing investment in Virtual Agent or NLU

Key benefits



Improved response times



Increased level of self-service



Maximises the investment in Virtual Agent



Reduced time spent by Agents on issues

Predictive Intelligence frameworks

Predictive Intelligence provides four frameworks that you can use to create machine-learning (ML) solutions that are trained on the data that exists in your ServiceNow instance to predict, recommend, and organize data outcomes. These solutions can reduce the number of interactions required for a task, decrease the error rate in categorising and assigning work, and provide insights into time to complete an activity.



Classification

Predicts a single output, such as category or assignment group.

Requires >10,000 records



Similarity

Identifies records which contain similar data, such as symptoms for an outage of service.

Requires >10 records



Clustering

Finds data insights by identifying trends and themes, such as all incidents relating to email issues.

Requires >10 records



Regression

Predicts a numerical output, such as time taken to resolve

Requires >10,000 records




Predictive Intelligence


What is it?


Predictive Intelligence applies supervised learning on a set of inputs on a dataset of table records to perform a prediction for Classification, Clustering, Similarity or Regression. It can be used with any ServiceNow table containing data where an output needs to be derived.

Is your organisation at the right point to get started with Predictive Intelligence?


When it will help


 In organisations with a high volume of tickets


 When there is a lack of understanding in the themes and patterns of issues

 If there is a manual triage within the Service Desk

When it won't help

 If your organisation has limited training data (< 10,000 records)

 If input data is missing or inaccurate

 If your solutions target small groupings

Key benefits



Improved routing and classification



Reduced or eliminated triage time



Reduced manual working



Decreased MTTR for incidents




Virtual Agent and Natural Language


What is it?


Virtual Agent and Natural Language applies supervised learning on a dataset of intents, utterances and entity inputs to form a Natural Language Model to understand human expressed intent. It can be applied to any ServiceNow application and is mostly used in AI Search and Virtual Agent.

Is your organisation at the right point to get started with Virtual Agent and Natural Language?


When it will help


 When organisations have a high volume of low complexity, repeatable tasks


 In organisations with a clearly defined process

 When there is a high focus on user experience

When it won't help

 When there are unrealistic expectations for the investment in training and examining suitable use cases

 If the topics that need to be covered are too complex resulting in confusion

 When there is a lack of content to surface within Virtual Agent

Key benefits



Improved user experience



Enables Agents to focus on higher value tasks



Reduced manual working



Increased level of self-service




Predictive AIOps


What is it?

Predictive AIOps applies unsupervised learning on unstructured data to identify patterns, correlation and anomalies. It is used in conjunction with ITOM to gather and analyse data from all available IT monitoring sources


Is your organisation at the right point to get started with Predictive AIOps?

When it will help


 When an organisation has huge data volumes from multiple siloed sources

 When there is exposure to service degradation due to poor visibility

When it won't help

 When there is no coherent monitoring strategy

 When there is no investment in automation

 When there is a lack of business context for IT resources

Key benefits



Increased user satisfaction



Greater IT cost saving



Enables Agents to focus on higher value tasks



Decreased MTTR for incidents

Data integrity... **a word of warning**

The **number one rule**
when it comes to AI &
ServiceNow is good data.

It's the classic rubbish in, rubbish out. Sometimes the data isn't good enough for some of the AI but it needs to train on *something* to be able to provide useful outputs. If that data isn't good enough, then you're not really going to improve anything.

We can help by

- Understanding your business and applying our ServiceNow experience to identify if your data is appropriate and of high enough quality.
- Quickly identifying if a solution is or isn't going to work for you, without implementing anything, thanks to our in-depth knowledge from previous implementations.

We're already helping companies drive success with ServiceNow's AI capabilities.

Southeastern handles 80% of customer interactions through ServiceNow's AI-Powered Virtual Agent



Click to read the full customer story now

UP3 have always been a valuable ServiceNow partner for Southeastern. We've worked with them for a number of years, so they truly understand our organisation and what we're trying to achieve. The implementation of Virtual Agent is the latest way we've been able to take advantage of the functionality within ServiceNow, using its AI capabilities to provide a seamless and positive experience for our customers.

David Banham
Customer Relations Operations Manager,
Southeastern Railway

southeastern



The benefits of AI are vast

Hopefully, you can now see there is already an abundance of AI capability within the ServiceNow platform for you to start taking advantage of. And the benefits are there for the taking – from improved user satisfaction to reduced manual tasks and greater IT cost savings. We know it can seem like a lot just to get started, and we're here to help. We're already working with companies just like yours to help them get started on their AI journey.

We can help you get started on your AI journey by performing a free Topic Recommendation analysis. We'll review the results and walk you through them to help identify the quick wins that can be implemented. Get in touch to book a call with one of our ServiceNow experts.

[Get in touch >](#)

Get more from ServiceNow today

We focus on ServiceNow. You focus on your business.

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