ServiceNow Predictive Intelligence for Customer Service Management

The challenge

Business leaders everywhere recognize the potential of machine learning to accelerate and drive digital transformation, and they want practical applications of these technologies to help their teams and customers work faster and smarter. Customer service agents spend too much time performing mundane, low-value work like categorizing or prioritizing requests and searching for relevant cases and knowledge articles. Administrators and managers laboriously sift through data to identify trending issues and knowledge gaps. Machine learning is perceived as hard, and most organizations don't know where to start -- read on!!

The ServiceNow solution

ServiceNow® Predictive Intelligence has many powerful, native capabilities for Customer Service Management. Using Classfication, Similarity, Clustering, and Regression models, packaged solutions help customers find information more readily, reduce resolution time for agents, and help managers and administrators quickly identify trends to drive service improvements.

Improve customer experience

Why should customers have to guess at a category or priority for the cases they submit? By understanding the customer's intent, Predictive Intelligence Classification models automatically categorize, prioritize and route cases to the right agents. This not only relieves customers of the burden, it also enables a faster response.

Similarity models identify related knowledge articles while customers are searching, boosting self-service success. And Auto-Responder Recommendations provide customers with emailed knowledge article suggestions to help resolve their issue while they wait for a response.

Self-service Analytics, using Predictive Intelligence Clustering models, identifies searches with no or poor results, enabling administrators to quickly identify knowledge gaps and initiate workflows to create knowledge articles. This enables continuous improvement of the self-service experience..

Finally, Regression models use historical data to predict a numeric output, such as the estimated time to resolve a case. Agents can use that to proactively prevent SLA breaches and help set customer expectations around case resolution time.
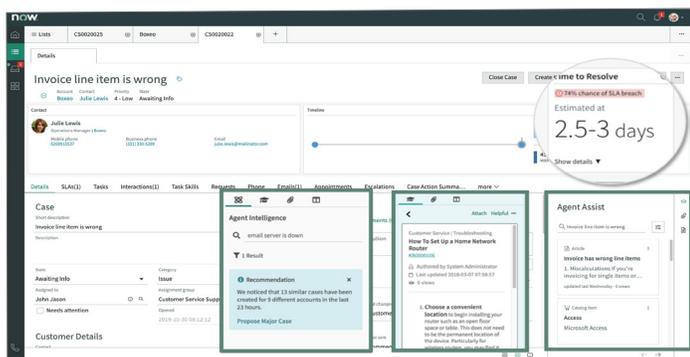
Agent Assist within Agent Workspace automatically displays similar articles and cases and can recommend major cases be created, helping speed case resolution for agents. Estimated Time to Resolve a case helps agents meet SLAs and set customer expectations.

Optimize resources, reduce costs
Quickly deliver requests to the right agent with the right priority and category so they can address issues faster.

Improve agent and customer satisfaction
Decrease resolution times and errors by automatically surfacing recommended solutions in the context of cases and interactions.

Increase customer and agent productivity
Give customers and employees time and energy to focus on more complex tasks and requests by eliminating mundane work.

Improve overall business efficiency
Harness the power of machine learning to analyze large data sets, identifying trends and allowing managers and admins to take action more quickly.

Develop and deploy quickly
Immediately use out-of-the-box machine learning models without custom development or additional engineering resources.

Empower frontline agents to resolve cases faster

In addition to improving the customer experience, auto-categorizing and auto-prioritizing cases improves agent productivity by relieving agents of mundane work.

Predictive Intelligence reduces case resolution time by automatically surfacing several types of contextually relevant information in the Agent Workspace.

- Similar cases, either open or resolved
- Knowledge articles similar to the case being worked
- Related major cases, enabling agents to easily link their case to the major case
- Recommending a major case be created if a trend in recent similar cases is identified
- Estimated time to resolve the case

Help managers and administrators identify trends and take action

The similarity models of Predictive Intelligence help knowledge authors keep knowledge bases clean by identifying potential duplicate articles during the authoring process.

For administrators, Knowledge Demand Insights automatically identifies knowledge gaps by clustering submitted cases where there are few relevant knowledge articles. Automating this process saves administrators from having to manually sift through data trying to identify gaps. Once the topics are identified, they can then seamlessly submit authoring feedback tasks to authors to create articles to fill the gaps.

Customer Service Trending Topics uses Predictive Intelligence to enable managers to quickly pinpoint factors driving up recent case volume and act to mitigate them. This keeps them from having to manually analyze cases to identify those that are similar, boosting productivity. By proactively resolving issues identified through analyzing patterns in case data, it also improves the customer experience. And it enhances operational excellence, reducing the backlog of open cases by resolving similar cases together.

Work faster and smarter

With Predictive Intelligence, you can leverage the power of machine learning to help your employees and customers work faster and smarter. It's a perfect partnership, with people and machines each doing what they do best.

By leveraging Predictive Intelligence to get work to the right place, resolve issues faster, and identify operational improvement opportunities, you can raise productivity, lower costs, increase customer satisfaction, unlock the true potential of your employees, and reduce business risk. And, you don't need to be a data scientist to get started—Predictive Intelligence is designed to solve real-world problems for your business and your people.

Find out more:.

Predictive Intelligence data sheet

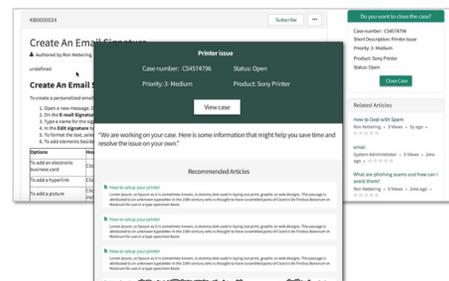**servicenow.com Now Intelligence product page**

AI at ServiceNow Infographic

Get started:

Predictive Intelligence eBook

With Customer Service Trending Topics, Predictive Intelligence visualization of clustered case topics helps managers pinpoint factors driving up case volume and act to mitigate them.

Auto-Responder Recommendations uses Predictive Intelligence to suggest articles to customers after case creation, boosting self-service.

The Self-Service Analytics Dashboard includes the Unsuccessful Searches report, which guides knowledge managers to identify and fill knowledge gaps.

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