Elevate Your Support Game: Add Search to Your ServiceNow® Game Plan

If you’re deploying ServiceNow® to automate your workflows for ITSM, CSM, or HR – or all of the above – CONGRATULATIONS! You’ve made the decision to up your support game by replacing piecemeal tools with a unified approach that provides your employees and customers with a more efficient, more productive, and more engaging way to get their jobs done. And that’s great for the team!

Whether you’re still in the opening minutes with your ServiceNow roadmap, late in the second half, or starting to think about who’s taking the last shot, it’s time to elevate your support game even further by adding intelligent answers and insights to your game plan.
In Sports or Business, Information Drives a Winning Game Plan

Great teams with great coaches use every bit of information they can to come up with a winning game plan. So do businesses that want to field a great support organization. Information is at the heart of your support systems, critical for efficient business operations, employee retention and effectiveness, and customer satisfaction. And just as there’s no one source of information – past performance, scouting reports, game film – when it comes to creating a winning game plan, there’s no single source of information for your support team. They rely on all sorts of different information that’s contained in places like your company’s CRM, ticketing system, helpdesk tools, emails, chat sessions, corporate knowledge bases, and on and on.

You need a game plan that unifies all your information and uses AI technologies like machine learning, natural language processing, and text analytics to deliver the right answer.

With Elevate™ you can quickly and easily post some big wins when it comes to:
- Decreasing MTTR
- Increasing call deflection via self-service.
- Improving NPS, eNPS and CSAT
Your Starting Lineup

1. ServiceNow®
2. Attivio Elevate™
3. SharePoint
4. CSAT
5. CRM
6. Intranet
7. Analytics
8. Box
9. NPS
10. Jira
Modernize and consumerize your IT service management
• Solve internal IT problems faster
• Increase employee satisfaction
• Improve helpdesk agent productivity

Modernize and consumerize customer support delivery
• Solve customer support requests faster
• Increase customer satisfaction
• Provide your customers with the DIY support they’re demanding

Modernize and consumerize your employees’ experience with HR
• Enable your employees to quickly find key HR information where and when they need it
• Improve employee satisfaction
• Free up HR professionals to focus on strategic initiatives rather than spending their valuable time fielding routine queries

Wherever Answers Matter in ServiceNow (and let’s face it, that’s just about everywhere)

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By putting intelligent answers and insights at the heart of your game plan, Elevate sets you up for success. It provides more precise, current, and correct answers to users looking for help via your self-service portal. And it rapidly arms your helpdesk technicians, support agents, and HR professionals with the information they need, directly offering them recommended content and next best actions, helping them resolve issues fast.

Best of all, Elevate is directly integrated with the ServiceNow workflows they’re accustomed to. The result? Your support teams are more productive and effective, and your users get to be part of a more effective team by finding the answers they're looking for, delivered as fast and reliably as a great point guard finds his go-to big man in crunch time.

No More Half-Court Shots
No More Botched Signals
No More Broken Plays

The Consumerized Experience

Your customers. Your employees. These days, folks are used to the consumerized, DIY experience that they’ve grown accustomed to in their personal lives when they’re searching for information, communicating with friends and family, buying (and selling), or building their March Madness bracket. When it comes to business interactions, they’re increasingly demanding the same type of DIY approach. And when they do need to contact a real live person, their expectation is that the person will be able to quickly respond to their requests (and those people responding to requests want a consumerized experience, too).
They answer your employees’ IT questions. What better way to help them provide better answers than to give them the ability to intelligently search across all relevant information sources.

Whether you call them customer support reps, service reps, or support engineers, your support agents play a critical role in maintaining great relationships with your customers.

With Elevate, your HR professionals are freed up from fielding routine queries, and are now able to focus on more strategic tasks.
Basketball is always evolving, and in many ways becoming more sophisticated. For instance, these days it’s all about the three pointer. Six-foot point guards are stars. Seven footers with no jumpshot? Not so much. The same goes for how we look for intelligent answers and insights. It’s ever-evolving and becoming more sophisticated in its capabilities.

One of the main differences between modern search and plain old search is the former’s ability to unify content and search across ALL of the information sources that matter. And whether it’s your customers, your employees, or your support staff looking for answers, the most current, relevant, and accurate answer will likely be found in any number of places. The right answer may be in an informal repository used by your support reps. In your organization’s formal knowledge base. In a previous ticket. In a chat stream, an email, or a comment on a forum.

These locations may all be accessible, but on an individual basis. So the answers that come back are delivered piecemeal.

Another difference between modern search and the search capabilities that many platforms include is that the “standard” search capabilities are pretty limited. They work for a single application, not across a breadth of information sources. And the search results they produce draw on subject lines, titles, and keywords, which may have little to do with the true context in which a question is being asked.

These limitations occur because these platforms weren’t designed to deliver intelligent answers and insights. They’re built to take care of a specific task, and seeking out answers and insights isn’t their prime competence. Expecting them to be great at search would be kind of like expecting the center to switch out to guard.

When it Comes to Intelligent Answers and Insights, the Game is Changing

If your approach to finding answers and insights is not unified across your information repositories, your customers, employees, and support reps are spending too much time looking for the right answer.

By incorporating Elevate’s modern answers and insights, all your intelligent ServiceNow searches will operate across all relevant information sources, and take advantage of AI to search intelligently.
Elevate™: Think of it as Your Secret Weapon for Modern Search

Every team has a secret weapon – an unheralded player in a new role, a trick play. Elevate is the secret weapon for modern search. Search is what we do, and Elevate lets you deploy our sophisticated AI technologies – machine learning, natural language processing (NLP), and text analytics – into key ServiceNow workflows. And just as you don’t have to be an expert on what every player on the court is doing to follow a game, you don’t have to know anything about AI to achieve the benefits that Elevate brings. But knowing how things work can make the game more enjoyable, so here are a few X’s and O’s for you.

Much of the information that customer service relies on is unstructured – quickly jotted down responses, voice communications converted to text, email exchanges, free-form questions.

Using advanced NLP and text analytics, Attivio analyzes and indexes unstructured information, extracting what’s most relevant and turning it into actionable insights – insights that are actionable whether the action is taken by machine or by an agent, enabling support to respond to a query in a way that both provides the most relevant information and anticipates any further needs your customers may have.

Machine learning – an AI approach that makes AI more “intelligent” as it goes along – also plays a critical role in the application of AI to customer service. Just like a coach adjusts the game plan as the game goes on, and just like veteran players and eager-to-learn rookies are continually learning and improving, Machine Learning makes sure that the system figures out what’s working and what’s not working, and provides answers to queries that incorporate the latest and greatest information available.

Natural Language Processing (NLP)
NLP is an AI technique that translates human communication so that it’s understandable to a computer in the same way that it would be to another human. NLP parses a search request so that it deeply understands the user’s intent and meaning. With this level of understanding, search can respond with the most relevant findings.

Text Analytics
If NLP handles the front end of search, taking in the human conversation and translating it so that the computer understands it, text analytics classifies, groups, clusters, and mines that information for concepts and patterns. Using a variety of techniques, text analytics categorizes the underlying content and is able to come up with the relevant answers.

Machine Learning (ML)
ML is what makes the “intelligence” in AI more intelligent. ML programs keep track of what people search for, what they click on, and whether they get the information they need. As data mounts up, a ML program is able to auto-tune an algorithm based on the accumulating data.
Whenever You’re Ready, Elevate’s Prepared to Get in the Game

Elevate is so simple to use, it can give your team a quick win. All you need to do is download the app, and we can begin integrating all the data sources you’re using in ServiceNow, plus other external knowledge systems. With the press of a button, Attivio will work its magic on all your data sources, so that your answers will look like they came from a single system. No more piecemeal, repetitive, overlapping and underlapping answers to employee and customer searches.

What sort of results can you expect? With Attivio, organizations are finding that:

- By helping customers solve problems quickly, you can reduce MTTR by 80%.
- By deploying self-service, you can improve deflection rates by 5-10x.
- By incorporating information from all sources and customer touchpoints, you can improve CSAT 2-5x.
About Attivio

The choice of mid-and large-sized organizations for over a decade, Attivio delivers AI-powered answers and insights that enable companies to answer the most complex questions asked by their employees, customers, and support teams. Using AI technologies like Machine Learning, Natural Language Processing, and Text Analytics, Attivio helps companies increase call deflection, improve self-service success, and decrease mean time to resolution.

Elevate: The Perfect Draft Pick

- Works within ServiceNow – you never need to leave the app you’re at home in
- Purpose-built to seamlessly work within existing ServiceNow workflows
- Takes advantage of Attivio’s state-of-the-art modern search capabilities
- ServiceNow® certified

Learn more about Elevate by visiting, www.attivio.com/integrations/servicenow

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