

Knowledge Management Ready for AI



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Housekeeping



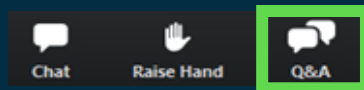
Use **Q&A** for questions, this helps us gather questions to post after the session



Use the **chat** for comments, and **Q&A** for questions



This session is being **recorded**, the slides and video will be available shortly after the session



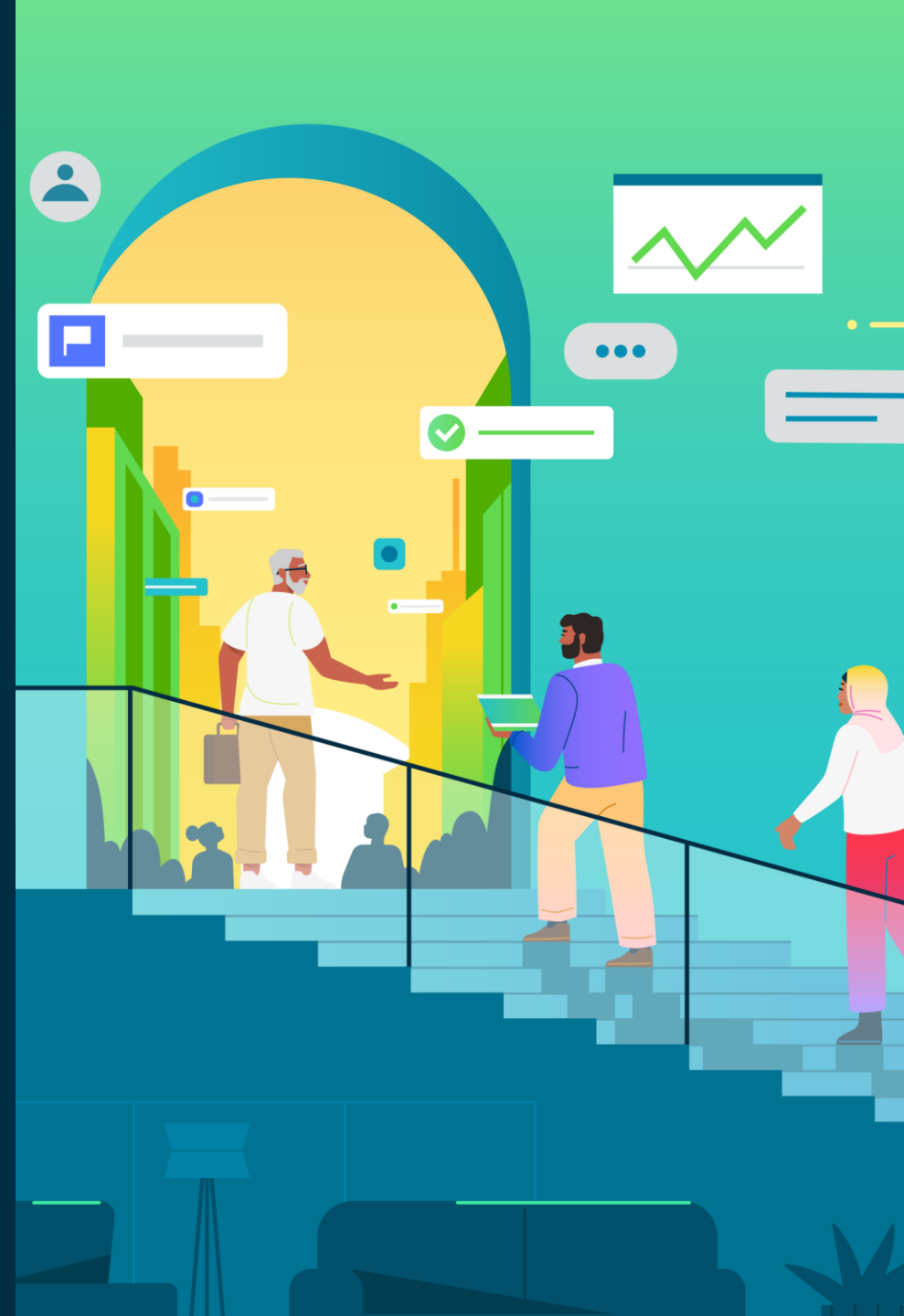


Today's Goal

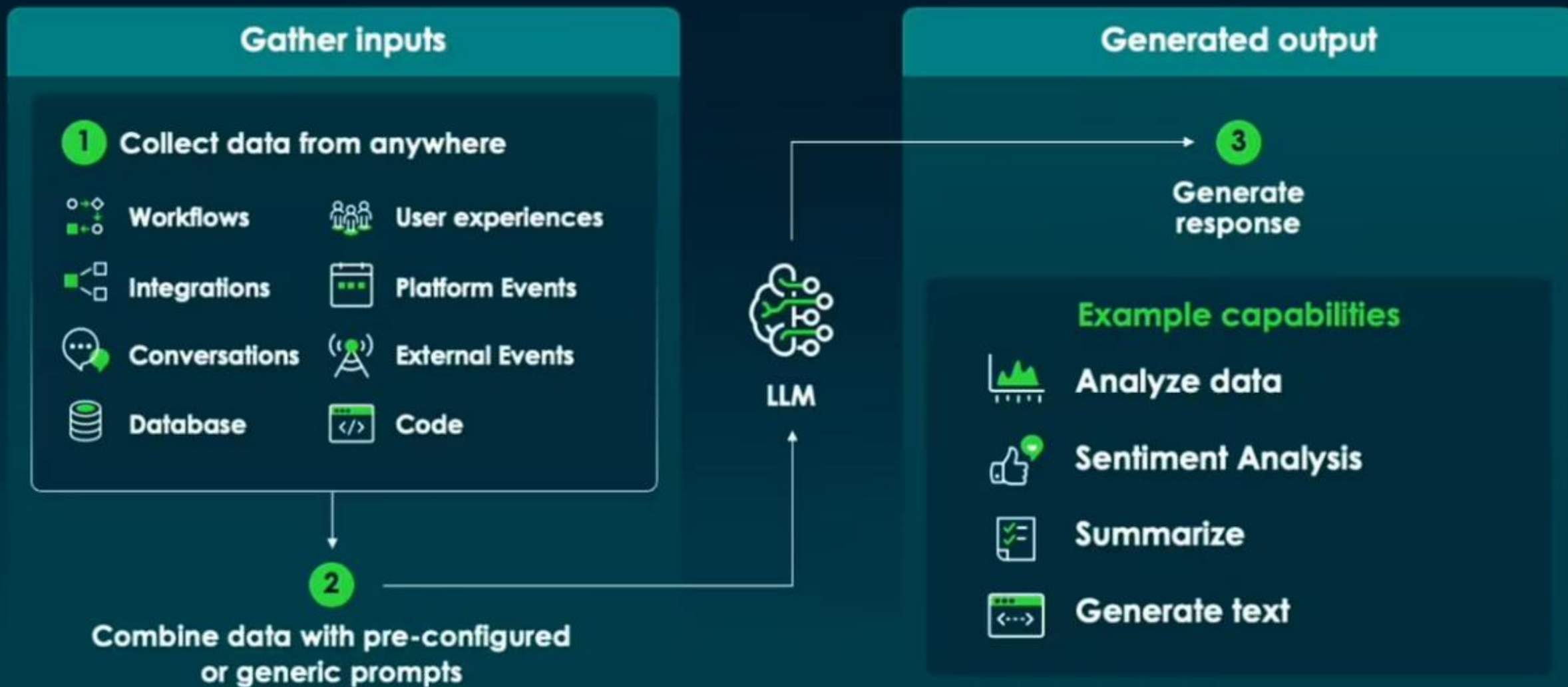
Today we'll discuss AI's impact on Knowledge Management and concepts to help design and prepare for it.

Where NowAssist is used
Genius Results Concepts
Design considerations for AI

Concepts AI for Knowledge Management



How does GenAI work in ServiceNow?



Now Assist with ServiceNow Knowledge Management

Article Generation and update for Agents and Authors

Leverage Task details and resolutions to build great article drafts and enhance existing articles

Tailored Search Results

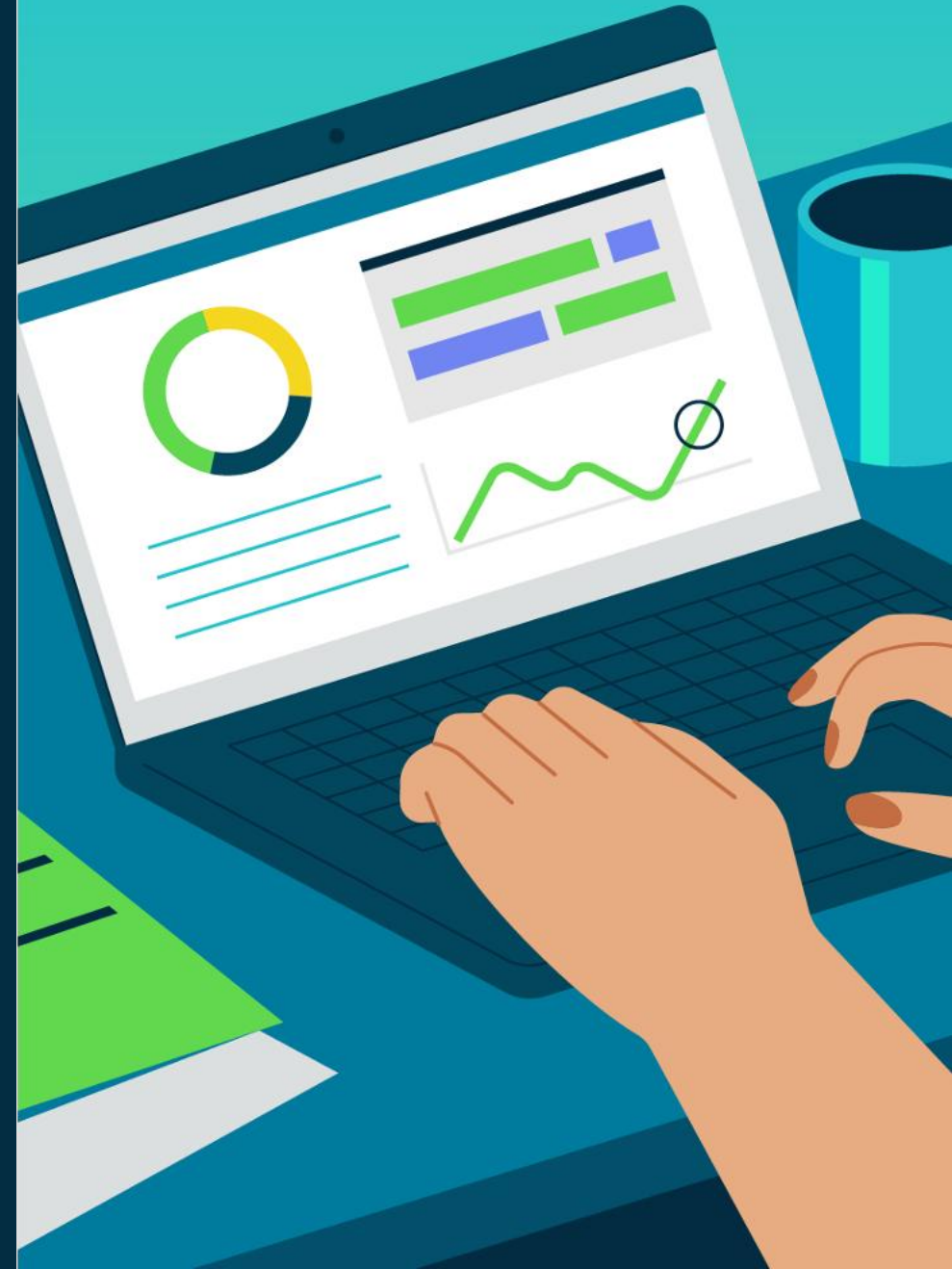
Search across the system with natural language inputs
Boost results based on organizational preferences

Answers First

Leverage Now Assist Genius Results in AI Search
Suggest answers to posed questions with sited sources

Building Knowledge Design and Generation

Best Practices for Now Assist



Demo

Knowledge Creation and Update with NowAssist



Emily Scollan

Employee

Emily is a employee who relies on her organization's knowledge base to find answers to her questions.



Harry Taylor

Agent

Harry is responsible for resolving employee inquiries and issues



Mathew Clark

Knowledge Admin

Mathew is responsible for the overall management and configuration of the organization's Knowledge.



Harry Taylor
Agent

Navigation: All Favorites History

Search [] Submit

Number: KB0010009

Edge base: IT

Category: []

Language: English

Publish date: []

Valid to: 2100-01-01

Description: []

Article body: []

Version: []

Translated from: []

Article type: HTML

Workflow: Draft

Source Task: []

✦ Use AI to draft article?

AI-powered Now Assist can draft an article based on task details. You will be able to review and edit it before publishing.

Now Assist uses task data, comments, and work notes from the activity stream to generate a draft article. You will see the best results from tasks that have more detail and activity.

No, write it myself ✦ Yes, draft with Now Assist




Mathew Clark
Knowledge Admin

Knowledge - New Record ☆

Search for tasks to draft this article - Select up to 5 to help in the creation of article

Incidents [] Search from tasks... [] Search

Number	Short description	Description	Close / Resolution Notes
			

Authoring Best Practices

The following best practices are recommended for successful searches:

- Search first, to ensure that you are not creating a **duplicate** of an existing articles
- Adopt **Article Templates** within your organization to provide consistent structure to articles per Knowledge Base
- Think about how users will **search for the article** when choosing a title and include search terms in the article body content
- Craft **article body language** in a clear and concise way, and use user-centric language
 - Example: Instead of simply “DNS Down”, also consider “Cannot open website”
- Use screenshots/videos for usability, while including descriptions/summaries with **search in mind**. Screenshots of text are not searchable.
- Use **clear, action-based** titles for articles, think about search when defining titles.

Knowledge KB0000024 v1.0

Category Outlook 2010 Article type HTML

Language English Workflow Published

Published 2014-09-09 Source Task

Scheduled publish date Attachment link

Valid to 2100-01-01 Display attachments

Short description Create An Email Signature



Mathew Clark
Knowledge Admin

Article body **Create An Email Signature**

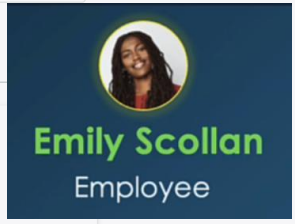
To create a personalized email signature:

1. Open a new message. On the **Message** tab, in the **Include** group, click **Signature**, and then click **Signatures**.
2. On the **E-mail Signature** tab, click **New**.
3. Type a name for the signature, and then click **OK**.
4. In the **Edit signature** box, type the text that you want to include in the signature.
5. To format the text, select the text, and then use the style and formatting buttons to select the options that you want.
6. To add elements besides text, click where you want the element to appear, and then do any of the following:

Options	How to
To add an electronic business card	Click Business Card , and then click a contact in the Filed As list. Then click OK
To add a hyperlink	Click Insert Hyperlink , type in the information or browse to a hyperlink, click to select it, and then click OK
To add a picture	Click Picture , browse to a picture, click to select it, and then click OK . Common image file formats for pictures include .bmp, .gif, .jpg, and .png.

Home > Search

how do i create an email signature?



Emily Scollan
Employee

All (6) Knowledge (6)

Filters

- Knowledge Bases
- IT
- Consumer Service
- + Category
- + Author
- + Language
- + Last Modified

AI Suggestion

Create An Email Signature

To create a personalized email signature:

1. Open a new message. On the **Message** tab, in the **Include** group, click **Signature**, and then click **Signatures**.
2. On the **E-mail Signature** tab, click **New**.
3. Type a name for the signature, and then click **OK**...

Show more

Source: Create An Email Signature

6 results for how do i create an email signature?

- KB0000024 | 2 years ago **Create An Email Signature**
Create An Email Signature To create a personalized email signature: Open a new message. On the Message tab, in the Include group, click Signature, and then click Signatures. On the E-mail Signature tab, click New. Type a name for the signature, and then ...
- KB0000026 | 2 years ago **Create And Edit A Contact Group**
... name and email address will be included when you copy and paste from the original email message. Add an Address from an Address Book or a Contacts Folder On the Contact Group tab, in the Members group, click Add Members, and then click From Outlook Contacts ...
- KB0010017 | 6 months ago

Article Governance Best Practices

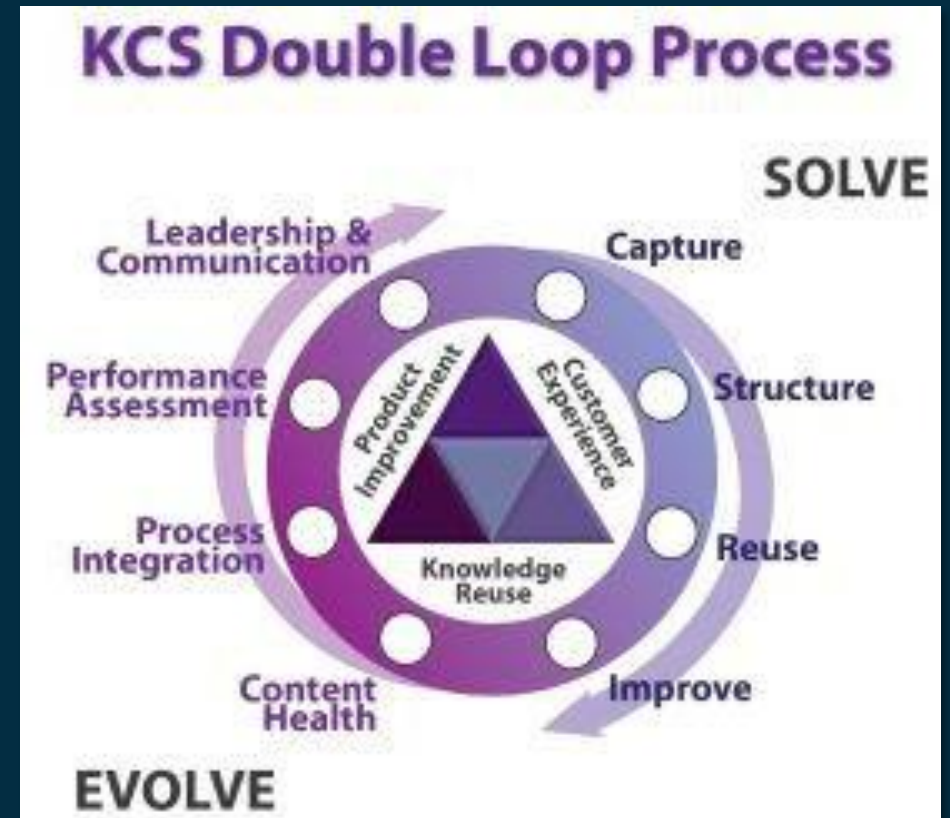
The following best practices are recommended for successful searches:

- Use meaningful **Valid To** dates on articles to ensure content relevancy
 - Can set default Valid To per KB, i.e. HR content audited more frequently
- Use **Ownership Groups** to disperse approval, validity, and feedback tasks
- Implement **Article Quality Checklists** to ensure content is meeting consistent standards
- Implement an **AQI audit cadence**, focus on higher traffic articles to ensure quality, and implement a strategy for auditing articles based on priority

Knowledge Centered Service

Focusing on operation efficiency to support self-service success through organizational learning and improvement

- ✓ Create content as a by-product of solving issues
- ✓ Evolve content based on usage and demand
- ✓ Develop a knowledge base of the collective experience to-date
- ✓ Recognize learning, collaboration, sharing, and improving



Consistency

Constant review and improvement

- Now is a good time to improve incident, case, etc. **documentation quality** with your agents
- Think about using **templates (incident, case)** with your agents to ensure proper steps are being captured and walking them through proper documentation
- Have a process

Consortium for Service Innovation

- Explore **KCS processes** to empower agents to create articles while working incidents, cases, etc. if not already
- Use the **KCS template** to gather relevant information from incidents, cases, etc.
- A great resource to familiarize yourself with is the [Consortium for Service Innovation's](#) site when looking to thought leadership for Generative AI and Knowledge Management

Searching and Reporting

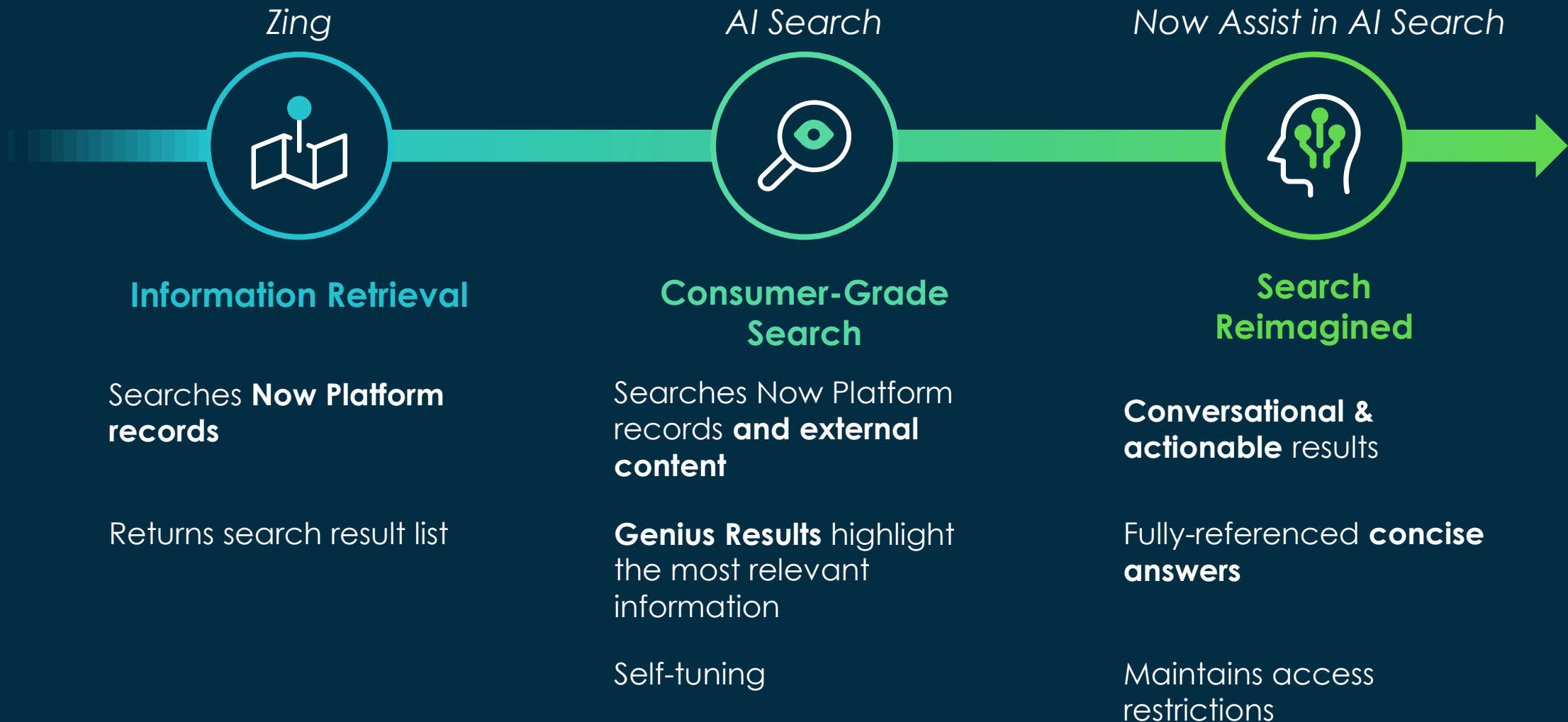
Best Practices for Knowledge Search Success



What is the 'AI' in AI Search?

- Now Assist in AI Search uses a Large Language Model to answer end-user questions based on Knowledge Base article content
- ML relevancy re-ranks the organic search results based on aggregated user behavior
- Machine reading comprehension (MRC) model, which finds answers to questions within Knowledge content to construct Q&A Genius Results
- FSAs (finite-state automata) powers People Genius Results to intelligently match against the User table for tailored results

Expectations have changed



Now Assist in Search

Better and faster answers

Respond to user questions with contextual and actionable answers

Personalize and tune search experiences to org needs

Content security model to govern data access for users

The screenshot displays the ServiceNow search interface. At the top, the search bar contains the query "how do I create an email signature?". The page header includes "servicenow", navigation links for "My Tasks", "My Requests", "My Favorites", and "Tours", and a "Get support" link. The main content area shows "8 results for how do I create an email signature?". The first result is an "Answer generated by Now Assist" which provides a step-by-step guide: "To create a personalized email signature: 1. Open a new message. On the Message tab, in the Include group, click Signature and then click Signatures. 2. On the E-mail Signature tab, click New, type a name for the signature, and then click OK. 3. In the Edit signature box, type the text that you want to include in the signature. 4. To format the text, select the text, and then use the style and formatting buttons to select the options that you want. 5. To add elements besides text, click where you want the element to appear, and then do any of the following: • Click [...]" The source is cited as "Create An Email Signature". Below this is a link to an article "Create An Email Signature" with a document icon and a brief description: "Create An Email Signature To create a personalized email signature: Open a new message. On the Message tab, in the Include group, click Signature and then click Signatures. On the E-mail Signature tab, click New, type a name for the signature, and then click OK. In the Edit signature box, type the text that you want to include in the signature. To format the text, select the text, and then use the style and formatting buttons to select the options that you want. To add elements besides text, click where you want the element to appear, and then do any of the following: • Click [...]"

ServiceNow AI Search

A single data platform
optimized for AI,
enterprise search, and
secure content delivery

Generate more accurate answers

Transform self-service returning deeper content for employees and customers requests

Accelerate time to value

Leverage investment in existing content repository to deliver answers powered by generative AI

Personalize enterprise content

Tailor content to user context leveraging Knowledge Graph relationships

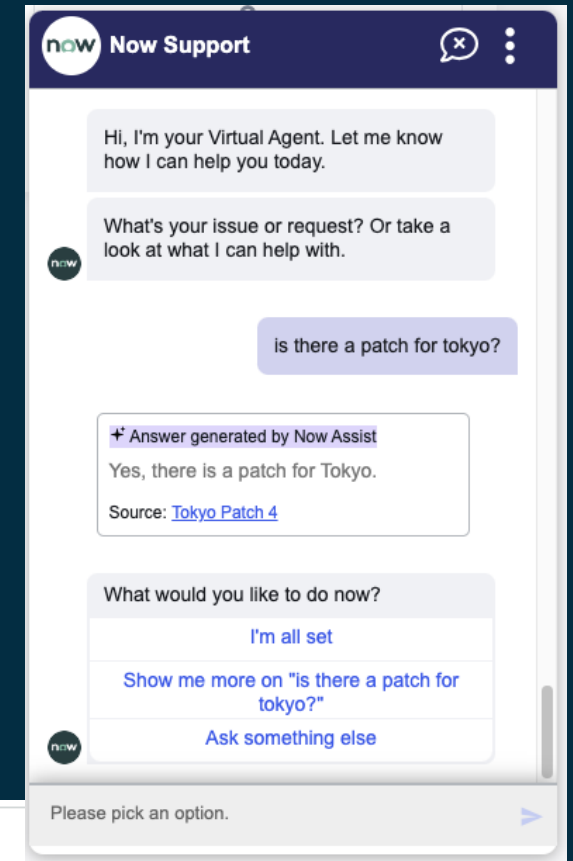


Generative Q&A Genius Results

Summarized answers from Knowledge articles
Portal, VA, and Global Search

Benefits:

- **Promotes self-service** by providing concise answers instead of links
- **Enhances the employee experience** with conversational responses
- Ensures responses are **grounded in vetted content** and referenced to build trust
- **Improves VA coverage** while reducing topic creation and maintenance overhead



Answer generated by Now Assist

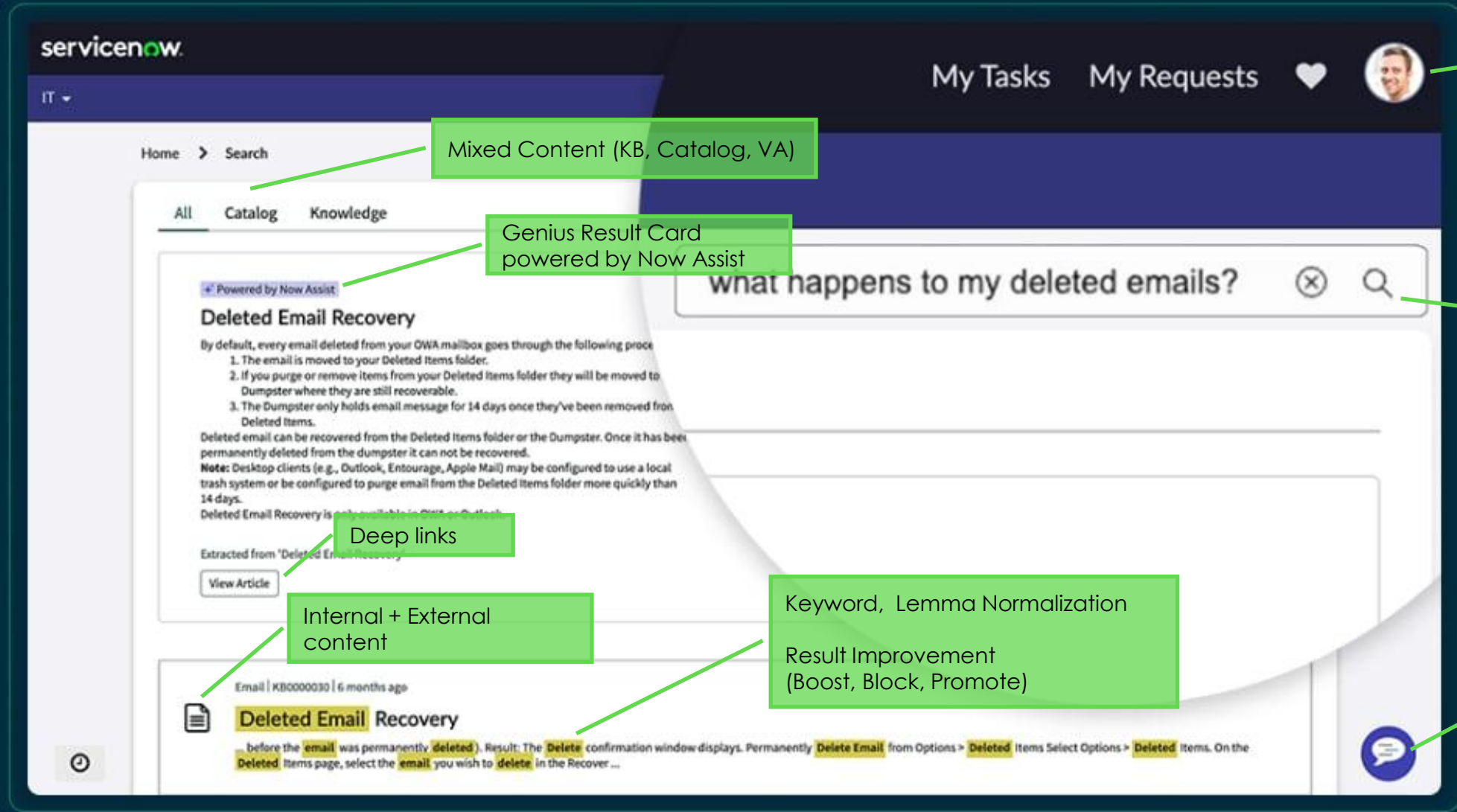
To verify an update set, follow these steps:

1. Open the update set in the Update Set Editor.
2. Click the Preview button to preview the changes in the update set.
3. Review the changes and verify that they are correct.
4. If everything looks good, click the Commit button to commit the update set.

Extracted from 'Get started with update sets'

[View Article](#)

AI Search overview...



Mixed Content (KB, Catalog, VA)

Genius Result Card powered by Now Assist

Deep links

Internal + External content

Keyword, Lemma Normalization
Result Improvement (Boost, Block, Promote)

Content Security I18N

Portal Search
Lexical Semantic Vector (Knowledge, VA, Catalog)

Virtual Agent + Mobile

ML Relevancy – Signals and Features

With the *Click* action, we have told the system that a user cares about:

Title match — how well the query matches the document's title

Content match — how well the query matches the document's body content

Keyword match — how well the query matches the document's tags or meta

Freshness — how recently the document was created and/or updated

Popularity — how often the document has been viewed or used

Child Table or Template — on which child tables or templates do users most frequently click

The aggregate of all user clicks for this model will determine which of these *features* are important. In time the system will adapt to which features are the most important and how much weight they carry.

KB0000008 Subscribe Actions

How to configure VPN for Apple Devices

Authored by Wayne Webb 7y ago 3 Views ☆☆☆☆☆

How to configure VPN for Apple Devices

For an iPhone or iPad running iOS?

1. Select **Settings** > **General** > **VPN**.
2. Click **Add VPN Configuration** and enter the following information:
3.
 1. Select **L2TP**.
 2. Enter **ServiceNow VPN** in the **Description** field.
 3. Enter **vpn-nu.vpn.servicenow.edu** in the **Server** field.
 4. Enter your **NetID** in the **Account** field.
 5. Enter your **NetID password** in the **Password** field.
 6. Enter **servicenow** (case sensitive) in the **Secret** field.
 7. Select **Save**.
4. To connect to ServiceNow VPN, VPN should be **turned On**. Once you are successfully connected to ServiceNow VPN, your screen will look like the following.

For Mac OS X Mavericks (10.9), Mountain Lion (10.8) or Lion (10.7)

1. Open **Apple** > **System Preferences**.
2. Select the **Network** icon in the **System Preferences** window.
3. Click the **+** button at the bottom left of the screen to add a new connection. (Note: You may need to click the **LOCK** icon to enable editing of Network Settings.)
4.
 - o Select **Interface** **VPN**.
 - o Select **VPN Type**: L2TP over IPSec.
 - o Enter **Service Name**: ServiceNow VPN.
 - o Click **Create**.
5. From the **Network window** enter the following information:
6.
 - o Enter **Server Address**: vpn-nu.vpn.servicenow.edu.
 - o Enter **Account Name**: your NetID.
 - o Check the checkbox labelled **Show VPN status in menu bar** to allow you the opportunity to establish a VPN connection from your menu bar.
7. Click **Authentication Settings**.
8.
 - o In the **Shared Secret** box enter servicenowvpn
 - o Click **OK**.
 - o Click **Apply**.
9. Click **Advanced...**
10.
 - o Check the checkbox labelled **Send all traffic over VPN connection**.
 - o Click **OK**.
 - o Click **Apply**.

[Copy Permalink](#)

AI Search Analytics

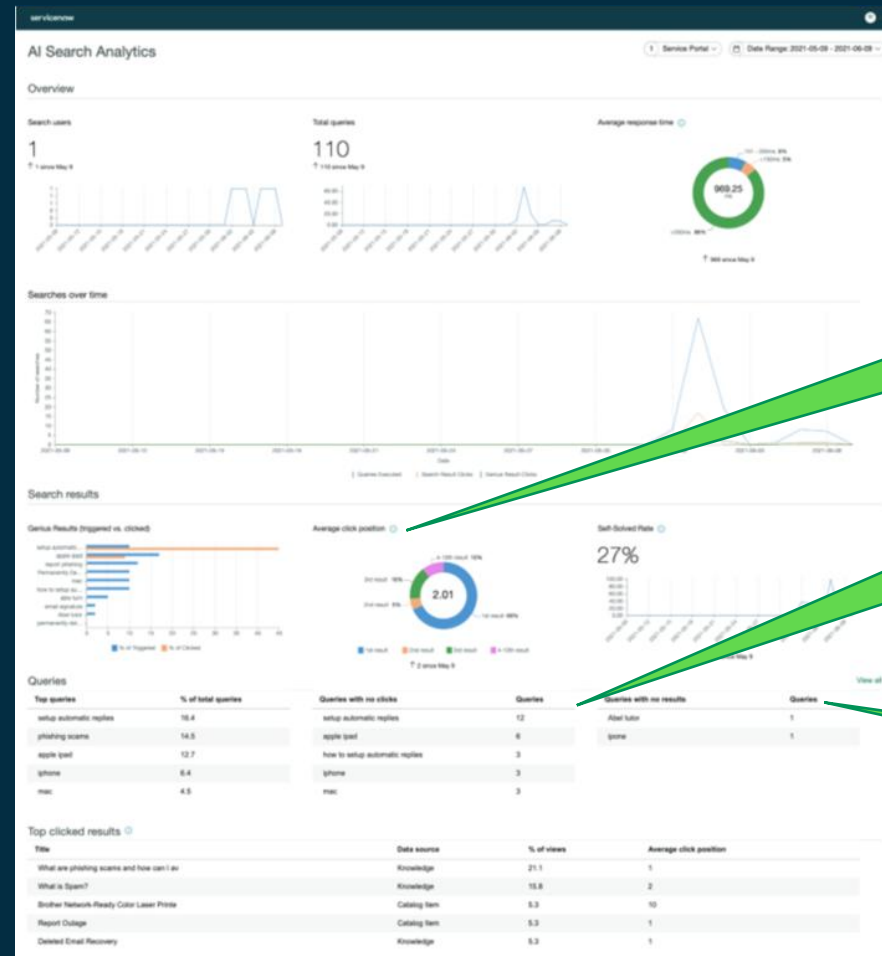
Search insights to drive higher self-service and productivity

- ✓ Gain visibility into search usage and performance
- ✓ View search trends to better understand user needs
- ✓ Collect insights on how to improve search experience and knowledge coverage



Evolve Loop with AI Search Analytics

Machine learning automatically tunes search result relevancy scoring for search experiences based on aggregated user interactions.



Average Click Position:
Goal of 3 or less, add details to article or additional keywords from searches

Queries with No Clicks:
Content may not be relevant for what users are looking for

Queries with No Results:
Likely missing keywords or content

Example Outcome

Now on Now: Now Assist Article Creation



Why AI Search



Better relevancy

~2.5

Average click position

~10% relevancy lift compared to preconfigured Zing, before tuning



Higher deflection

~70%

Click-through rate

Deflect cases/incidents by surfacing precise answers and next actions



Easier setup

~60%

Fewer VA intents

dramatically simplifies setup & maintenance

FAQs

Reporting – Where’s the best place to report for KM?

- KM Overview, Dashboard, UExA, AI Search, NA

Search – What’s the difference between

- AI Search & Zing

Search – Are knowledge attachments indexed?

- Attachments, Knowledge Blocks

Search – Should there always be Genius results?

- Mechanism, Timing, Maturity



Recap

Design of Articles

- Clear
- Concise
- User voice

Search

- Search first
- Use natural language
- Matures over time



Questions

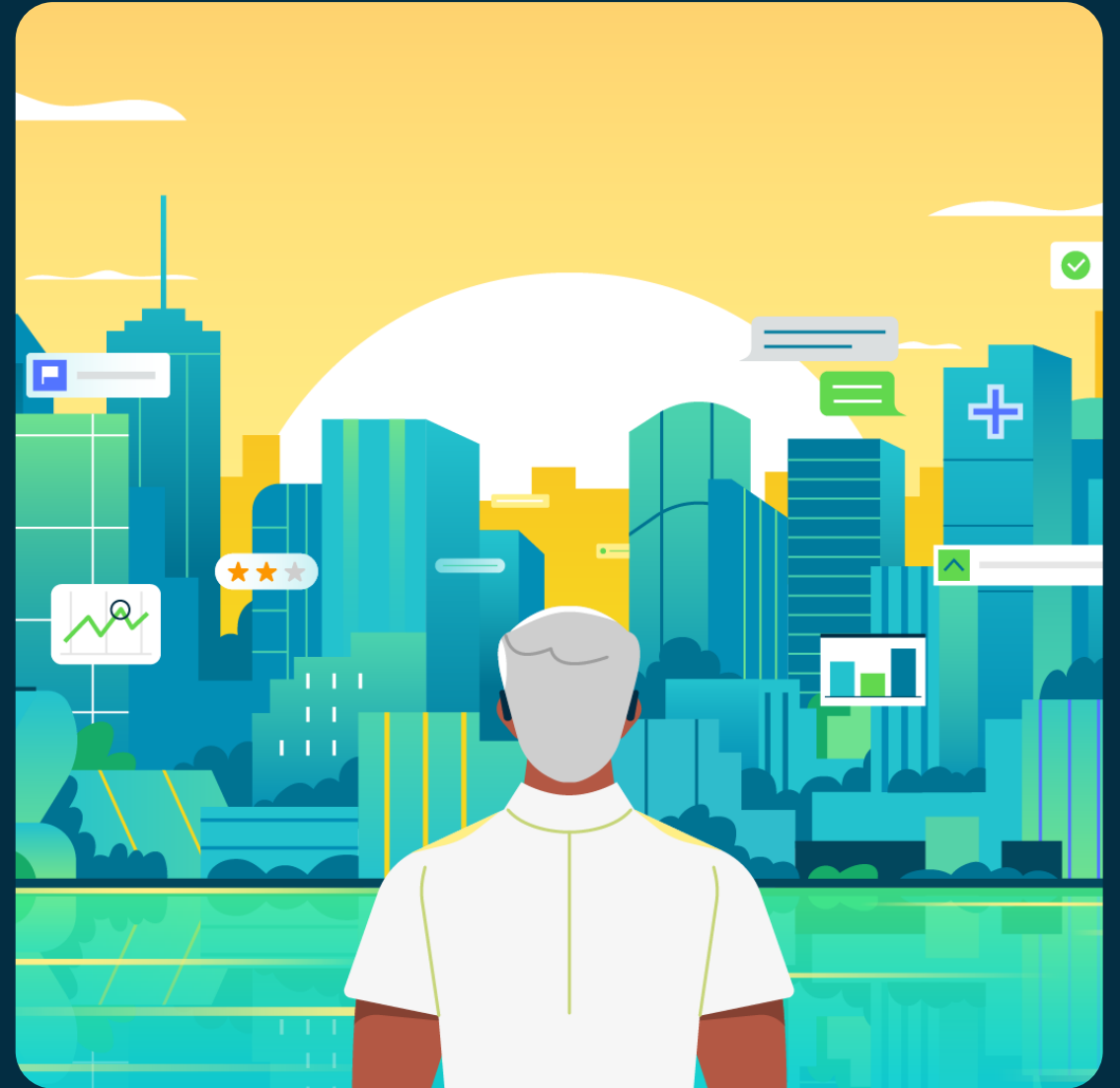
Next live session:

Topic: TBA

Date: April 8, 2025

Time: 12pm EST

We want your ideas!



Go deeper with Platform Academies



PLATFORM ANALYTICS
ACADEMY



AI ACADEMY



KNOWLEDGE MANAGEMENT
ACADEMY



IMPACT ACADEMY



NEXT EXPERIENCE
ACADEMY



PLATFORM FUNDAMENTALS
ACADEMY



MOBILE
ACADEMY



WORKFLOW
ACADEMY



PROCESS MINING
ACADEMY



<https://sn.works/academies>

Rich Text Editor Research

Invitation to participate in research

We're looking to learn more about the goals, needs, and aspirations from a rich text editing software from **customers** who create and edit knowledge articles.



Respond to this quick 5 - minute survey

Research details

- **When:** Mar 3 – 7, 2025
- **What:** 1-1 interview.
- **60 minutes**

Thank you

servicenow®