AI-Powered Service Catalogue Auto-Selector

Problem Statement:

In Large Organizations, employees often struggle to find and raise the correct service requests from an extensive IT Service Catalogue. With hundreds of similar catalog items and technical terms, employees spend unnecessary time searching and navigating, select the wrong request form, leading to delays and reassignments, depend heavily on helpdesk staff for guidance.

This impacts user experience, increases incident backlog, and reduces overall efficiency.

Proposed Solution – AI-Powered Service Catalogue Auto-Selector:

We propose building an AI Assistant that intelligently recommends and auto-selects the most relevant service catalog item based on the user's natural language input.

Key Features:

Natural Langue Processing (NLP): Understands user queries in plain language (e.g., "I need a laptop for a new joiner").

Context Awareness: Analyzes user profile (department, role, previous requests) to narrow down catalog choices.

Recommendation Engine: Suggests the most relevant service item with confidence score.

Conversational Interface: Integrated with Virtual Agent/GenAI chatbot for guided selection.

Auto-Fill: Pre-populates form fields (like location, manager) using profile data to save time.

Technical Approach:

Data sources: ServiceNow Service catalog metadata, user profile data, past request history.

AI/ML Models: NLP model (LLM or ServiceNow AI Search) for intent classification.

Recommendation engine (classification or embedding similarity).

Integration: ServiceNow Virtual Agent/AI Agent Studio. APIs to fetch catalog details and auto-populate fields.

Architecture Flow:

User types free-text query(or voice).

Ai interprets intent.

System matches to top 3 catalog items.

User confirms item auto-selected & prefilled.

Request submitted.

Benefits and Impact:

Efficiency: Reduces average service request creation time by 60%.

Accuracy: Minimizes wrong catalog submission and rework.

User Experience: Provides a consumer like ‘Amazon search’ experience.

Scalability: Learns continuously from usage data to improve recommendations.

Productivity: Frees up IT helpdesk agents from repetitive guidance tasks.

Demo/Deliverable:

AI Chatbot prototype (integrated with ServiceNow PDI).

User enters query AI recommends catalog item Auto-selection and prefilled form shown in case of any orders it may also order things using our natural language which can reduce the fulfiller work.

Dashboard showing AI recommendation accuracy and adoption metrics.

Future enhancements:

Voice based requests.

Multilingual support.

Predictive catalog auto-submission for recurring tasks.

AI-driven cross module actions (e.g., suggest KB articles, automation flows).