

Customer Signals Agent Transcript in. Evidence-backed needs out.

An AI agent that turns customer meeting transcripts into organized, evidence-backed customer needs, pain points, and personas, inside your ServiceNow instance.

THE CHALLENGE

The constraint is no longer building software. It's deciding what to build.

AI-assisted delivery has moved the effective product-manager-to-engineer ratio from roughly 1:8 to 1:20, while the evidence needed to decide sits in recordings, notes, chats, and spreadsheets.

- Product managers spend as much time re-keying feedback as they do talking to customers.
- Builders receive requirements stripped of the customer statement that motivated them.
- When a release ships, nobody can say which customer asked for it, or in what words.

HOW IT WORKS

01

Create a conversation

Track the customer, date, owner, and primary contact.

02

Add the transcript

Paste or attach the plain-text transcript of the meeting.

03

Select Analyze

The agent extracts personas, needs, and evidence with sentiment.

04

Review and confirm

Accept or reject each suggestion, then relate needs to work items.

KEY CAPABILITIES

Transcript to structured signal

Needs, pain points, feature opportunities, and personas from the full conversation.

Traceability through release

Evidence keeps its extraction run, prompt version, model provider, and source.

Evidence in the customer's words

Quotes and close paraphrases, with sentiment, attached to the need they support.

Human review by design

Nothing becomes a need until a person on your team confirms it.

Matches existing needs

New evidence strengthens a need that already exists instead of duplicating it.

Clean scoped app

No extended base tables, no changes to ServiceNow logic, no global-scope artifacts.

OUTCOMES

→ Capture more customer needs, in greater detail

→ Give builders the customer's own words

→ Trace every feature back to the conversation behind it

Runs in your instance on the model provider your administrator already approved. Customer data isn't sent to IC5 Labs or used to train any model. Customer Signals Agent is the entry point to **Product Builder Experience**.

REQUIREMENTS

ServiceNow Platform	Australia Patch 5+ or Zurich Patch 12+
Otto for Platform	12.2.0 or later
License	A licensed ServiceNow Otto product, such as Platform, ITSM, or App Creator
Model provider	An approved provider configured by your administrator: Azure OpenAI, AWS Claude, or Google Gemini
Interface and roles	Otto (Now Assist) Panel enabled · now_assist_panel_user, x_ic5l_csa.user

See it on your own transcript. ic5labs.com/demo

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