



# SERVING SMILES WITH AUTOMATION

### Abstract

Service delay leads to user dismay. And that's just what a European consumer goods company addressed, through implementing automation at scale for the global IT service desk, with the help of Infosys BPM. The solution not only successfully and drastically improved user satisfaction, but with all those smiles also delivered savings of \$325,000.



## The client

Infosys BPM's client is a European multinational consumer goods company, manufacturing health, hygiene, and nutrition products. With its widely known brands used by millions of customers worldwide, the company has operations in around 60 countries.

## Struggling with manual processes

The client had a massive scale of operations, because of which their IT service desk handled over thirty-three thousand service tickets each month pertaining to various IT issues. Some of these tickets were raised by users themselves through the company's self-service cloud-based portal. Others were raised by the company's assistance desk when users would call in with issues needing urgent resolution. A large chunk of tickets were routine tickets, raised by the employees related to assigning IT assets and user access for newly joined employees, leavers, or transferees. What was common was that all the types of tickets coming into the service desk were handled manually.

A ticket would first be analyzed by the first level (L1) service desk personnel who would route it, basis the nature of the issue, to an appropriate ticket assignment group for resolution. If the issue was urgent, and coming in through an assistance desk call, the L1 service desk utilized a triage and

dispatch approach for speedy resolution. If knowledge base articles contained troubleshooting information the L1 desk would directly help resolve the issue. Only if the issue was more complex that could be handled at the L1 level, would it be routed to a suitable ticket assignment group for further action. The processes for regular tickets relating to assigning IT assets and user access for newly joined employees, leavers, or transferees were also manual and coordinated by the service desk with different resolver groups.

Apart from the manual effort involved in processing the tickets, typically around 50% of the tickets were assigned incorrectly by service desk personnel to the wrong assignment groups. These out-of-scope queries led to multiple reassignments and as a result, the service desk had an unacceptably high ticket-resolution time of 20 hours, with the multiple reassignments only adding to the poor user experience.





## Seeking automation

Towards dealing with these challenges the client wanted to automate the segmentation of its service desk tickets and sought a competent service provider to

help do so. The ask was for a solution that would enhance user experience while also delivering substantial time and monetary savings. The client partnered with Infosys

BPM based on its outstanding track record of successfully creating robust digital operations ecosystems for many clients.

## A service desk with cognition

To transform the client's IT operations to the next-gen, Infosys BPM conceptualized cognitive-first service desk processes which would leverage robotic process automation at scale. To build and deploy the solution, a team of Infosys' automation experts first identified around ten thousand self-service tickets as having the potential to be automatically assigned.

Next, the team modified the client's cloud-based service desk platform to include additional pre-requisites for creating a ticket, which would help capture all the essential details and precise concerns of a

user. Detailed user reference guides were also created to simplify the ticket creation process.

The team then carried out a logic-based business services mapping exercise and using decision trees built a cognitive system using automated bots, artificial intelligence, and machine learning to automatically assign these tickets to the right assignment group. The team also baked in the capability for the cloud platform to automatically email solutions for third-party vendors at the ticket creation stage itself.

Post deployment of the solution, the tickets created on the self-service platform started to get automatically assigned to the right ticket assignment groups by an army of bots. For urgent tickets coming in through the assistance desk, the bots themselves apply solutions whenever possible to resolve the issue without any human intervention. Only if ready solutions are not available do they then route them to the assignment groups. The bots also automatically process all tasks relating to new joiners, leavers, and transfers.

## Counting the smiles

The cognitive service desk provided substantial benefits to the client. Close to 50% of tickets started getting automatically assigned, with no intervention needed by the service desk. Another 15% started getting resolved automatically, with no manual interventions by the ticket assignment groups.

Overall, through reducing human errors and reassignments, the automation delivered a 33% increase in the speed of ticket resolution. It also enabled the client to reduce its IT effort, saving 10,000 business hours each month through reduced IT resolution wait time, while also reducing the service desk headcount by 10. In sum, Infosys BPM's cognitive-first service desk delivered savings of \$325,000 for the client. Now, isn't that what you would call service that delivers smiles?



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