Understanding the Strategic Value of AI for ITSM

4 Ways AI Is Driving Digital Transformation for the Enterprise
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About SunView Software
The Digital Enterprise

With the emergence of the modern digital enterprise, organizations are looking for smarter ways to transform their IT service management (ITSM) operations. This effort focuses on a proactive, people-centric approach that end-users have come to expect from consumer technologies while also empowering and maximizing employee productivity.

These new realities of the digital enterprise mean that people, processes, and technologies in the organization must align around agile approaches that can better manage, deliver, and support solutions for a new generation of workers that are both tech-savvy and demand a consumer-like user experience.

The Role of AI

With new innovations in AI technologies, companies can now drive strategic value for ITSM operations and their organization. The age of AI and Machine Learning has arrived and with it a host of technologies that learn, predict and automate functions. Spending on Artificial Intelligence and Machine Learning is expected to grow rapidly from less than $8 billion in 2016 to $47 billion by 2020, according to IDC. One of the key drivers for Machine Learning adoption is digital transformation for businesses.
This tectonic shift is expanding the role of IT Executives to a more strategic company position, wherein executives spearhead digital corporate-wide transformation initiatives. From automating processes that enable faster business operations to applying predictive algorithms to improve company efficiency, IT Executives are adapting the technology for a wide variety of uses—and transforming the way we work.

Here are four ways Artificial Intelligence is driving digital transformation and unlocking tactical and strategic value for IT organizations:

1. AI Delivers An Exceptional Customer Experience
2. AI Improves IT Management Decisions
3. AI Increases IT Staff Productivity And Contribution
4. AI Is Transforming The Company Beyond IT

“40% of digital transformation initiatives will be supported by Machine Learning and Artificial Intelligence by 2019.”

—IDC²
When it comes to AI-based ITSM, improving the customer experience is one of the key benefits. From quicker and better solutions delivered via the service desk, better self-help capabilities (including chatbots and intelligent autoresponders), to the service desk leveraging AI for sentiment analysis, AI can play an important role in delivering a better customer experience. Here’s how:

Guide the Customer Experience
AI-based ITSM technologies help organizations move beyond reacting to individual interactions with customers to proactively identifying and creating a new customer experience. Organizations can identify and map the entire customer journey, then implement AI and Machine Learning to predict and respond accordingly to each step.

For example, when a user files a service request, an intelligent service desk solution can send an automated personalized response to corroborate receipt, provide an estimated resolution time frame and point the user toward relevant knowledge base articles. Since this decision making is backed by AI, the response is based on historical data from similar tickets and past client experience.

Deliver Faster Help Desk Responses
As end users seek information from a self-service portal, their level of satisfaction is typically tied to how fast they can retrieve the information
“As end users seek information from a self-service portal, their level of satisfaction is typically tied to how fast they can retrieve the information they seek.”

they seek. With the use of AI-powered self-service tools like chatbots and real-time knowledge-base recommendations, users can more easily obtain relevant information to resolve their unique challenges.

**Detect and Resolve Customer Issues**

Machine Learning and Natural Language Processing (NLP) can detect keywords and gauge the sentiment in a conversation between an end user and the help desk technician, while informing the help desk in how the sentiment is trending. If the sentiment is trending toward an SLA violation, an automated warning allows the service desk to determine if there is cause for concern based on current trends.

- AI helps personalize call center interactions by predicting what customers want next
- AI detects important customer issues through keyword detection and keeps customer catastrophes from happening
- AI detects trending customer satisfaction levels by enabling management to proactively stay on top of improvements or changes
- AI provides a faster and more natural customer experience through Chatbots
- AI enhances the knowledge base with AI aggregation to deliver faster responses to inquiring customers. This reduces ticket volume and creates a cycle of reuse once confidence is raised
AI and Machine Learning systems can provide greater insights that help IT executives make more informed decisions. In particular, predictive analytics are allowing IT executives to analyze and detect IT service trends, allowing them to make better and more informed strategic decisions. Predictive analytics use data, statistical algorithms and Machine Learning techniques to identify the likelihood of future outcomes based on an organization’s own historical data. They can even help map multiple future scenarios for comparative analysis.

Prevent Service Level Agreement (SLA) Violations
Predictive insights can provide a view into future trends via analysis of the organization’s historical system and ticket data, such as future workload, close rate, or SLA violation probability. By integrating predictive analytics into SLA reporting, a rapid SLA warning enables the service desk to determine if there is cause for concern based on current trends so they can manage changes accordingly. This helps to minimize or even prevent disastrous SLA breaches.
Optimize Your Workload
An intelligent ticket routing system uses organizational data and historical staff records to determine the best ticket assignments and anticipates resource hiring. This helps organizations more accurately anticipate project workload, staffing, or resource issues while automating ticket assignments so workload is disseminated in the most balanced and efficient manner possible.

Predict and Anticipate Growth
AI predictive algorithms can use historical data and current growth trends to forecast numerous areas of a business, including sales projections, staffing, geographic expansion and much more.

- AI can better manage workload optimization to maximize staff productivity
- AI can proactively detect tickets and predict Service Level Performance (SLA) violations before they occur, which protects contractual obligations and profits
- AI can forecast operational expenses to deliver better insight to expansion forecasts for predictive growth
One of the great promises of AI and Machine Learning is the automation of routine tasks, which help workers focus on more strategic company goals. It also helps to increase the accuracy and speed of decisions, alleviate routine activities, and allows IT staff to become more productive and efficient.

Let’s look at some of the prevalent ways AI is increasing IT staff productivity and contribution today.

**Better Handling of Routine Responses**

Chatbots (virtual chat agents designed to simulate natural conversation with a human user), help to automate help desk tasks by delivering quick, accurate responses to inquiries in real-time. When used with a Smart Knowledge base enhanced with AI aggregation, inquiries can be appropriately managed without human interaction, resulting in quicker ticket resolution, and reduced workload for help desk staff.
Automation of Responses to Low-Level Inquires

By automating certain low-level help desk tasks, such as simple help desk inquiries, IT staff can focus on more strategic goals. Chatbots simulate conversations with human users by using Natural Language Processing (NLP) in order to handle routine responses and reduce the strain on human staff resources. Additionally, a Knowledge Base Responder can instantly send out emails to end users that include recommended articles from the knowledge base based on the recently submitted ticket, along with the estimated time to resolve.

AI can help with the routing and workflow of new issues

AI Chatbots, which are “virtual agents” designed to simulate conversation with human users by using Natural Language Processing (NLP), can handle routine responses thereby reducing human staff requirements

AI “Smart” Knowledge Bases can send an instant email that intelligently recommends articles from the knowledge base related to a particular incident, along with the estimated time to resolve

AI algorithms detect keywords and automatically reorganize, demote, or promote priorities for staff

“By 2019, IT services desks utilizing Machine Learning enhanced technologies will free up to 30% of support capacity.”

—Gartner³
By using Machine Learning with Predictive Analytics, organizations can manage, and get insight into, data sets that are too large for human analysis (and possibly even comprehension).

Through Enterprise Service Management (ESM), organizations can capture, manage, save and analyze data critical to service business performance. ESM offers an integrated view of core service business processes, often in real-time, using shared or common databases. Thus, AI and Machine Learning can benefit additional departments beyond IT: let’s look at two scenarios:

**Scenario 1: Streamline HR Onboarding**

By automating the onboard process, companies can increase onboarding efficiency, better engage employees and get more accurate information about an employee. An AI-based onboarding coach can help with the onboarding process for new employees, helping them to better understand a company’s culture. This technology can also be used to create custom learning plans for employees and help determine a professional development path based on an employee’s skills, knowledge and additional job skills required to do the job.
Scenario 2: Drive Accuracy and Project Management
AI for project management can perform the management and administration of projects without needing human input. By gathering key project performance data, it can uncover insights, perform complex tasks and make recommendations. And, as these new AI project management assistants learn more, it will uncover new metrics that can be reapplied to future endeavors.

- AI and Machine Learning can benefit additional departments beyond IT, including HR, financial services, project management, and facilities

“The future of ITSM will have embedded AI capabilities that will redefine the digital workplace”.
— Seng Sun, CEO of SunView Software
AI and Machine Learning has arrived and companies that adopt these technologies are gaining a competitive advantage. From automating business processes to gaining insights to make more informed decisions, organizations are adopting these technologies to advance digital transformation and transform the enterprise.

With AI-enabled ITSM tools, companies can now offer exceptional customer experiences while improving decisions, increase IT staff productivity, and reshape the way business is conducted.

Sources:
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About SunView Software

Founded in 2003, SunView Software is a leading provider of IT Service Management (ITSM) software that helps companies to better deliver, manage and monitor IT services across the enterprise.

SunView is using innovations in Artificial Intelligence (AI) to drive smarter automation, predictive insights and customer satisfaction. By combining cutting-edge technologies and a best in-class platform, SunView provides cost-effective and efficient solutions that enable more responsive IT for the organization.

SunView Software delivers on this vision today. Make this a reality for your company by discussing with SunView Software how AI and Machine Learning can help drive your digital transformation and strategic value.

Contact us today to discuss your next generation ITSM solution

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