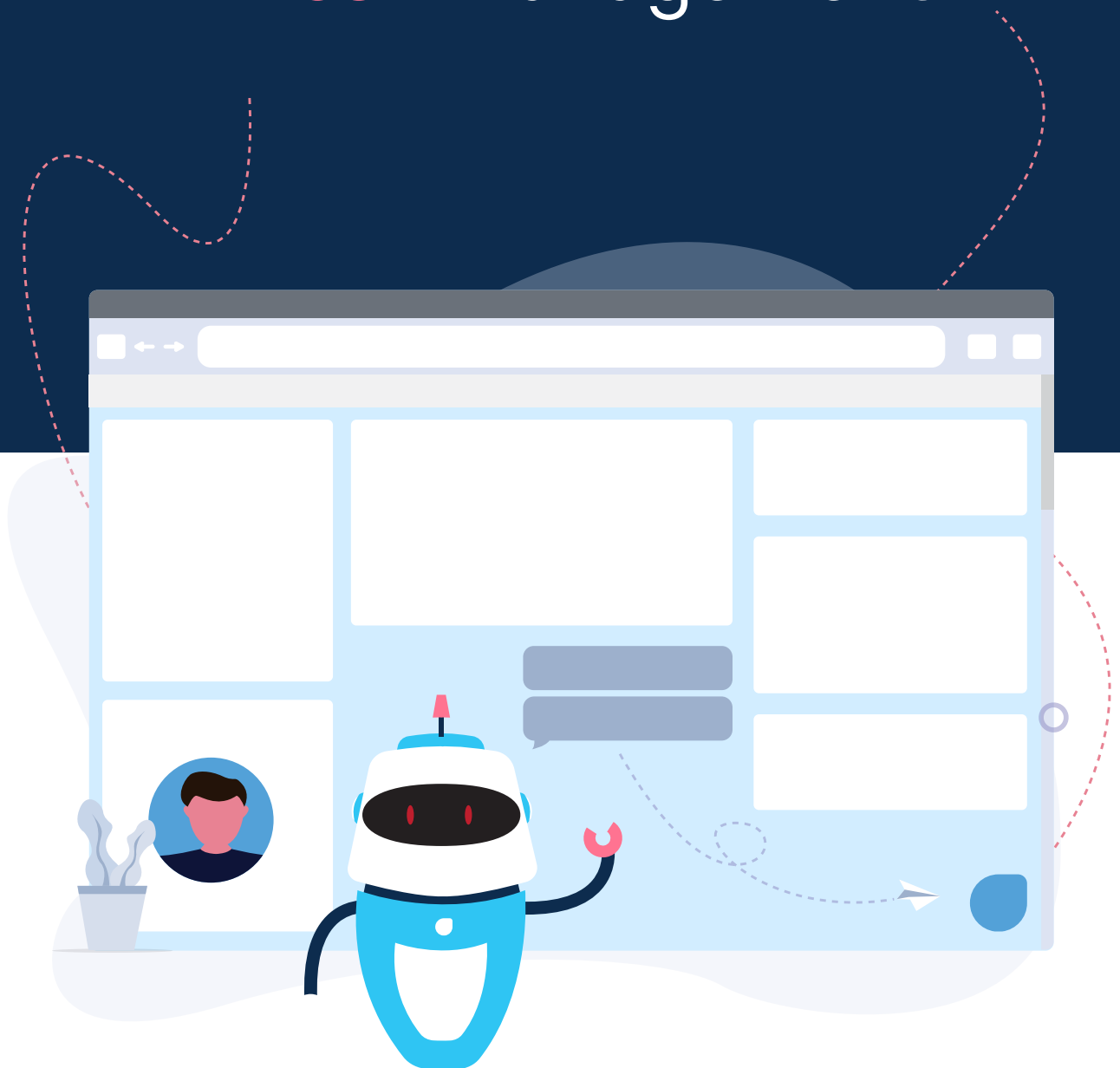


# The Guide to **Intelligent Automation** in IT Service Desk Management



Intelligent automation - the combination of artificial intelligence (AI) and automation is starting to change the way business is done in nearly every sector of the economy. Intelligent automation helps in streamlining business processes and make complex decision making simpler and faster. The range of applications to which Intelligent automation can be of help is expanding for technologies like Natural Language Processing (NLP) , Machine Learning (ML) and Voice Recognition (VR).

**“The promise of AI is to do what humans do, but better, faster and at scale.”**

AIML technology is seeing a rapid evolution over the years and has a deep impact on our everyday lives, be it shopping experience on e-commerce sites or leveraging the GPS in your Google Maps for the everyday commute.

What about “work” in that case? As an IT Service Management (ITSM) professional, how can intelligent automation bring value to the current ways of service delivery & managing the various kinds of support tickets that come your way?

This whitepaper will provide you with insights on the need for Intelligent automation in ITSM as well as how to go about designing the intelligent automation strategy.

# Why Intelligent Automation in ITSM?

We know that by automating business processes, we can make great gains in productivity - something most organizations are always looking to do. In practice, it means virtual agents take over the knowledge work routines of humans so our time can be used in more value-adding work. Now we look to tackle more complicated tasks by increasing automation's intelligence with learning and self-learning abilities.

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AI-based systems can be purely software-based, acting in the virtual world (e.g. voice assistants, image analysis software, search engines, speech and face recognition systems) or AI can be embedded in hardware devices (e.g. Advanced Robots, Autonomous Cars, Drones or Internet of Things applications).

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While AI & ML have already set their footprints in e-commerce, automobile, and other industries, IT has just started embracing these trends. IT Service Management (ITSM) has a huge potential to benefit from intelligent automation as service desk agents perform a variety of transactional tasks. The IT teams across the globe today are faced with the growing expectations of users in terms of faster service and modern technology, AIML can come to their rescue.

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Intelligence or Augmented or Accelerated, even Assisted intelligence. My new 'A's of AI. It's how we augment or accelerate Human Intelligence.

-Kirk Borne, PhD, Principle Data Scientist and Executive Advisor at Booz Allen Hamilton

Gartner says there are three key requirements for AI:

- Adapting behavior based on experience.
- Not being totally dependent on instructions from people (they learn on their own)
- Being able to come up with unanticipated results.

Some of the key areas of impact can be around:

- Responding & remediating issues
- Categorizing & routing incidents
- Identifying & correlating patterns from large data sets gathered from IT systems for event management & IT performance optimization.
- Intelligent alerting & reporting capabilities
- Resolving IT problems proactively with predictive analytics
- On-demand self-help to serve up relevant knowledge base content to resolve user issues & questions.

67% of service desks wait until the phone is ringing and complaints are pouring in. If you are one of them, you are being reactive to your IT problems!

## How to design an intelligent automation strategy in ITSM?

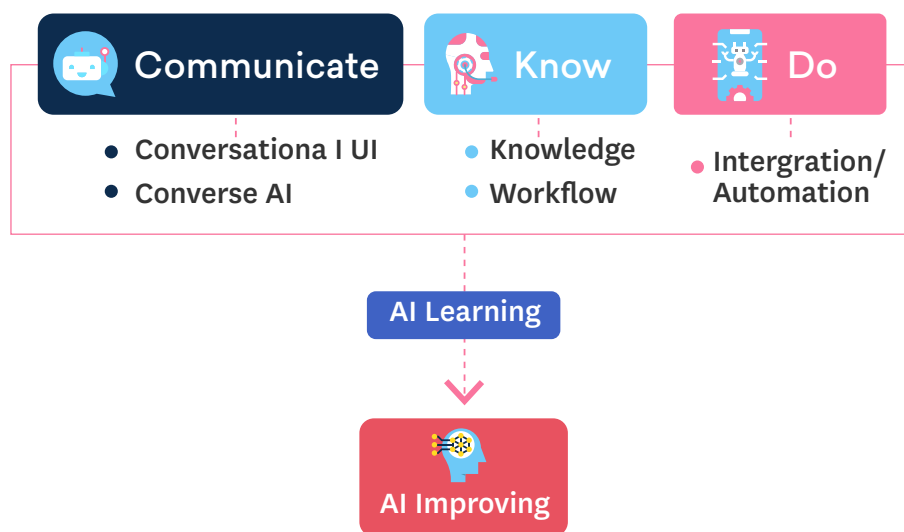
The very first step to designing an intelligent automation strategy in ITSM starts with addressing the following questions

1. What is it you are intending to do with this automation? and Why?
  - Cheaper; greener; faster; easier
  - Doing old things differently
  - Doing things you couldn't manage before
  - Doing things you can't even imagine yet
2. Where does your goal fit in and how does it contribute to the business strategy? The time to value from data to actionable knowledge?
3. Is it an AI or non-AI solution and how will you measure and report this to know it has succeeded?

There has always been an automatic assumption about the silver bullet or magic button but using AI is not automatically superior to a non-AI solution. The use, costs, risks, and potential benefits are just as easily misunderstood as has been done in the past with other technology tools.

As with any technology, sometimes there are areas within the business that naively believe AI can do what they want out of the box with no training. At best, it can provide the mathematical algorithms but it is the organization that needs to train the AI with what it needs.

The key focus in building an AI strategy should be about how do we make the analysts more productive and also improve the productivity of the business. For that, we need to understand how we're going to communicate, know what we need to know and do what needs doing.



Evaluate your existing interaction channels you already have with your customers and perform a deep dive analysis of how well they are working for your organization . If you are to automate them, decide on how you might change these channels to better suit your users' way of working. This includes integrating your key channels into cross-functional operational strategy. Automated chat flow is one such technology that can streamline all the redundant and repetitive tasks. Nobody likes mundane work, even when it is crucial. Time is money, this tool can eliminate all the boring processes and help free up employee time that can be spent on other intellectual and creative tasks.

The next focus is on the type and depth of knowledge needed for all the parties involved in automating knowledge activities such as capture, structure, reuse and improve throughout the workflows. Interactions happen on a daily basis and capturing all the knowledge from interaction channels to learn, improve and become more efficient is what knowledge-centered service (KCS) is all about. The contributors for KCS are across the organization to author, improve and reuse content. The result is a living, breathing repository of knowledge that evolves on real-time user demand. This can be directly integrated into the existing processes to get the best solutions into the hands of those who need it.

Forging collaboration between AI and human interaction requires trust and emotional intelligence. Human and AI need to join forces to achieve the most significant performance improvements by enhancing each others' complementary strengths: the leadership, creativity, and social skills of the former and the speed, scalability and the quantitative capabilities of the latter. What comes naturally for humans can be tricky to the machines and what's straightforward for machines is virtually impossible for humans, hence the need for collaborative intelligence to achieve maximum productivity.

To begin with, intelligent automation concepts can sure be overwhelming. It is also not a piece of cake for organizations to communicate the purpose of AI to agents and make sure they don't feel the fear of losing their jobs. To put everything in place and get the intelligent automation strategy right takes immense planning and prim implementation. This is where choosing the right software comes into play. Picking the right service desk solution is very important to avoid challenges during the transition. But once you choose the right software and line up everything, AI can open up to a lot of new possibilities and make the agents' job easier, the experience of the user better and bring more value to the organization so that everyone wins.

# About Freshservice

Freshservice is an online service desk that takes a fresh approach to ITIL. A plug and play solution for organisations that are trying to make everyday IT operations simpler and more efficient, Freshservice boasts of powerful ticketing and asset management capabilities on top of a refreshing user experience. With ITIL best practices out of the box to help IT organisations and professionals get started quickly, Freshservice gives organisations the ability to scale their IT support by leveraging the asset discovery module and CMDB. Freshservice has been designed to take advantage of the SaaS and cloud platform, turning your focus to things that matter the most - delivery exceptional customer service. To make things even simpler, Freshservice is also integrated with other popular apps like Google Apps, Dropbox, Freshbooks, Harvest, Pivotal Tracker, SurveyMonkey and more. From the makers of popular customer support software Freshdesk, Freshservice is the IT service desk of the future, on a quest to take the boring out of IT.

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