**CognitiveScale™**

Amplify: AI-Powered
# Guided Help Desk

## CUSTOMER

A Global 100 consumer packaged goods (CPG) company with over 10,000 employees who manage supply chain functions.

## PROBLEM

The company experienced support and call center costs of $20 million annually. Processing a single support ticket can cost between $35 to $100, not including hidden productivity losses for affected employees.

To complicate matters, documentation generated by new projects and their ongoing support is typically vast, unstructured, and scattered across multiple systems. The result is an expensive and bleak self-help experience for employees who tend to escalate support requests.
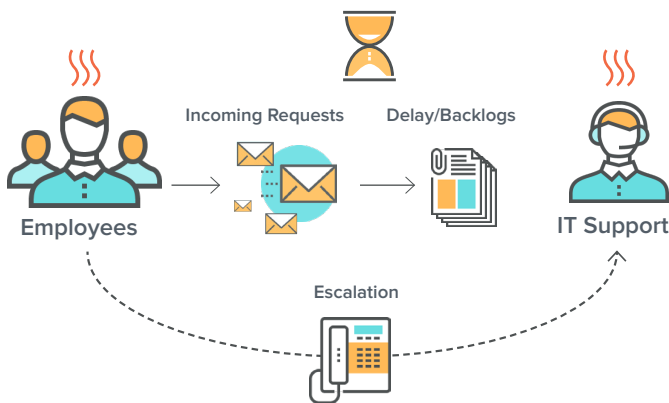


**Figure 1:** Expensive, slow help desk

## SOLUTION

The company addressed their support challenge with AI-powered Guided Service from CognitiveScale. Guided Service™ delivers help-desk specific knowledge and pre-trained agents that analyze and ingest static, streaming support and training information from across the business and 3rd parties. Employees interact

with the system via a unique natural language dialog, supplemented with real-time and personalized insights in the form of alerts and reminders, to provide an employee help-desk concierge experience-as-a-service.

**Technology differentiators include**

- Domain Optimized industry-specific curated content sources, models, and knowledge graphs that take the heavy lifting out of building and training the cognitive AI
- Cognitive Graph Concept Net: A next generation cognitive knowledge graph for storing and manipulating multi-structured data and objects with natural language search interface
- Big Data Sovereignty for multi-zone data security, auditability, and traceability across structured and unstructured data
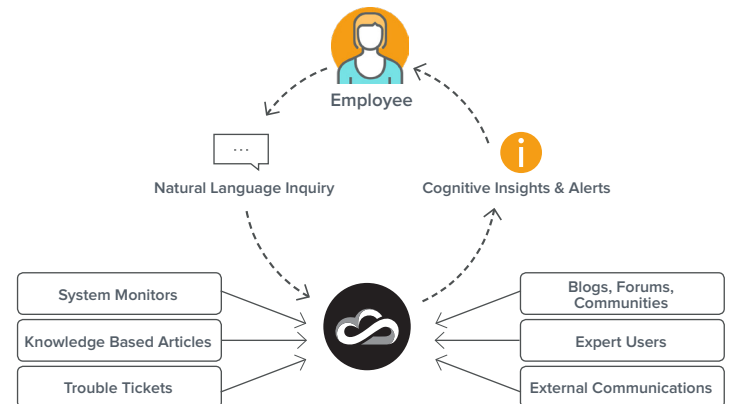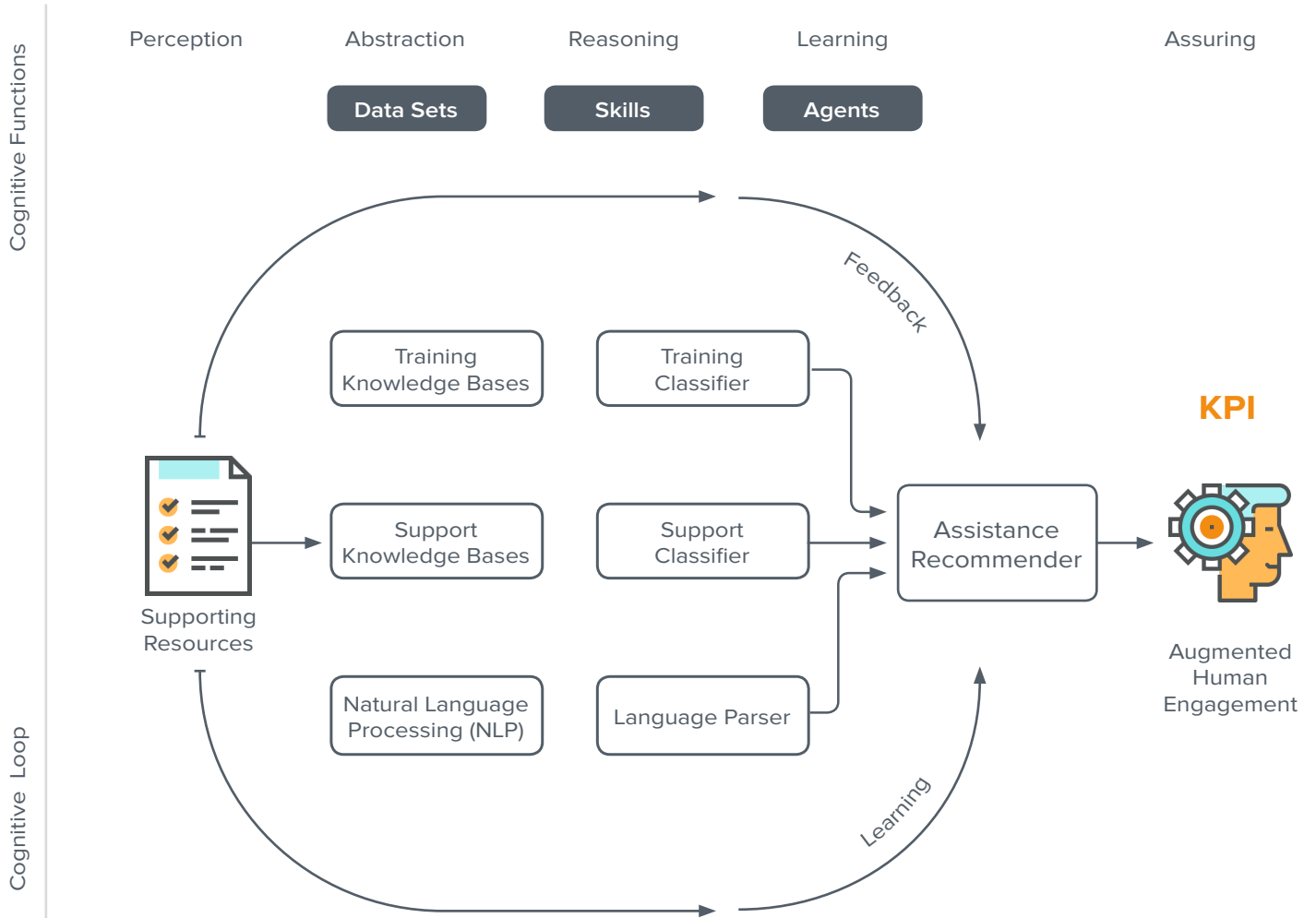


**Figure 2:** AI-driven self service

## IMPACT

The system facilitates more frequent employee self-help, reducing the number of support tickets processed by expensive specialists.

- 30%+ reduction in tickets fielded by the support center
- 50% faster time to resolution

# Guided Help Desk Agent Anatomy



**SEE**
incoming support requests

**KNOW**
the relationships to training and support knowledge bases

**ASSIST**
by delivering a self-service help desk experience

**LEARN**
from new data entering the system as well as ongoing feedback on the insights and recommendations provided

**OPTIMIZE**
by constantly monitoring and ranking all of the insights and prioritize only the ones you care about based on these learnings

**BUILD TRUST**
by providing concrete evidence supporting these recommendations and insights so you understand the rationale

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## About CognitiveScale

CognitiveScale Cortex 5 software helps businesses apply Artificial Intelligence and Blockchain technology to solve complex business problems at scale for financial services, healthcare, and digital commerce markets.

Our award-winning software is being used by global leaders such as USAA, Morgan Stanley, NBC, JPMC, ExxonMobil, Dell Technologies, and MD Anderson to increase user engagement, improve decision-making, and deploy self-learning and self-assuring business processes.

Headquartered in Austin, Texas, CognitiveScale has offices in New York, London, and Hyderabad, India, and is funded by Norwest Venture Partners, Intel Capital, IBM Watson, Microsoft Ventures, and USAA.

For more information on the company, please visit us at cognitivescale.com and follow @cognitivescale on Twitter, Facebook and LinkedIn.

**Contact an AI specialist at cognitivescale.com/contact**