

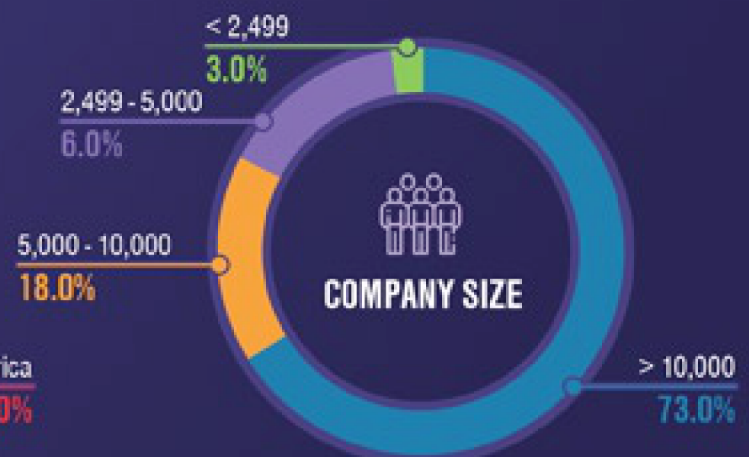
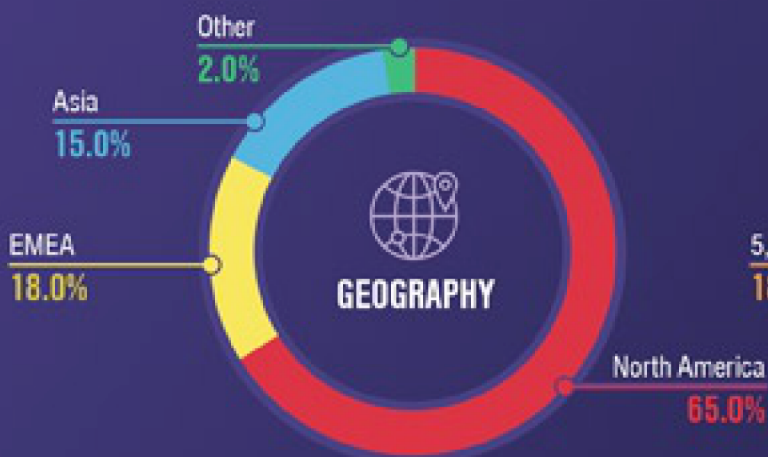
TOP 5 TIPS

FOR IMPROVING THE EMPLOYEE EXPERIENCE WITH IT AND HR VIRTUAL AGENTS

We surveyed 250 global CIOs about their advice for deploying IT and HR virtual agents for employee service over a period of two years. They provided hundreds of useful insights. We distilled their feedback into five actionable tips. Respondents were primarily from North America representing large enterprise with at least 10,000 employees.



CIO DEMOGRAPHICS





SELECT A SYSTEM OF INTELLIGENCE, NOT A CHATBOT.



“

Chatbots are for when the CIO wants to look good. The novelty quickly wore off and we were stuck with a piece of technology nobody used. That's when we discovered the difference between chatbots and systems of intelligence.

”

In the real world, users are often frustrated by chatbots because they don't understand what is being requested, frequently provide wrong answers, don't speak the employee's language, and are useless as soon as a live agent is required. They're designed to seem like humans but they're often only used to answer the most common questions. They can't manage tickets, help with ordering items, or escalate to live agents when users are frustrated. Often, chatbots lead to poorer customer satisfaction and higher ticket volumes - exactly the opposite of what they're intended to do. By contrast, systems of intelligence automate the lifecycle of employee service requests to improve the employee experience.

Unlike standalone chatbots, systems of intelligence:

- 1 Know when users need a live agent.
- 2 Hand off issues to live agents with context
- 3 Route tickets to the most appropriate live agent
- 4 Recommend the best next action to live agents
- 5 Continuously learn from every question
- 6 Provide predictive analytics to help service owners avoid issues before they occur

TIP 2

UPDATED MARCH 2022



FIRST, MAKE LIVE AGENTS SMARTER.



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There's so much information trapped in historical data. It's essential that we unlock it to help service desk agents fix more problems faster the first time.

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TIP 3



MAKE SURE THE AUTOMATION SYSTEM IMPROVES CONTINUOUSLY.



“

What we like most about our system of intelligence is it gets smarter all the time. Last week when users were asking about the new iPhone it didn't know how to answer basic questions because they were new. Now, it's smarter than the folks at the Genius Bar!

”

Every request is an opportunity for the system of intelligence to improve. Sometimes, virtual agents will misinterpret questions or classify HR requests as IT requests. When that happens, they must adapt by gathering feedback from users, updating machine learning models, and delivering better answers next time. To do that, they must be capable of the following:

- 1 Automated algorithm selection to pick the best algorithm for each task
- 2 Automated hyper parameter tuning to achieve the highest accuracy once the best algorithm is selected
- 3 Automated feature selection to pick the fields from historical data with the highest predictive power at model training time
- 4 Automated drift detection to determine the optimal time to re-train machine learning models

TIP 4



MAKE SURE YOUR VIRTUAL AGENT SPEAKS ALL THE LANGUAGES YOUR EMPLOYEES SPEAK.



“

Our chatbot only spoke English. That just created a frustrating experience for non-English speaking team members. It felt like a step backward to them.

”

To be effective, virtual agents must detect the native language of the employee and translate the answer into that language even when the underlying content was authored in English. Most content isn't authored in multiple languages. Only deploy virtual agents that don't require your team to translate every possible answer into every language employees speak. Systems of intelligence not only auto-detect and auto-translate but allow employees to flag poor translations for human review.

TIP 5

UPDATED MARCH 2022



**DON'T JUST AUTOMATE PROCESSES.
USE INTELLIGENT AUTOMATION TO CREATE A CULTURE OF SELF-SERVICE.**



“

We saw a 20% increase in self-service adoption the month after we announced the employees who saved the most time using the virtual agent at the company all-hands meeting.

”

Help employees embrace the virtual agent by ensuring the experience using it is at least as good, ideally better, than traditional alternatives like email and phone support. Be very intentional about designing user journeys that minimize clicks, make it easy to engage live agents, and detect when users are frustrated. Conduct focus groups as part of user acceptance testing to test user journeys. Deploy the virtual agent incrementally to groups and measure success using metrics like:

- 1 Customer satisfaction
- 2 Call deflection volume
- 3 Mean time to resolve
- 4 Average first contact resolution rate

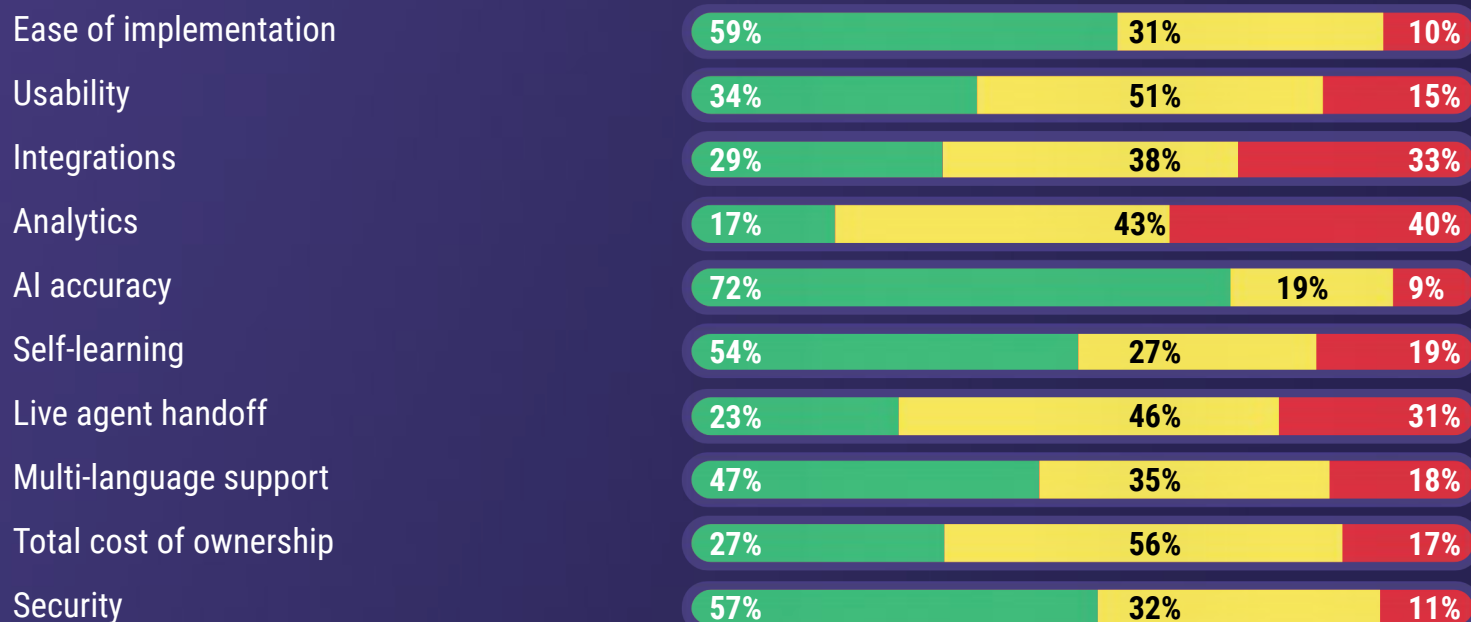
Intelligent automation can't be deployed as a technology project. It must first be used to augment the capabilities of humans. To do that, think about the behaviors required to make your virtual agent successful. Start with these three:

- 1 Improved self-service adoption
- 2 Feedback to make the virtual agent smarter
- 3 Sharing the benefits of the virtual agent on internal social channels

Create a leaderboard with points and time savings to reward employees who benefit the most from using the virtual agent. Use social channels to praise early adopters and showcase success stories where the virtual agent made employees more productive.



WHAT IS THE RELATIVE PRIORITY OF THESE CAPABILITIES OF A SYSTEM OF INTELLIGENCE?



● High priority
 ● Medium priority
 ● Low priority