

itSMF
The IT Service Management Forum

Portugal ■

16^a
E CONFERÊNCIA
ANUAL 2019

O Mundo Digital
na Próxima Década

Reitoria da Universidade Nova de Lisboa
3 de Outubro 2019

Patrocínio Platinum

claranet **easyVISTA™**

Patrocínio Ouro

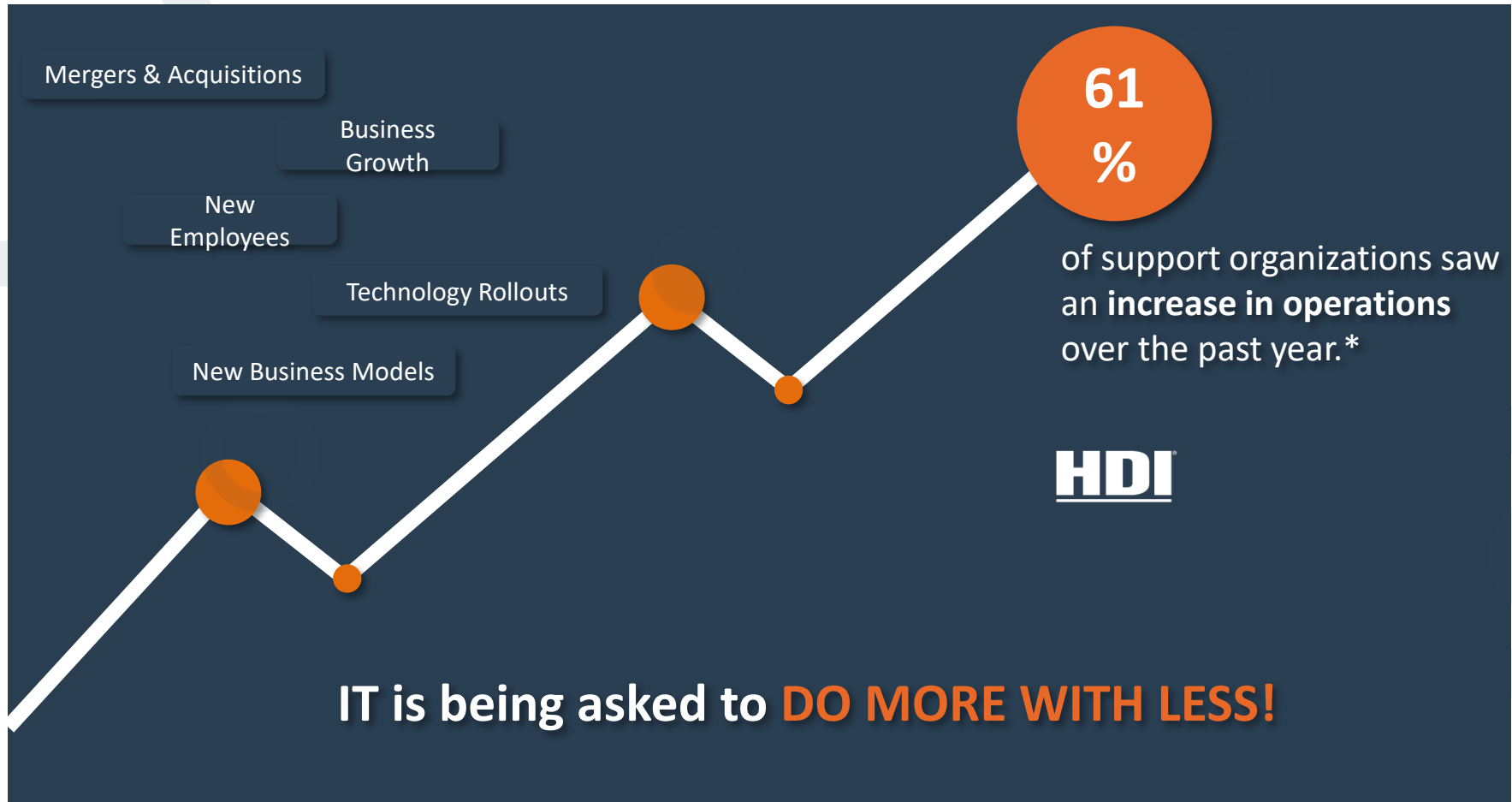
apcer

Patrocínio Prata

bmc **Rumos**

The background features a dark red, almost black, grid pattern that curves and warps, creating a sense of depth and movement. The grid lines are more pronounced in some areas, forming a structure that resembles a modern architectural facade or a data visualization element. The overall aesthetic is futuristic and technological.

Autonomia e Automatização de Braços Dados



“ **By 2022, 85% of customer service interactions will start with self-service.*** ”

#TransformService

Gartner Report Four Best Practices for Implementing Customer Self-Service, Brian Manusama, Nadine LeBlanc

“

**Employees spend 1.8 hours a day
on searching for information.”**

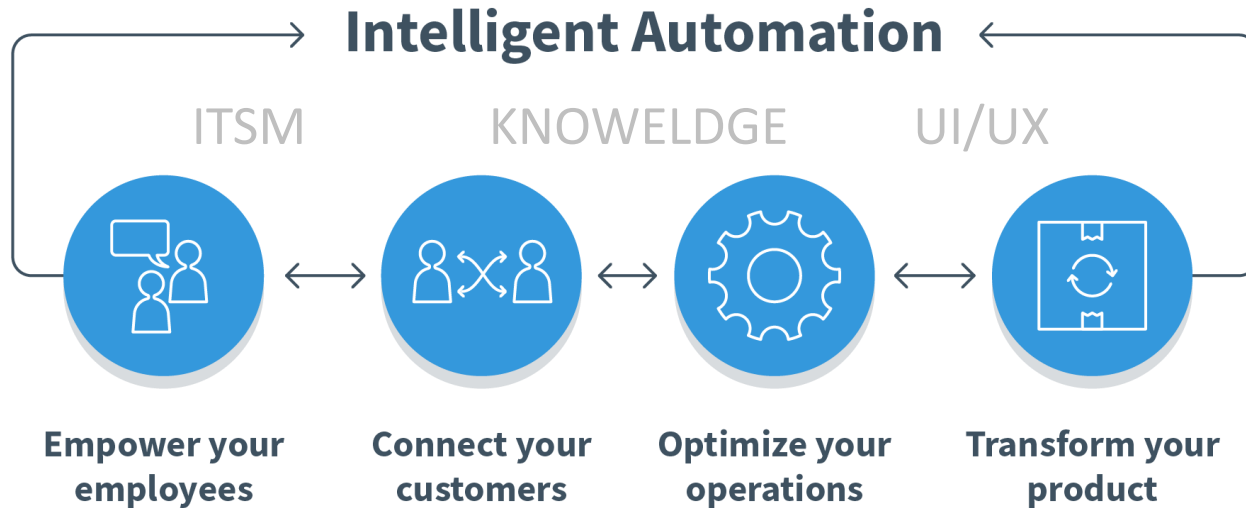
McKinsey

Transform Service. Delight Customers.

Intelligent Service Automation that Makes it Easy
to Engage & Delight Employees and Customers

Supporting Digital Transformation

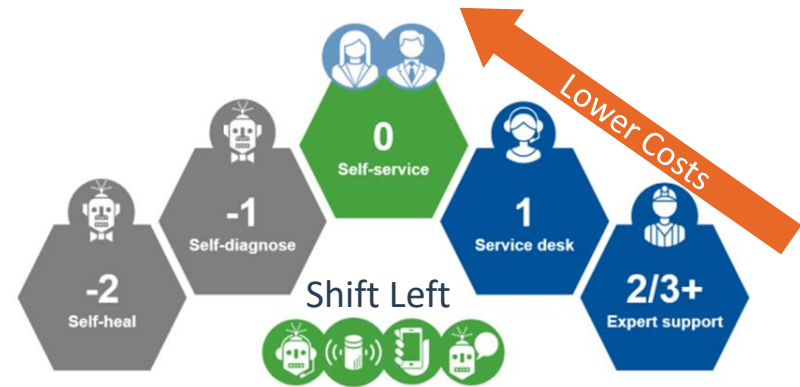
**Transforming service is no longer a choice,
it is a business imperative.**



Service Transformation Shifts in IT to Improve Efficiencies and Reduce Costs



Supporting the Digital Business with Enterprise Service Management



Powering Self Service for Employees and Customers

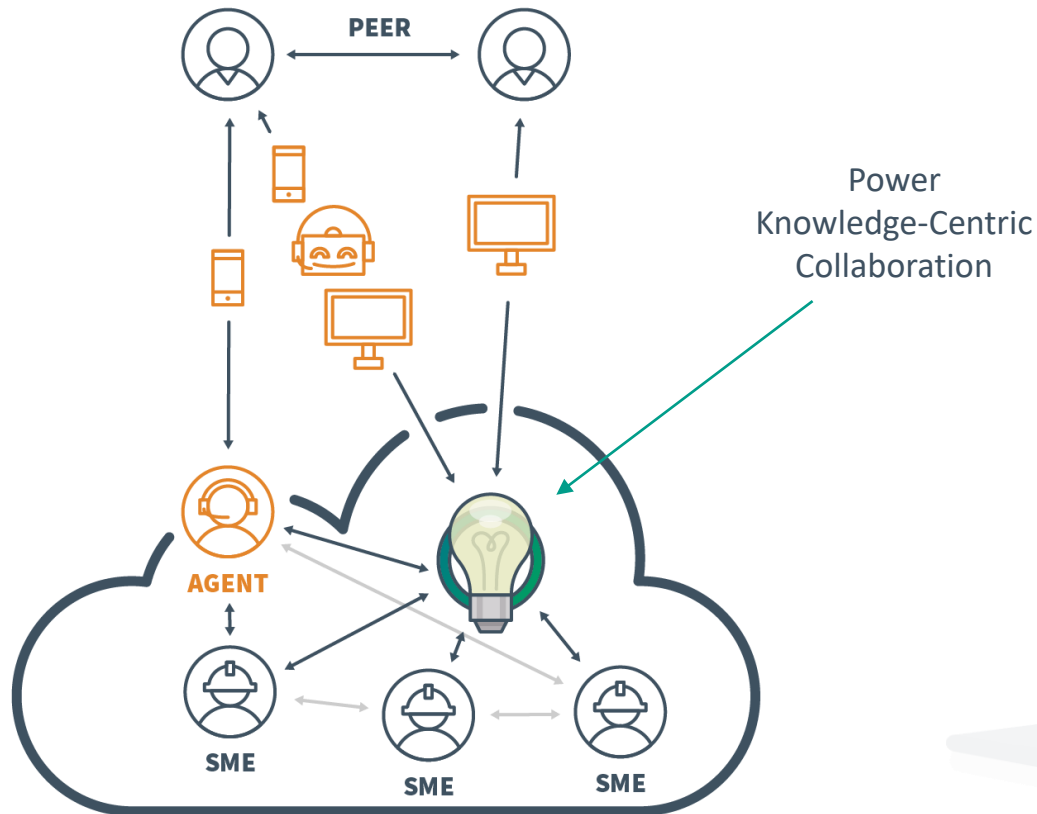
Big Themes for Future of SM

Future of Support – No more Tiers

Federated Knowledge – Powering Self-Service that Works

AI Augmentation – Optimize/Automate Processes, Digital Experiences

Future of Support – Moving Beyond Tiers



“IT Service Desk should offer omnichannel support and advice to business consumers through a cloud-based swarming structure.”

- Gartner

Based on Level Z Support (Swarming)

Chris Matchett, Katherine Lord, Kenneth Gonzalez, Roger Williams

[2019 Strategic Roadmap for IT Service Management](#)

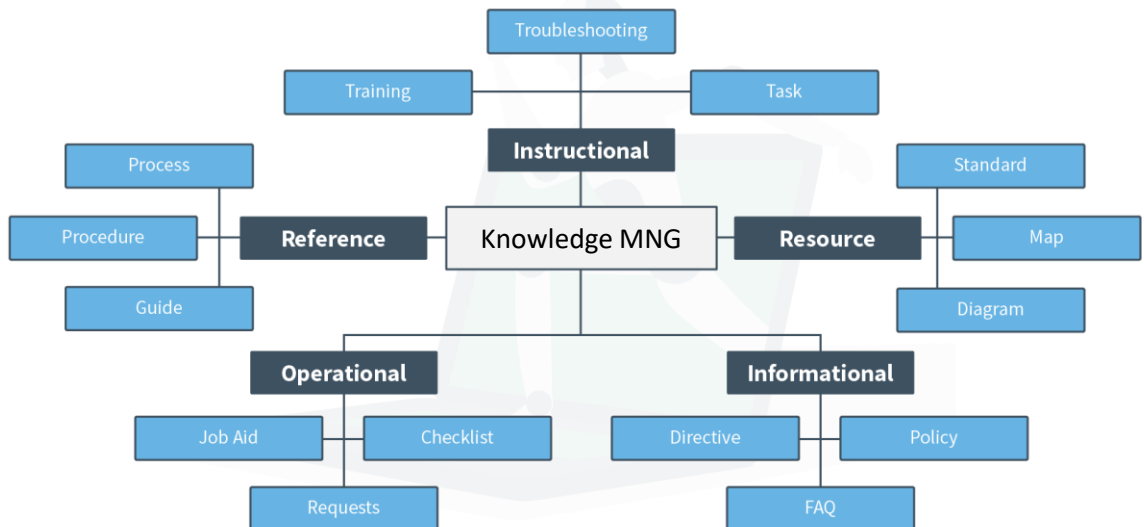
Knowledge Centric Self-Service

Knowledge is foundational to evolving support and leveraging AI

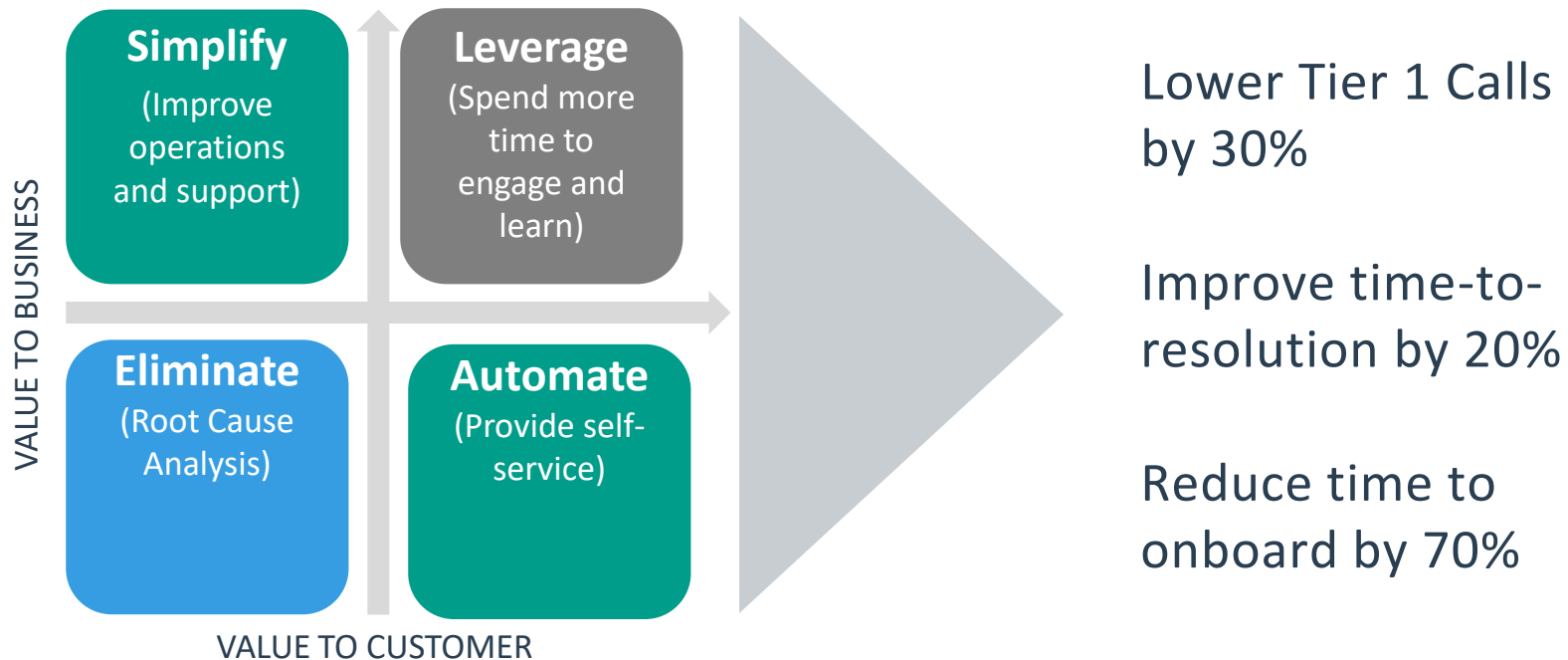
Knowledge management systems built on reusable multi-media knowledge assets

Bit-size information and assets that can be grouped into logic-based knowledge experiences

Knowledge that is consumed through multiple access channels including virtual agents, websites, applications, and AI engines

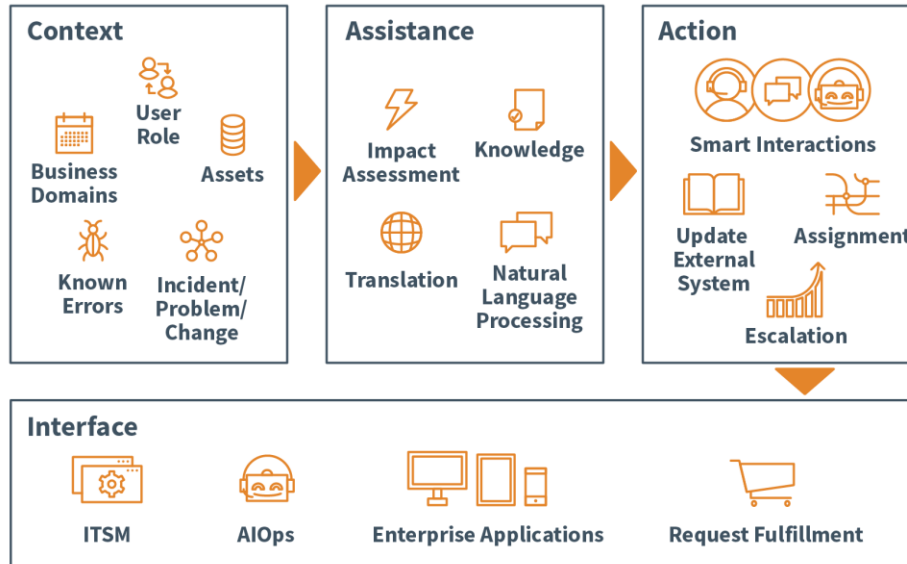


Prioritizing Service Optimization



Based on the Value-Irritant Matrix:
Price, Jaffe: [The Best Service is No Service](#)

AI: Conversational and Intelligent Automation



CONTEXT: Understand the situation to better inform the user

ASSISTANCE: Provided knowledge, recommendations and solutions

ACTION: Automate actions through updating data sources and taking action

INTERFACE: Integration with other applications

Powering a New Way to Work



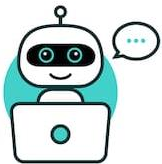
Omnichannel Self-Service Support and Advice

Service Desk and Customer Support staff will leverage higher value interactions since simple, repetitious issues and requests are handled via automation



Intelligent Knowledge Management System

Knowledge management will enable the delivery of the right content to the right audience at the right time, across multiple access channels

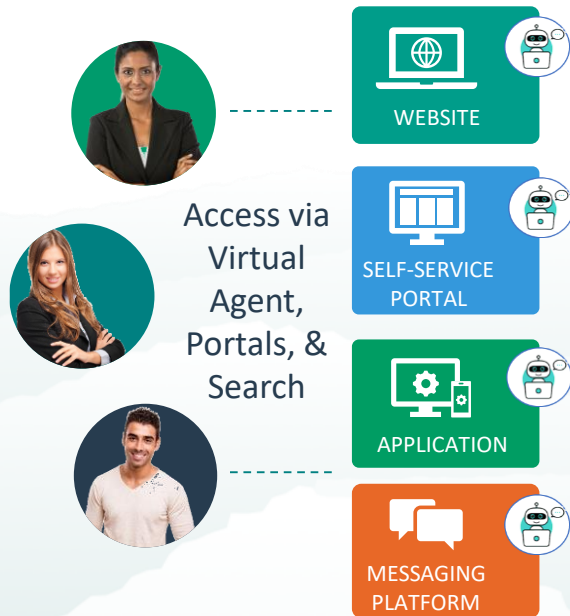


AI Augmentation

Strategic application of AI technologies will improve digital experiences for support and service delivery

Omnichannel Self-Service Support and Advice

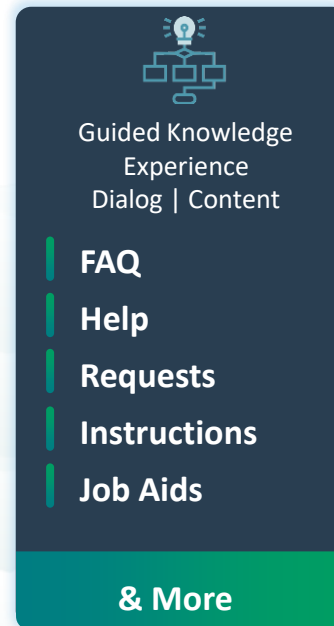
Knowledge Everywhere



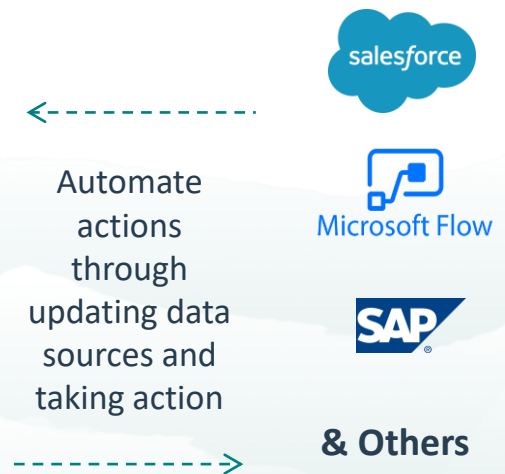
Understand context & situation

Provide recommendations and solutions

Knowledge Experiences



Automated Actions





Muito Obrigado.

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