Virtual Agent Optimize

Business challenge

The journey to make it easy for your employees to resolve IT issues quickly starts with implementing Virtual Agent (VA) Natural Language Understanding (NLU). To fully reap the benefits of NLU and conversational Artificial Intelligence (AI) and improve customer and employee satisfaction, your VA implementation needs regular upkeep. With our expertise, tools and the right approach, you can ensure a straightforward implementation coupled with ongoing maintenance, continuous improvement, and scaling of your VA environment. We handle the day-to-day operation and tuning so your team can focus on more strategic aspects of the business.

Solution

With VA Optimize, our team of experts assesses your environment to optimize conversations, suggests new topics, and recommends leading practices to continuously drive value from your Virtual Agent. You have full access to the insights provided by the powerful out-of-the box reports and dashboards our experts use in assessing your environment, providing clear alignment and confidence in our recommendations. Utilizing our familiar ServiceNow development process, you are able to evaluate and test before you promote to your production environment.
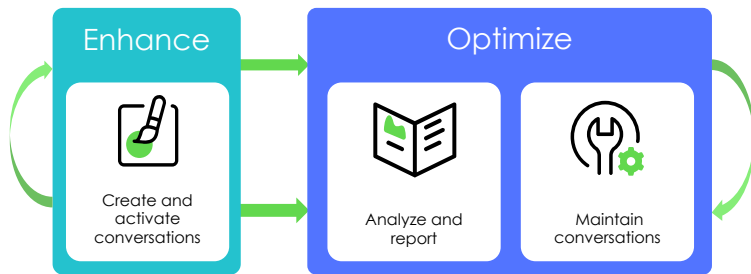
Service flow

Figure 1: Virtual Agent Optimize flow

Service overview

Activate and Enhance

During this set of activities, our team focuses on new conversations and:

- Activate relevant plug-ins and other VA product features as ServiceNow's product roadmap is expanding along with customer readiness.
- Activate and connect VA conversations interface to currently supported chat or messaging applications.
- Activate, design, build and test VA-NLU conversations for each release.

Benefits

- Allow your organization's resources to focus on what they do best. Let us do it all: set up, manage, optimize and enhance Virtual Agent.

- With full ownership, access and transparency of the VA solution, you are empowered to set the correct priorities related to any optimization and/or enhancements.

- Ongoing interactions with our experts give your resources an opportunity to engage, learn and become enabled throughout the service delivery.

Optimize and Maintain

At this stage, our team of professionals:

- Analyze the VA environment and create performance and recommendations reports.

- Run intent discovery, review, discuss and recommend VA-NLU conversations and manage backlog.

- Fine tune and refactor existing VA configurations, conversations and search capabilities.

- Train VA-Natural Language Understanding (NLU).

- Conduct weekly/bi-weekly status meeting with Customer to discuss progress, status on action items and backlog prioritization.

What we do for you

| Identify highest value opportunities | Assess and optimize VA conversations | Design / build conversation flows | Advise on leading practices |

What you already do

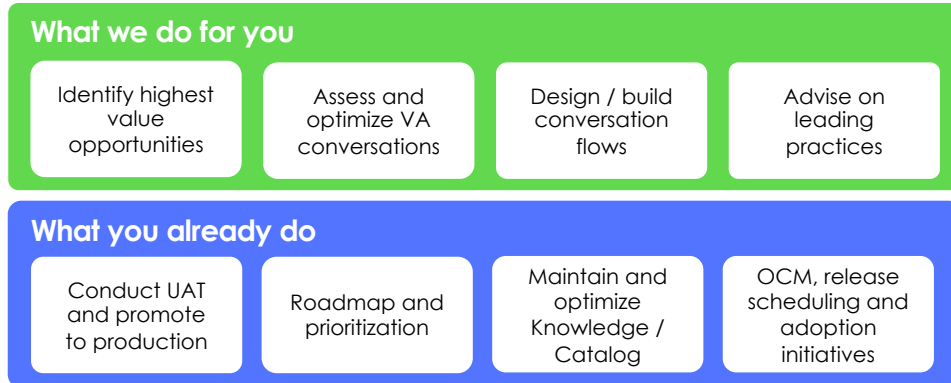| Conduct UAT and promote to production | Roadmap and prioritization | Maintain and optimize Knowledge / Catalog | OCM, release scheduling and adoption initiatives |

Figure 2: Virtual Agent Optimize responsibilities

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