TATA CONSULTANCY SERVICES

Building on belief

TCS DeskHelp

HiTech

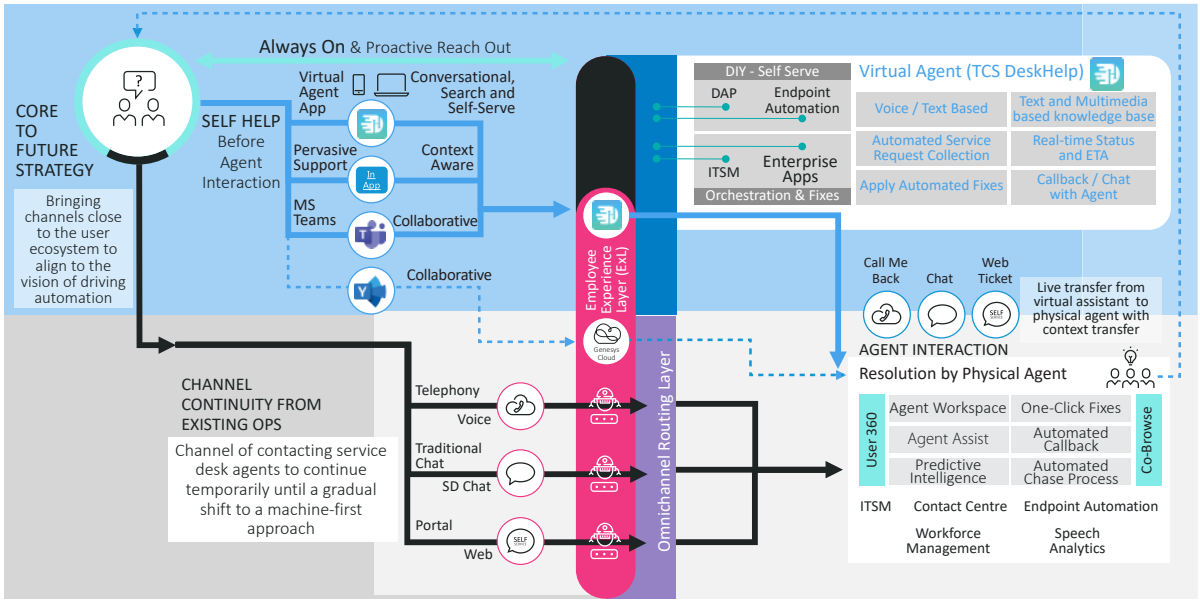
Even as most organizations accelerate their digital transformation journeys for internal IT and business value enhancement, the enterprise service desk function is yet to go fully digital in a consistent, omnichannel manner. Most enterprise customer support services primarily rely on traditional channels like telephony and chat, which are operated manually and are unequipped to detect employee support needs. The current large-scale shift to remote working induced by COVID-19 is further straining the fragmented enterprise service desk. As millennials and centennials dominate the global workforce, creating a next-generation support function that keeps users and user experience front and center is critical.

The Tata Consultancy Services (TCS) DeskHelp solution leverages artificial intelligence (AI) and natural language processing (NLP) to offer consumer-grade experience for enterprise support by building an employee experience layer (ExL), which simplifies, personalizes, and contextualizes services.

Overview

As employee experience takes center stage in the new reality, organizations across industries are seeking ways to transform their service desk and IT support functions for employees and customers. Many have implemented AI-driven chatbots and virtual agents for customer support, leveraging NLP or natural language understanding (NLU) solutions. However, the latter come with several limitations, including inaccuracies in user intent detection, minimal to no contextualization, personalization and prediction, and inability to leverage trends and events across the enterprise. The result: end users waste precious time seeking support (5,000 hours spent in a typical organization with 25,000 users), leading to reduced productivity and adoption. For organizations, managing these disparate siloed systems, with minimal to no connected intelligence or potential of improving agents' productivity becomes challenging and prevents them from harnessing the full value of automation.

To deliver IT support driven by users' needs and challenges, not the capabilities of tools, organizations need a next generation, omnichannel solution that has effective self-help and self-serve potential and leverages self-heal capabilities. The DeskHelp solution drives contextualization and personalization at scale and predicts users' support needs through an intent detection approach called intelligent predictive suggestive and contextual model (IPSC). Using NLP and enterprise contextual information sources (like user and device persona, support persona, and ongoing trends and events within the organization) and historical interactions of users, the solution enhances the accuracy of intent detection, irrespective of scale.



DeskHelp - Unlocking connected intelligence across the enterprise support ecosystem

Solution

The DeskHelp solution includes the following salient features:

- Unified AI-driven experience layer enabling simplified, integrated, contextualized, and machine-driven enterprise support with self-learning capabilities.
- Omnichannel support with AI-based, intuitive search experience across web, desktop, mobile, and in-app widgets. Multiple modalities of interactions such as text, voice, and real-time actionable notifications to keep users updated on the progress of their support requests.
- Cloud-agnostic platform-as-a-service (PaaS), container-based, and software-as-a-service (SaaS) offering with modularized, microservices-based architecture for seamless integration with enterprise apps and rapid onboarding of use cases. Ready-to-use, out-of-the box use cases available for most enterprise applications, generated through our contextual knowledge and expertise.
- Analytics and insights to measure all aspects of support through usage analytics, effectiveness analytics, and performance analytics.
- APIfication to enable other enterprise systems to consume the services of DeskHelp.

Benefits

DeskHelp provides the following benefits:

- **Support Enhancement:** Potentially reduce calls to service desks by 80% through effective self-serve, self-help, and self-heal options.
- **Cost and Man Hour Savings:** Unlock monthly productivity savings amounting to 2,500 hours for a typical enterprise with 25,000 users. This will lead to approximately 30-40% savings in monthly operational costs.
- **Rich User Experience:** Predict users' (internal and external) support needs even before they start interacting with the system.
- **Improved Crisis Readiness:** Leverage digital solutions for anywhere, anytime support across channels and touchpoints.
- **Better Employee Utilization:** Offload agents from repetitive manual tasks to enable them to focus on intelligent decision-making instead.
- **End-to-end Fulfilment:** Address users' support requirements at the point and time of need, without redirecting them to multiple knowledge sources or systems.

The TCS Advantage

- **Contextual Intent Prediction and Detection:** The IPSC model drives a guided approach for intent detection, providing consumer-like experiences to enterprise users. It helps connect the dots across related systems to boost the accuracy of intent detection at scale.
- **Omnichannel Availability:** DeskHelp is a one-stop shop product for any and every support need of an organization across channels, setting the standards for the future of enterprise support.
- **Implementation Capability:** As one of the world's leading software service providers, TCS aims to transform service desk operations from the 90-10 human-machine model to the 20-80 human-machine approach.
- **Experience Layer for Enterprise Support:** DeskHelp is deployed as a core part of the enterprise customer support ecosystem and is not another component of the ecosystem.
- **Vast Contextual Knowledge:** DeskHelp's AI-driven self-learning engine generates contextual knowledge, which combined with our deep domain expertise, helps accelerate the journey towards consumer-grade experience strategy, enabling an unmatched employee and customer experience.

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Contact

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 469,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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