



AI and the Value of People

The Speakers



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TOPdesk

Your guides to service excellence

14

offices in 10
countries on 3
continents

750

employees

5000

clients

€ 48

million
revenue

25+

years in
business

Self-funded



Our vision

1

Standard and simple

2

Enterprise service management

3

Self reliance

4

Integration of services



Customer demands are changing



Our Customers are Becoming More Self Reliant



Customers are entering
the best phase in history!



What will AI bring us



1. Making people more self-reliant



2. Emphasising the human tasks; enabling
human talents



3. Reducing duration time



4. Reducing costs



Artificial Intelligence

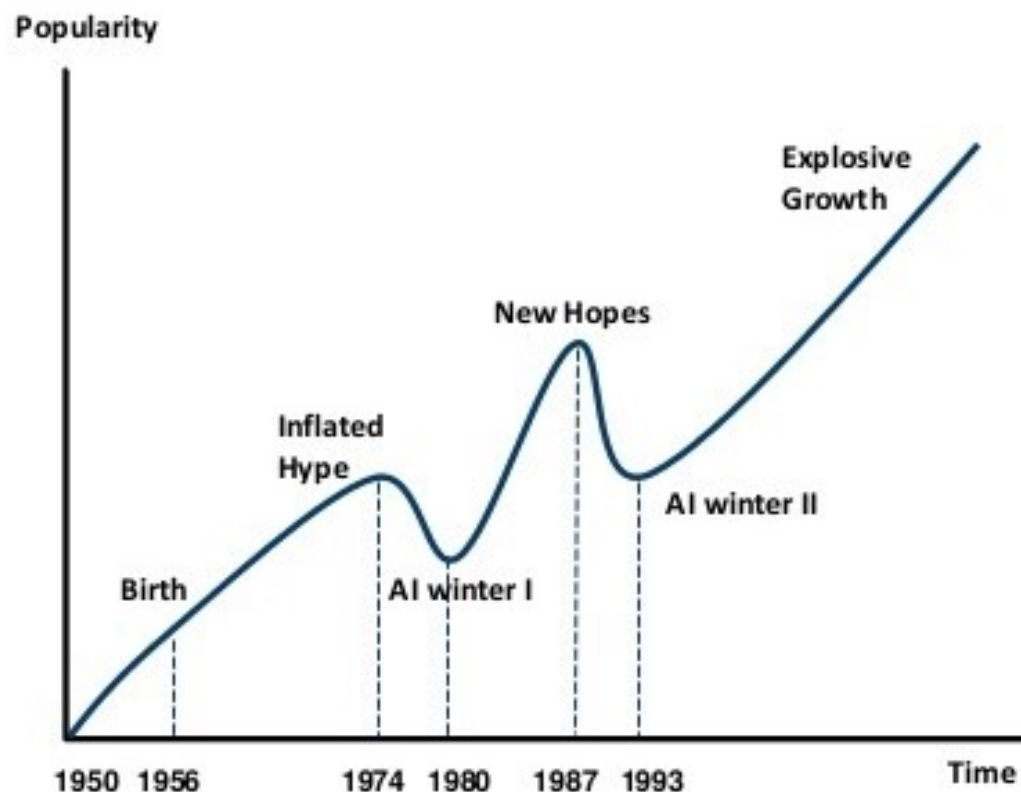


Is it a Dog or a Muffin?





AI HAS A LONG HISTORY OF BEING “THE NEXT BIG THING” ...

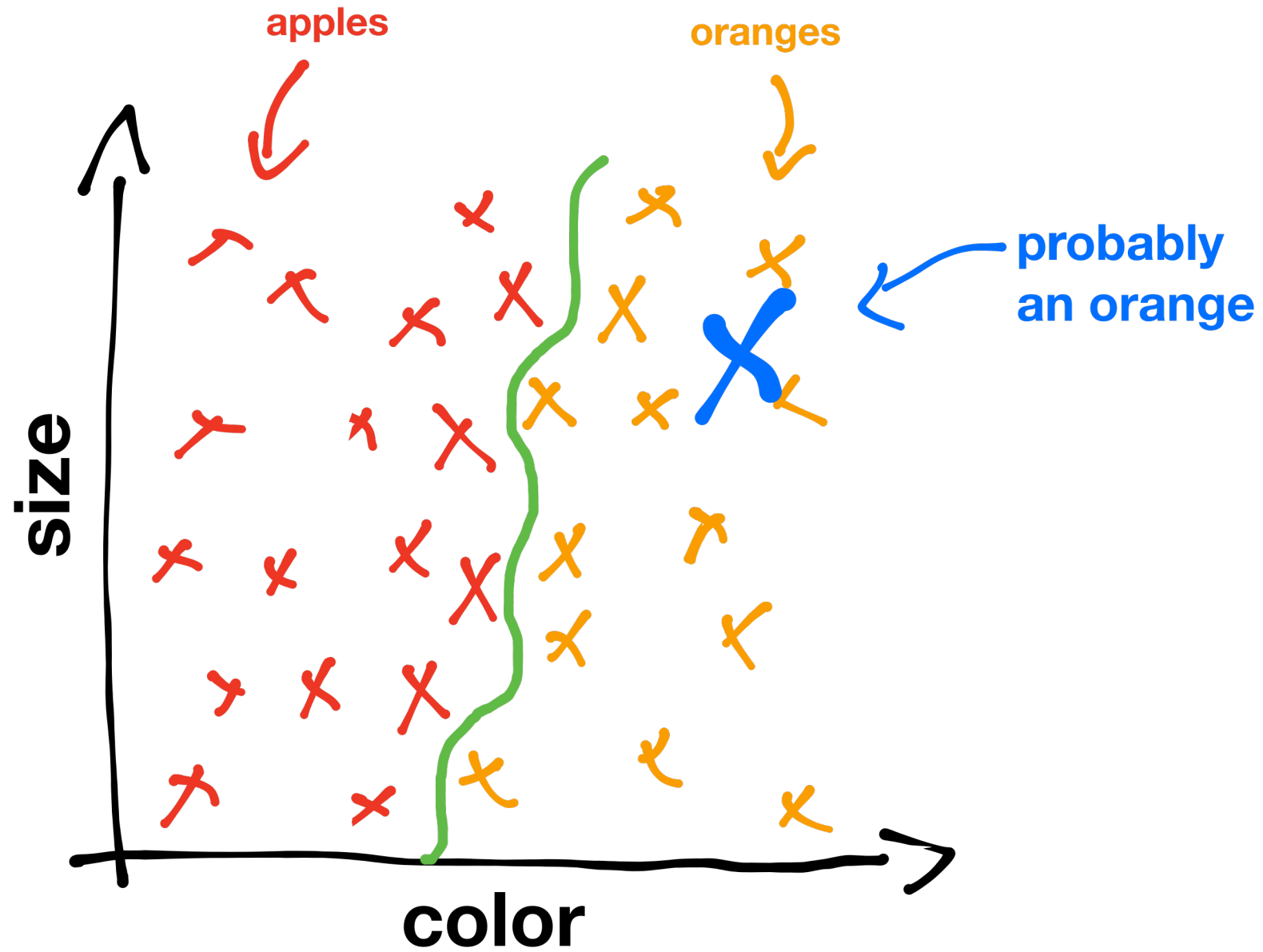


Timeline of AI Development

- **1950s-1960s:** First AI boom - the age of reasoning, prototype AI developed
- **1970s:** AI winter I
- **1980s-1990s:** Second AI boom: the age of Knowledge representation (appearance of expert systems capable of reproducing human decision-making)
- **1990s:** AI winter II
- **1997:** Deep Blue beats Gary Kasparov
- **2006:** University of Toronto develops Deep Learning
- **2011:** IBM's Watson won Jeopardy
- **2016:** Go software based on Deep Learning beats world's champions



Classification

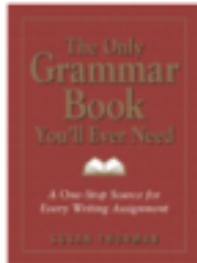


Personalized recommendations

Your recently viewed items and featured recommendations

Books you may like

Page 1 of 9



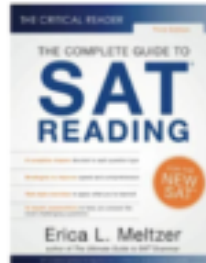
The Only Grammar Book You'll Ever Need: A One...

› Susan Thurman

★★★★☆ 648

Paperback

\$9.20 ✓prime



The Critical Reader, 3rd Edition: The Complete...

› Erica L. Meltzer

★★★★☆ 73

Paperback

\$33.20 ✓prime



The Blue Book of Grammar and Punctuation: An...

› Jane Straus

★★★★☆ 720

Paperback

\$16.10 ✓prime



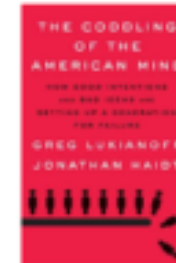
How to Win Friends & Influence People

› Dale Carnegie

★★★★☆ 7,388

Paperback

\$13.59 ✓prime



The Coddling of the American Mind: How...

› Greg Lukianoff

★★★★☆ 106

Hardcover

\$18.30 ✓prime



The Hate U Give

› Angie Thomas

★★★★★ 2,804

Hardcover

\$11.69 ✓prime





Unfamiliarity with AI in Support
Departments



My normal routine is pretty
much putting out fires all day.

Vera Wang

“ quote fancy

Common Issues within Support Departments

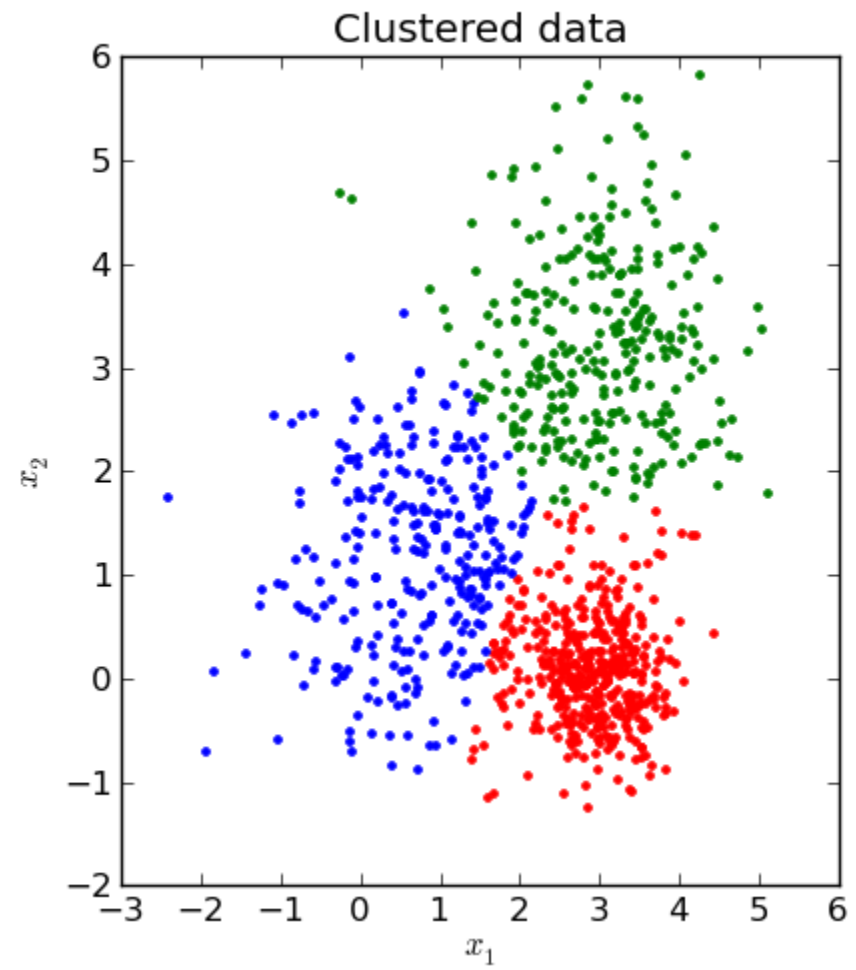
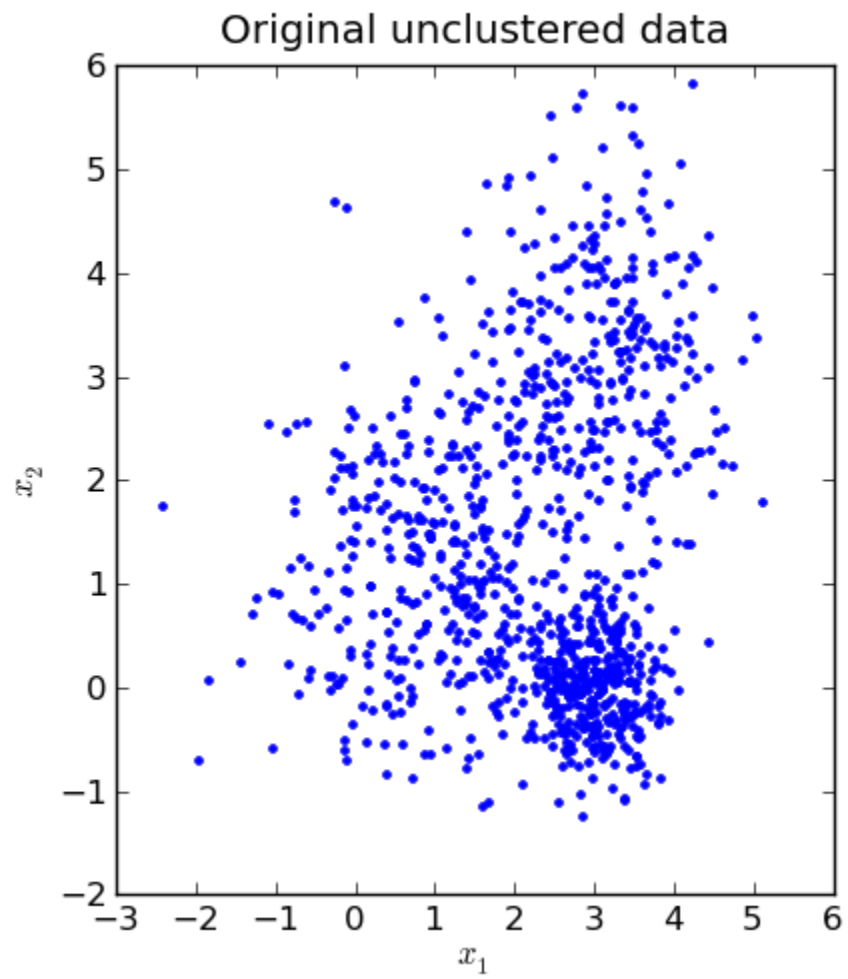
- Most Support departments spend their time in reactive situations rather than engaging in proactive activities
- There are selective instances in which automation is being utilized
- There is an unaddressed fear of automating jobs away

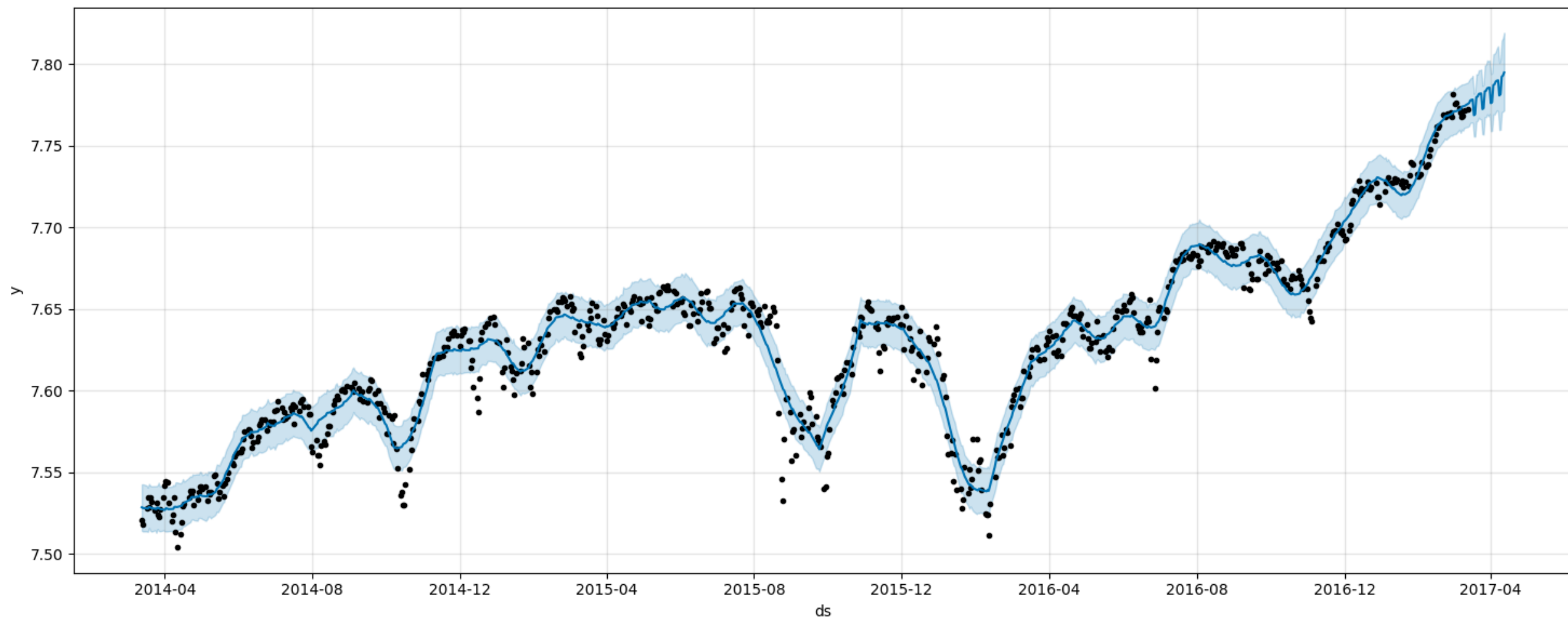


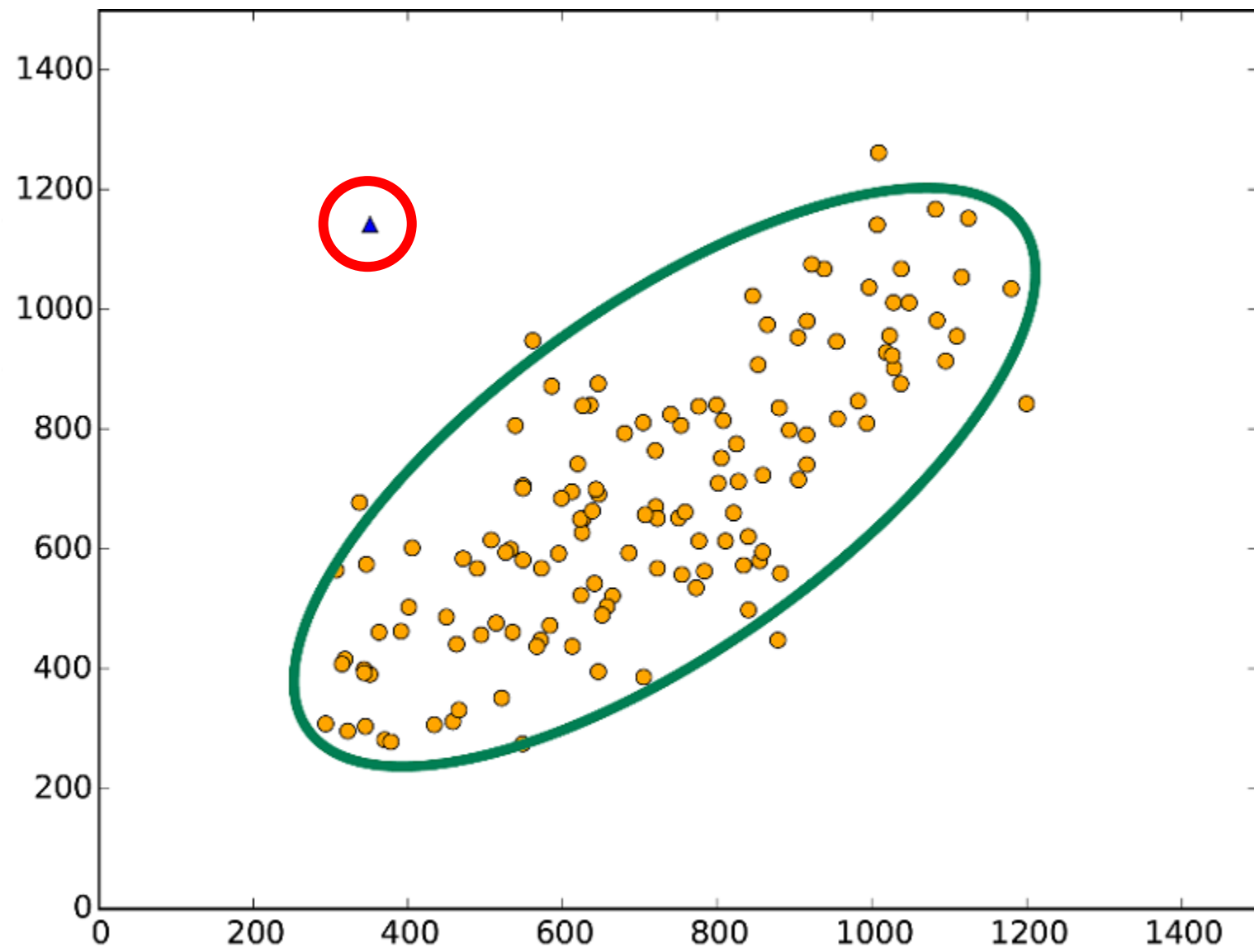
Machine Learning

- Algorithms build models based on sample data
- This data is used to autonomously:
 - Suggest trends
 - Make predictions
 - Make decisions









What data do we want to
cluster at TOPdesk?



Pattern Recognition Needs Data

- Keep records of everything
- Standard format
- Logging must be fast and easy and built into the process



Standardize your work

- Best practice response
- Knowledge items
- Consistent records and categorization
- Consistent workflows



Implement the Necessary Tool Changes

- Choose a platform that integrates with the rest of your systems
- Asset Trackers and agents
- Implementing Chat



Augmented Intelligence





TOPdesk AI Products and Experiments

AI Toolbox

1. Understand natural language
2. Recognize similarities
3. Classify entities
4. Detect anomalies
5. Recognize trends
6. Personalize recommendations



Caller

Customer ▾ ⋮

Name ▾ ⋮

Telephone Number - Mobile Number

Email

Language

Specialty

Specification - Customer Reference No.

Sector - Version



B I U

☐ Make invisible to caller

B I U

Details

Brief Description

Entry * ▾

Incident Type * ▾

Category * ▾ ⋮

Subcategory * ▾ ⋮

External Number

Object / 'SaaS Instance'

Concerning ☒ Object ☐ Location

Object ID ▾ ⋮

Object Type

Planning

Priority ▾

Duration ▾ ⋮

Target Date *

On hold ☒

Monitored ☐

Processing

Operator Group * ▾ ⋮

Operator ▾ ⋮

Status ▾

Responded ☒ January 24, 2019 2:39 PM

Completed ☐

Closed ☐

Closure Code ▾

Time Spent 0:00 + 0:00



I 1809 007 Weird sound from printer

- GENERAL *
- INFORMATION
- LINKS
- COSTS
- WORCADE
- PROCEDURE
- WORCADE (OFFLINE)
- PARTIAL CALLS
- ATTACHMENTS
- AUDIT TRAIL
- TIME REGISTRATION

 Caller

Name

David Powell

▼

⋮

Branch

TOPdesk UK limited

▼

⋮

 +44 (0)20 7803 4200 - *Mobile Number*

 d.powell@topdeskuk.com



 Details 

Brief Description

Weird sound from printer

Entry

Telephone

▼

Call Type

Failure

▼


Category *

▼

Subcategory *

▼

⋮

 Suggestions

Printer, Transport, Sanitation

External Number

 Object / location

Concerning

☒ Object ☐ Location

Object ID

▼

⋮

Object Type

My printer makes a sort of whooping sound

☐ Make invisible to caller

Suggesting Knowledge Items for Technicians

1507 004 Power outage (Linked to major call)

Save

Escalate

Create

More

GENERAL

INFORMATION

LINKS

WORCADE

EXISTING PROBLEMS

ATTACHMENTS

AUDIT TRAIL

TIME REGISTRATION

[Share with others](#)

Details

Brief Description

Power outage

Entry

Telephone

Call Type

Failure

Category

IT Services

Subcategory

External Number

Object / location

Object Type

Planning

Impact

Organization

Urgency

Normal

Priority

P2

Duration

2 hours

Target Date

July 10, 2019

5:30 AM

On hold

Search knowledge items


English

2 search result(s) for: "Power OR outage"

Coffee machine: How to add new milk?

Ordering Items - Terms and Conditions

Suggesting Knowledge Items for Customers



Finley, Ben

Find services, existing requests and FAQs

HOME > MY WORKSPACE > PRINTER SERVICES > PRINTER MALFUNCTION

Printer malfunction

Malfunction Issue: *

Please describe the malfunction: *

Does this issue affect more than one user?

☐ Yes☐ No

Does the item have a sticker? Please enter the object number here:

Object ID

Share

Want to keep others in the loop? Know someone who can help you? Share this request.

Frequently Asked Questions

Printing: The printer is not on-Line

Question: The printer doesn't seem to be on line. How can I connect him to the internet?

Printing: Quality of print is bad, no more ink

Question: The quality of print is bad, the printer seems to be out of ink?

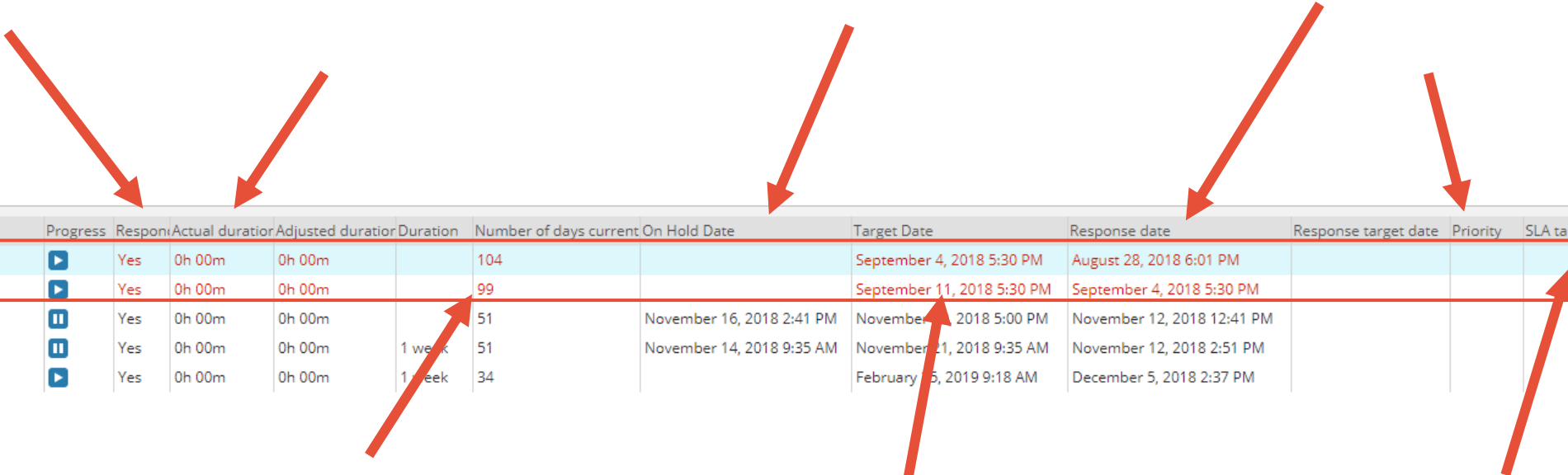
Printing: Printer has insufficient paper

Question: The printer gives the message insufficient paper, what should I do

Submit



Response Time Prediction



<input type="checkbox"/>	▲ Incident Number	Lin	Date/time of change	Progress	Response	Actual duration	Adjusted duration	Duration	Number of days current	On Hold Date	Target Date	Response date	Response target date	Priority	SLA target date
<input type="checkbox"/>	18 08 5867	2	August 28, 2018 6:02 PM	▶	Yes	0h 00m	0h 00m		104		September 4, 2018 5:30 PM	August 28, 2018 6:01 PM			
<input type="checkbox"/>	18 09 631	2	September 4, 2018 5:37 PM	▶	Yes	0h 00m	0h 00m		99		September 11, 2018 5:30 PM	September 4, 2018 5:30 PM			
<input type="checkbox"/>	18 11 2610	2	November 16, 2018 2:41 PM	⏸	Yes	0h 00m	0h 00m		51	November 16, 2018 2:41 PM	November 16, 2018 5:00 PM	November 12, 2018 12:41 PM			
<input type="checkbox"/>	18 11 2705	2	November 14, 2018 9:35 AM	⏸	Yes	0h 00m	0h 00m	1 week	51	November 14, 2018 9:35 AM	November 21, 2018 9:35 AM	November 12, 2018 2:51 PM			
<input type="checkbox"/>	18 12 1279	2	January 24, 2019 1:01 PM	▶	Yes	0h 00m	0h 00m	1 week	34		February 5, 2019 9:18 AM	December 5, 2018 2:37 PM			



Identifying Problems and Outages

I 1303 007 **Email outage (Major call)**

Save

★

↺

Escalate

Create ▾

More ▾

- GENERAL
- INFORMATION
- CALLS (8)
- LINKS
- WORCADE
- EXISTING PROBLEMS
- ATTACHMENTS
- AUDIT TRAIL (3)
- TIME REGISTRATION

FILTER: no

Links Wizard

↺

Auto refresh

More ▾

⚙

<input type="checkbox"/>	Lin	Progress	Call Number	Caller name	Branch (Caller)	Language	Call Type	Operator	Com	Close	Target Date	Impact	Category	Subcategory	Status	Oper
<input type="checkbox"/>	1	✓	I 1303 008	Benoiston, Adelin	TOPdesk UK limit		Failure		Yes	No	June 5, 2018 11:55 A				Completed	
<input type="checkbox"/>	1	✓	I 1303 009	Cape, Angie	TOPdesk UK limit		Failure	IT Services	Yes	No			IT Services	Email	Completed	IT Ser
<input type="checkbox"/>	1	✓	I 1303 010	Martinez, Phil	TOPdesk UK limit		Failure	IT Services	Yes	No			IT Services	Email	Completed	IT Ser
<input type="checkbox"/>	2	⌂	I 1501 015	Bauer, Jack	TOPdesk USA Inc.		Failure	IT USA	No	No	May 29, 2018 5:00 P	Organization	Network & Data C	Server		IT US.
<input type="checkbox"/>	1	✓	I 1602 003	Lewis, Chris	TOPdesk UK limit		Complaint	IT Services	Yes	No	June 4, 2018 3:37 PM		IT Services	Mail server	Completed	IT Ser
<input type="checkbox"/>	1	✓	I 1905 001	Benoiston, Adelin	TOPdesk Belgium		Complaint	IT Services	Yes	No	May 9, 2019 4:30 AM		IT Services	Mail server	Completed	IT Ser
<input type="checkbox"/>	1	⌂	I 1906 008	Parikh, Yash	TOPdesk Canada	English	Complaint	IT Services	No	No	June 6, 2019 11:13 A		IT Services	Mail server		IT Ser
<input type="checkbox"/>	1	⌂	I 1906 038	Dean, John	TOPdesk UK limit	English	Complaint	IT Services	No	No	June 12, 2019 4:30 A	Organization	IT Services	Mail server		IT Ser

<

>

Request

05-03-2013 09:55 Meadows, D.:
Mail Server appears to be down. Look into this ASAP

Action

08-05-2019 13:56 Dawn Meadows:
Updates will be provided every 30 minutes

Attachments

05-03-2015 03:21 Smith, P.J.:
📧 Call registration - send to caller

0 of 8 selected

Automatic Translation of Knowledge

KI 0080 Servicedesk Contact Details

ENGLISH DUTCH GERMAN FRENCH PORTUGUESE SPANISH ITALIAN SWEDISH DANISH

Servicedesk Contact Details

Description

B I U  

Here you can find our contact details.
You can reach the servicedesk between the hours of 8.00 until 18.00.

Content

B I U   


You can reach the servicedesk between the hours of 8.00 until 18.00. In case of any major issues outside of opening hours, you can reach us by using the emergency number +1-987654321. Please note that this number is for emergencies only. For any requests that require priority, you can always log a call in the Self Service Desk.

IT Manager - Dawn Meadows



Comments for Operators

B I U   

Save  Close translation Create More

ENGLISH DUTCH GERMAN FRENCH PORTUGUESE SPANISH ITALIAN SWEDISH DANISH

Servicedesk Contactgegevens

Description

B I U  

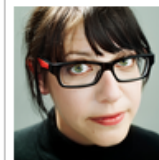
Hier vindt u onze contactgegevens.
U kunt de servicedesk bereiken tussen 8.00 uur en 18.00 uur.

Content

B I U   

U kunt de servicedesk bereiken tussen 8.00 en 18.00. Tijdens noodgevallen buiten deze tijden kunt u ons bereiken via de noodlijn +1-987654321. Let op: dit nummer is alleen bedoeld voor noodgevallen. Voor alle vragen en aanvragen die minder prioriteit hebben, verzoeken wij u om een melding aan te maken in de Selfservicedesk.

Tet managers- Dawn Meadows



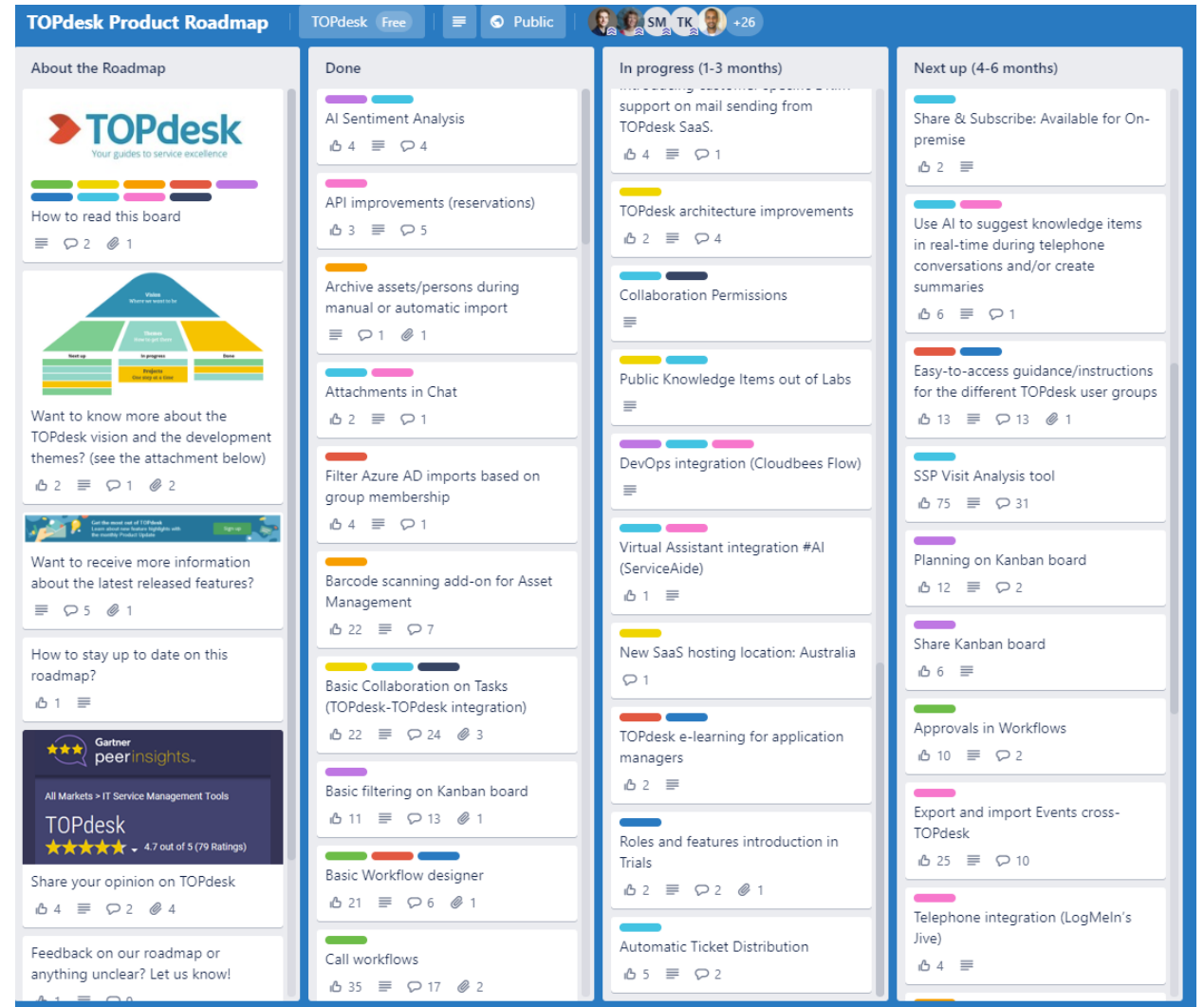
Comments for Operators

B I U   



AI on the TOPdesk Roadmap

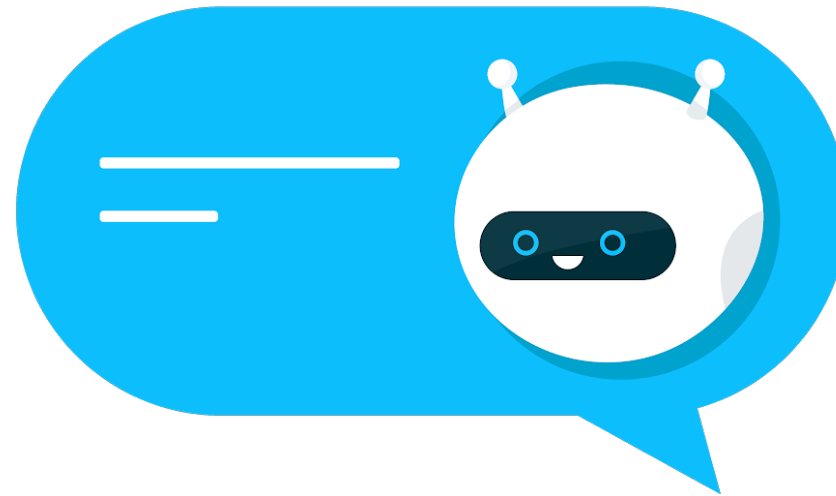
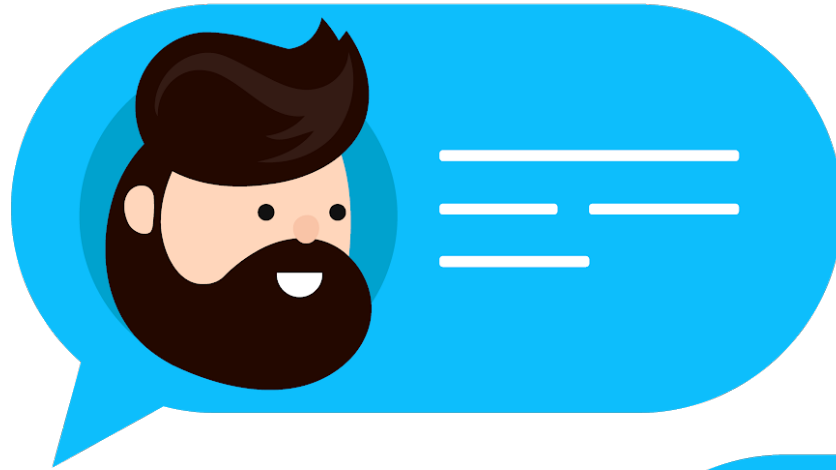
- Several of these projects are actively under development
- Some are planned



Service Excellence Maturity Model



Chatbots & Virtual Assistants



Virtual Assistants



Chatbot Amelia – Digital Service Desk Employee

By [Go2the.cloud - helping companies with Digital Transformation and Innovation](#)

Our Digital Service Desk Employee, a highly intelligent virtual chatbot, powered by the Cognitive Agent Amelia, frees up IT Service Desk staff so they can focus on more complex and value add activities. Our solution increases services, increases availability 24/7, frees up human capital through automation, increases efficiency and reduces response times and resolution times. On top of this, the use of our solution provides new insights into the Customer journey and boosts your Customer Experience (CX)

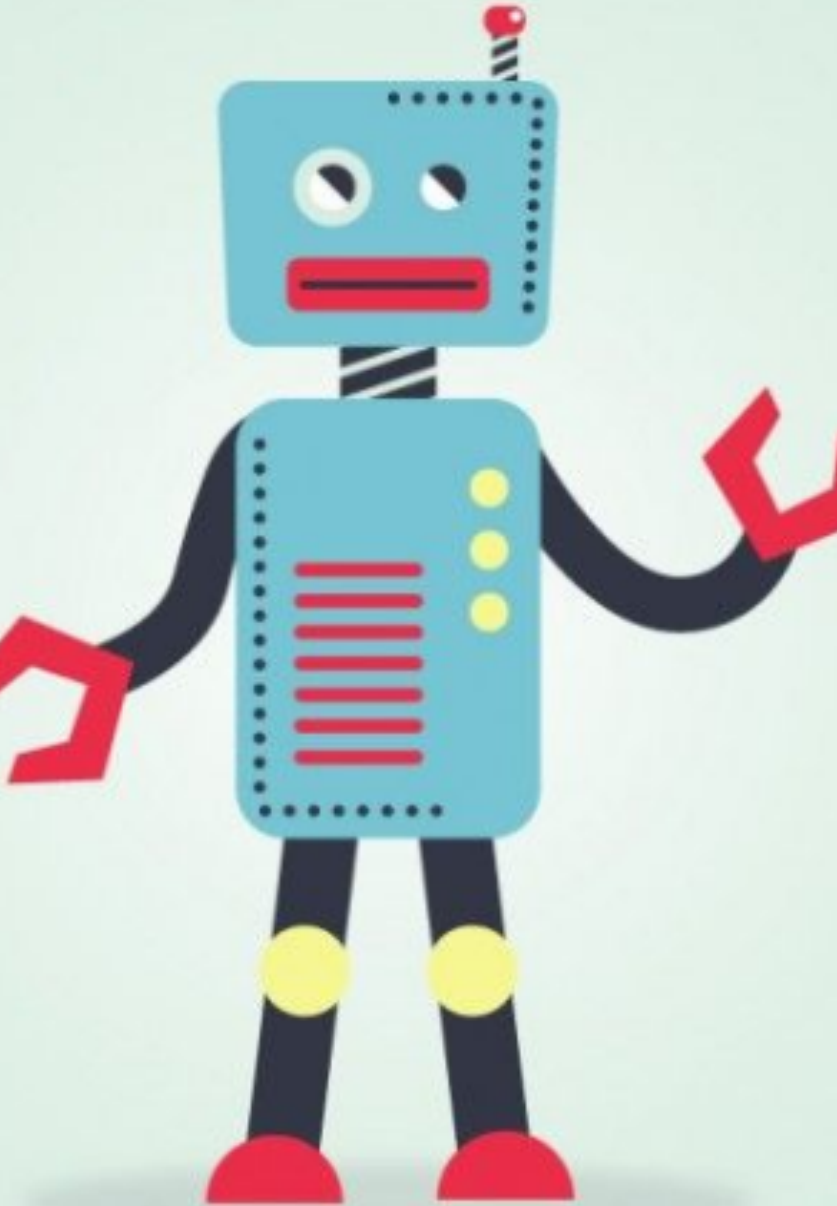
This is your opportunity to introduce the power of an AI driven Chatbot in your organisation, with minimal upfront investments to enable this capability. Amelia (Chatbot) comes pre-integrated with the [TOPdesk](#) ITSM platform and pre-trained for TOPdesk Ticket Management, automation of the most Frequently Asked Questions (FAQs) and Microsoft Active Directory (AD) Account Management and is offered to you as a service (SaaS), for a monthly fee.

[Contact us](#) to learn more.

Price	Paid
Hosting availability	SaaS, On-premises
Consultancy	Optional

Contact us





The Role of AI

- Processing large amounts of sample data to predict trends and detecting anomalies
- Carrying out repetitive tasks
- Getting information to Users and solving problems quickly using Chat





Emphasizing the Human Tasks

Use AI to resolve repetitive tasks so that staff can focus on:

- Getting additional training and picking up new skills
- Providing a better customer experience



Customers are entering
the best phase in history!



What will AI bring us



1. Making people more self-reliant



2. Emphasising the human tasks; enabling
human talents



3. Reducing duration time



4. Reducing costs



Thank you for attending

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