



## FUTURE OF WORK: HUMAN-CENTRIC SERVICE DESK IN AN EVOLVING GEN-AI WORLD

## The Transition of Work from Pre to Post Pandemic

The future of work is heavily influenced by advancements in technology. With the evolving changes in the market and technology, the Service Desk domain has gone through transformations from 'Human-led' to 'Technology-led', and from the traditional Work-from-Office Model to the Hybrid-Work Model. In fact, organizations managed to navigate the tough Covid-19 pandemic times and gained some stability in the aftermath.

During this course, given the limited choice, organizations' infrastructure was transformed from legacy on-premises solutions to next-gen cloud-based, thus taking away some of the mundane tasks and fixing the issues at the grassroots level. Also, inbuilt analytics provide custom insights and compatibility to the newer solutions, and new technology has added flexibility.

## Preempting and Preparing for the Unforeseen

Having made it through the pandemic, at present, enterprise clients are leveraging the latest in technology in this AI era to create a self-service environment. These evolving demand themes revolve around:

### Self-heal and self-service solutions

These have become extremely popular and proved helpful in reducing the need by 20-30% for users to contact Service Desks.



### Data driven decision-making

Metrics and analytics have influenced trend prediction, gauge performance and identify the areas of improvement. Most importantly, analytics are playing a crucial role in the service desks in steering the operations to make a more informed decision-making.



### Intelligent routing

Using Natural Language Processing (NLP) the tickets are raised to the right group, reducing hops and streamlining the process of creating the tickets to the appropriate group of specialists within the client value stream.



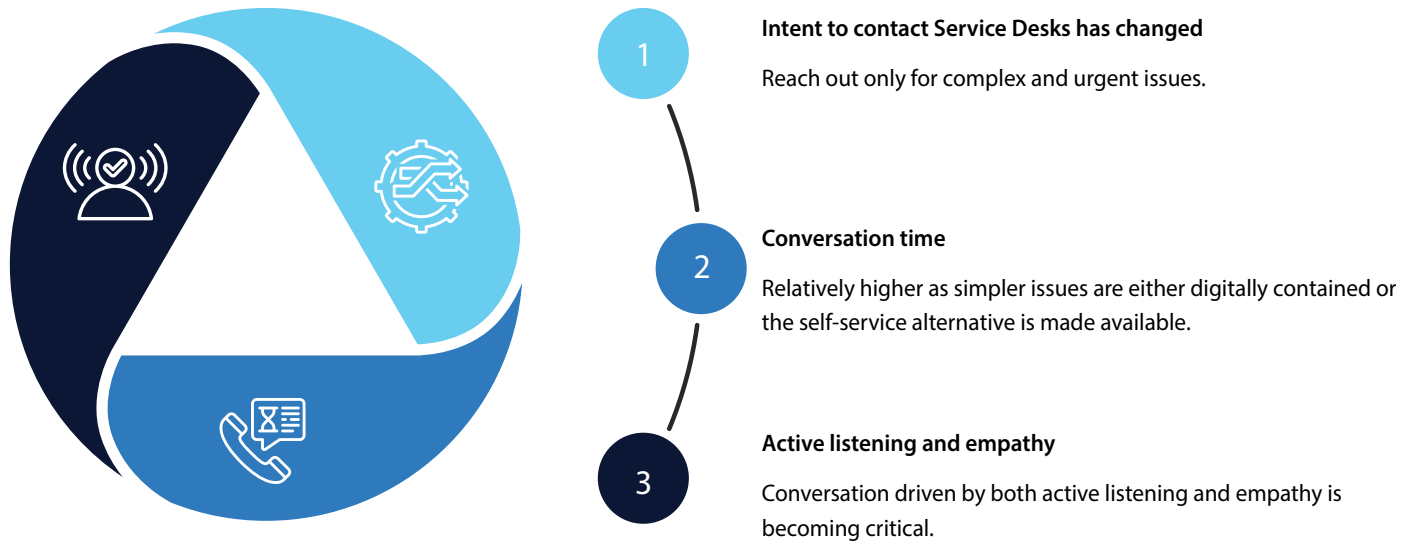
### Introduction of virtual assistants and chatbots

This has improved the user journey to be contained in digital way and self-serve to an extent of another 20-25%.



## The Evolution of Service Desks: Navigating Complex User Needs

The digital advancements and changes in operations' dynamics have taken away only some portion of issues from reaching to human assisted Service Desks as they are digitally contained, or the Self-service option is made available. However, the purpose for a Service Desk has seen a paradigm shift, since the percentage of users contacting to resolve simple issues has reduced. Also, the percentage of users reaching out to resolve medium and complex issues have increased. In the long run, this has direct co-relation to the skillsets of the workforce and shifted the demand to have a deeper understanding of the user journey. Shared below are some of the key changes to reflect the changes mentioned above:



To stay relevant in the highly dynamic environment, agents' skillsets are to be enhanced, and this can be achieved through infusing technology in the agents' journeys and by empowering them adequately. Furthermore, business processes must map every touchpoint of user from initial awareness, issue resolution to post-resolution service. At each touchpoint, the focus should be on having empathic conversations. This means ensuring interactions are not only positive but also relevant to the user's specific needs.

## The Way Ahead to Attain a Human-Centric Service Desk

The key to unlocking human-centricity lies in data. Valuable user insights are scattered across different databases. Gen-AI can help in bringing the data and business process that are documented in the form of knowledge base /articles together and gain a holistic view of the user journeys. Moreover, a Gen-AI led solution can empower agents with user's contact history, business processes, issue resolutions in a faster, simpler way not just reacting to user needs, but by anticipating, and proactively addressing them. And in this pursuit by becoming brand ambassadors of this change. That said, the customer service skills remain a key skill in the evolving environment of Service Desk. So, Gen-AI technology can help in focused conversations, which leads to accuracy and drives efficiency in the Service Desk Operations.

### About the Author



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Raghav has 18 + years of professional expertise as a Solution Architect, Consultant in IT Helpdesk and Customer Service Operations. He has been a part of Transformation Projects, Delivery and Training. He has undertaken multiple Consulting assignments including Process Study, Mapping and Process Re-engineering.

In professional experience, he has exposure to other services including Order Management - Quote to Cash, User Acceptance Testing and Training. Raghav views IT-Helpdesk through a holistic lens that encapsulates cross functional dependencies and linkages across the organization.

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