

# THE INTELLIGENT SERVICE DESK: HOW AI IS REWRITING THE RULES OF IT SUPPORT



## Introduction

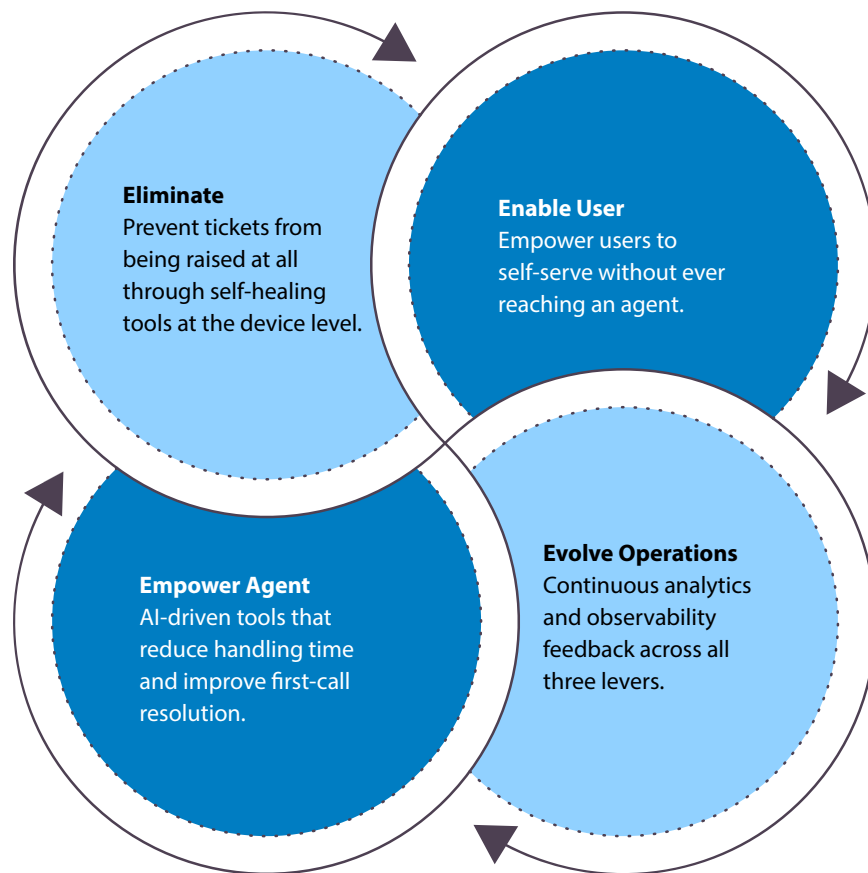
The traditional service model - raise a ticket, wait for an agent and get a resolution was designed around human availability and telephone queues. It is slow, expensive, accent-sensitive and geography-bound. The service desk is one of the last enterprise functions still optimized for a world that no longer exists. Today, volatile business conditions, relentless cost pressure and genuinely capable AI are forcing a rethink, not at the periphery, but at the architectural level.

The service desk must evolve into an intelligent, automated and experience-centric capability.

At Infosys, this shift is guided by a structured framework—and accelerated by four industry trends converging right now.

## The 4E Framework: A New Way to Think About Service Desk Delivery

Before examining the specific trends, it helps to understand the strategic yet simple framework that guides Infosys' service desk transformation. The 4E model covers the end-to-end journey of every ticket and query across four levers.



This model fundamentally shifts the focus from resolving tickets to reducing the need for tickets in the first place.

Together, these four levers anchor Infosys' Northstar: a 70-20-10 service desk where:

- 70% of tickets are resolved autonomously with no agent involvement
- 20% involve light human-in-the-loop with basic automation in play
- 10% require full agent resolution, typically for security-sensitive, compliance-critical or degraded-system scenarios

Four industry trends, each powered by AI, are making this progressively more achievable.

## 1. The Push Toward Zero Service Desk

The question has shifted from “how do we handle tickets better?” to “how do we prevent them from being raised at all?”

The 70-20-10 vision is essentially the path toward this zero service desk state, where autonomous resolution becomes the default mode of support and human involvement is drastically reduced or even eliminated. The objective is not simply faster ticket resolution but the elimination of tickets altogether. AI-powered self-healing, autonomous workflows and intelligent self-service platforms are making it feasible.

In practice, chatbots on Microsoft Teams via ServiceNow Now Assist or Infosys Workplace Suite – Intelligent User Assist handle routine queries without agent involvement. More significantly, Agentic AI is now acting on behalf of users, executing tasks such as password resets and workflow triggers. This is AI as an execution engine, not just a messaging layer.

## 2. Reimagining the Global Delivery Model

Cost pressure has always driven offshoring decisions. But moving service desk operations from Europe or the US to India traditionally meant accepting trade-offs: language barriers, accent friction and cultural misalignment. What has changed is that AI now makes it possible to offshore the work without offshoring the problems.

Real-time speech translation systems convert spoken language into text, translate it instantly and synthesize the response back into audio. This allows users to interact in their native language while agents seamlessly operate in another language.

For non-voice channels, Infosys’ multilingual conversational AI pipeline uses Azure Translator and LLMs to handle queries in German, French or Dutch seamlessly from India. For voice, our partnership with AudioCodes enables real-time neutralization of spoken language, integrated with Genesys telephony, already live with European enterprise clients. The next frontier, direct speech-to-speech translation via platforms like Amazon NovaSonic on Bedrock, will further collapse latency and raise the bar on the experience.

## 3. Non-Voice as Default

Fewer enterprise users are picking up the phone. Instead, the industry is witnessing a decisive shift toward live chat, chatbots, portal-based self-service and agentic resolution. This is now an expectation, shaped by a decade of consumer apps that deliver instant answers and reset what good looks like.

But channel shift alone does not drive adoption. Chatbots that only answer FAQs will not drive deflection — chatbots that genuinely resolve issues will.

Making the transition stick requires organizational change management as much as technology.

For clients retaining voice, we have leveraged Infosys Topaz to provide AI-powered voicebots that handle the full interaction: speech-to-text, knowledge base lookups, backend actions and spoken responses. A complete password reset, including SMS confirmation to the user’s mobile, with no human involvement, is already live across several client environments.

## 4. Accent Neutralization

Even when language is shared, accent creates friction. For India-based agents supporting US clients, this has been a persistent drag on experience and first-call resolution rates. AI is now tackling it directly.

Infosys, in collaboration with Sanas.ai, is providing a solution to a US-based banking client that, in real-time, neutralizes agents’ accents to a US-standard and cancels background noise, both using AI on live audio.



## Final thoughts

It would be easy to frame all these changes as AI-led disruption. In reality, these shifts are responses to the world we operate in, a VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment where organizations cannot afford processes too dependent on human continuity, vulnerable to attrition, geography and geopolitical disruption. Add users whose patience for slow resolution has been decreased by years of consumer technology, and the direction is clear: move faster, operate leaner and stop relying on a ticket queue as the default way to fix things.

It's important to note that AI is not the cause of these trends. It is what makes the response viable. The 4E model gives the ambition a structure to operate on. But AI across agentic frameworks, multilingual pipelines, voicebots and real-time audio processing is what makes each lever genuinely deployable today.

Ultimately, the measure of a service desk is no longer how fast tickets are resolved. It is how rarely they need to be raised.

## About the Author



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Anirban has 13+ years of experience across IT services, manufacturing, automotive, and enterprise operations, with deep expertise in Customer Service and Service Desk transformations, digital workplace solutioning, and AI-led service modernization. He has worked extensively with global enterprises across Manufacturing, Hi-tech Services Utilities, Resources and Energy domains.

He possesses strong expertise in driving large, complex digital transformation and presales initiatives, leading end-to-end solutioning for global deals and shaping scalable operating models for multiple clients. His work focuses on aligning business outcomes with platforms like ServiceNow, Genesys, Salesforce and Infosys Topaz Fabric. Anirban actively contributes to thought leadership and advisory initiatives within Infosys, delivering high-impact client workshops, solution walkthroughs and executive presentations. He mentors teams and brings a strong consultative and storytelling approach to drive confidence and decision-making at senior leadership levels.

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