We hear a lot these days about the “consumerization of IT.” And, no, it’s not the latest buzz phrase, or fad du jour. It’s the logical and inevitable result of the increasingly technology-driven consumer market, which has made your employees more comfortable with using popular technologies and devices in every aspect of their personal and professional lives. And it’s raised expectations among your employees that they'll be able to have the same type of support experience they’ve grown accustomed to whenever and wherever work happens.

What do we mean by the consumerization of the IT experience?

Think about what a shopping trip means these days. As often as not, it’s digital. The first thing you might do is search for information about the item you’re thinking about. You go to Google to learn more about the product, scanning reviews and looking for the best price. Then you walk the virtual aisles of an online store like Amazon and further refine your search by things like size, color, price, brand, features, availability, etc.

Once you've placed your order, you sit back and wait for your item(s) to be delivered. If all goes well, you don't need any further support. But if you do have an issue with your purchase – billing, delivery, returns – you'll find plenty of help online. If you can't immediately find your answer, you're typically able to ask a particular question through a chat box, which may well be answered by a bot, rather than a human.

Just as you found your product and placed your order via self-service, your support for the most part will come this way as well. This path is supported by research that shows consumers prefer self-service, finding this approach to be the faster, easier, and more engaging support option.
This is the type of positive consumerized experience your employees are now looking for when it comes to IT support. “Sneakernet” might have worked a generation ago, but today’s employees aren’t having it. And they’re demanding help options beyond phone, email, and chat.

Unfortunately, many ITSM organizations find themselves facing two challenges that get in the way of delivering a consumerized IT support experience:

1. Content locked-up in silos
2. Inability to offer self-service that truly work

Fortunately, Attivio technology can help your organization overcome these barriers, delighting your employees (and improving productivity at the same time).

What’s blocking your team delivering a consumerized IT support experience?

When IT is unable to provide helpdesk support options their employees demand, there are usually two problems at work:

• **The information needed to answer support questions is tucked away in silos.** Solutions may reside in your traditional knowledge base like SharePoint, but there may also be multiple existing untapped sources of answers as well. Those on the frontlines of IT support may have great solutions in prior emails or chats like Slack. Those who build and maintain internal apps may have another other answer stuck in a system like Jira. And so on. There are FAQ’s that different employees and groups may maintain. When helpdesk support techs are looking for answers, they spend way too much time combing through multiple sources of content. Same goes for employees trying to help themselves. (And they may not even know what and where all the sources are.)

• **Self-service options are non-existent or, at best, weak.** Many organizations have attempted to include a self-service option, generally around FAQs, but these attempts seldom succeed if the support request is anything more complex than “how do I change my password.” Part of the problem here is the same lack of unified content that plagues your helpdesk reps. Weak self-service options lack not only the ability to look across multiple sources of content, but the ability to ask a help question in their own terms. If they can’t replicate their problem in a way that conforms, for example, to the way information is tagged, they likely won’t find the right answer.

The good news – Attivio’s AI-driven search solution can cut through both of these barriers and let you provide the IT support experience your employees want.
Attivio unifies all your content
Attivio indexes and analyzes all relevant sources of enterprise data and content – knowledge bases, Google docs, cloud services, ticketing system, email, Slack – whatever the format, whether structured or unstructured. Your helpdesk reps no longer need to hunt and peck across multiple data sources. And the same goes for when your employees are using self-service. Attivio also integrates behavioral data about how the user has sought and responded to information in the past, so that their experience is personalized.

Attivio puts the self in self-service
Attivio's technology lets you realize the promise of self-service. Attivio uses AI techniques – machine learning, natural language processing, text analytics, and recommendation models – that make querying natural and simple. And make identifying and delivering optimal results possible. Being able to understand the true underlying intent of a service query and then tap the full depth and breadth of all your information sources lets you deliver via self-service answers that are relevant, complete, and current. And when support problems do need to be escalated, your helpdesk reps can tap into this querying technology as well.

Modernize your ITSM approach and begin delivering consumerized support services.
With Attivio, you can:
• Tap into (and best utilize) all your information sources
• Deliver the best possible answers, as fast as possible
• Automatically suggest recommended actions
• Provide a personalized and engaging experience for your employees
• Improve call deflection rates, as more questions can be handled via self-service
• Deliver helpdesk-assisted support more quickly, driving down mean time to resolution (MTTR)

About Attivio
Attivio is the leading cognitive search & insight platform company. Our mission is to put search at the core of every enterprise. By easily integrating every data source into one always-learning platform, Attivio enables mid-to-large-sized enterprises to answer the most complex questions, by providing immediate insight across all of their information. Our AI-powered solutions drive innovation, improve operational efficiencies, and transform business outcomes at scale, and feature industry-leading capabilities including natural language processing, machine learning, analytics, and knowledge graphing.

For more information, please visit www.attivio.com.