

# Transform your Service Desk with Conversational AI

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With Ushur's conversational AI solution and integration with leading service desk platforms like ServiceNow, Atlassian and Salesforce, companies can automate ticketing and service operations over mobile channels for faster, lower cost service and frictionless customer experience. In this whitepaper, learn what digitally transforming your service desk could do for you.



## The Problem of the Legacy Service Desk

For many large companies with thousands of employees and customers around the world in different environments, the frictionless adoption of IT, HR, and Customer Support platforms can be a distant dream. Service Desk Platforms such as these require cumbersome logins, download and often require a computer at a desk. In a digital-first world, this does not work for today's internal and external customers who not only expect instant service, but also have an attention span that is shrinking every day.

## Enter Ushur.

The bridge connecting customers and employees to IT, HR, and support professionals through the mobile, digital channels people prefer.



An automated service desk solution like Ushur helps retail, insurance, technology, logistics, and transportation businesses with distributed workforces and global customers realize cost savings and delight customers.



## Ushur for Service Desk Automation Solution

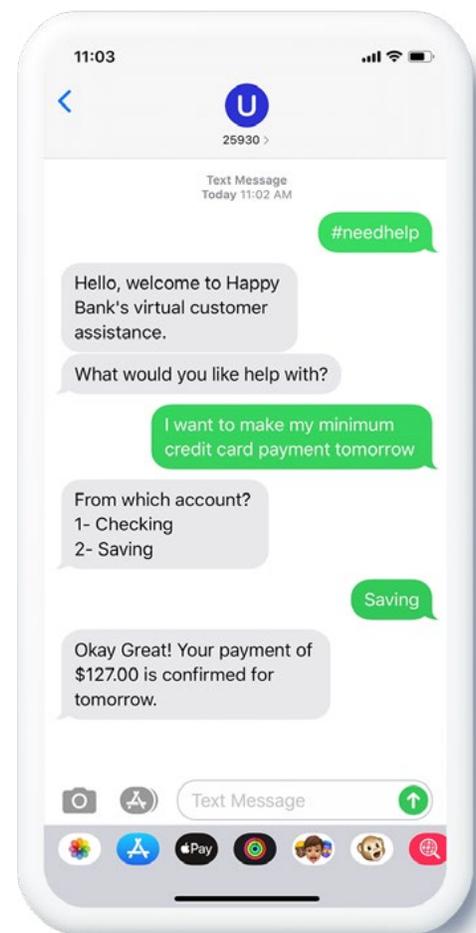
Ushur offers customers a comprehensive conversational AI solution to power **IT Service Desk**, **HR Service Desk**, and **Customer Support** operations with automated, two-way texting. Create incidents, approvals, resolutions within your Service Desk platforms like ServiceNow without needing to login - using a simple text message.

Streamline help-desk operations and reach customers and employees who have a harder time logging into a desk application or mobile app - those without desks, those on the go or those with limited tech expertise. Mobile messaging creates endless possibilities.

## What is Conversational AI?

Conversational AI utilizes real-time natural language understanding to provide automated intelligent communication between humans and machines. As customer expectations for fast, efficient service rise in this digital-first world, it's imperative that companies provide instant and mobile channels of engagement. Enterprises are deploying Conversational AI to automate a variety of interactions along the customer journey including onboarding, up-selling/cross selling, billing, customer support, and service desk.

Ushur's Language Intelligence Services Architecture (LISA) is the AI engine that drives the platform's Natural Language Processing (NLP) and machine learning infrastructure. LISA enables seamless building, deployment and operationalization of Machine Learning models at scale. It powers our bots to do three things: understand the meaning of bodies of textual information, take action when necessary, and continue the journey across channels including SMS, email, Ushur's Invisible App, voice, and web.





## How Automated Service Desk Works

Ushur's automated service desk can do a number of things to transform your customer support operations:

### Inbound Engagements:

Customers and employees can text for support on their issues and Ushur can automatically create a ticket in the service desk application, enter all relevant information and auto-respond to the inquiry.

### Outbound Engagements:

Ushur can then update customers on the status of their tickets through triggers driven by status changes in the backend. If more information is needed to complete the service process, Ushur can make outbound requests to the customer.

### Integrations:

Because of integrations with leading service desk applications like ServiceNow and Atlassian, Ushur aggregates and logs all of the interactions into the service desk application, **without the customer having to ever log in**. The bot also **makes the appropriate state changes** to the incident in the Service Desk backend for audit, compliance and reporting purposes.

## Major Features

### COMPLETELY MOBILE SOLUTION

No logins, no desktop instances needed. With Ushur, companies can turn their incident management workflows into painless, simple text messages.

### OFF THE SHELF AND CUSTOMIZABLE

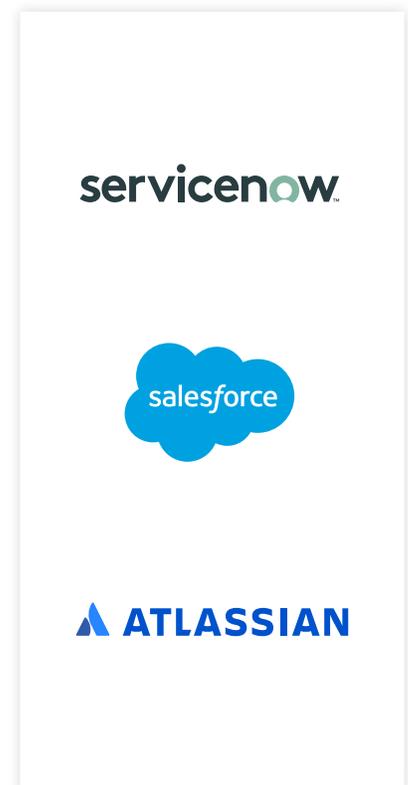
Ushur Resolutions for ServiceNow is installed directly into your ServiceNow instance, and can be used immediately. Ushur provides tools and services to modify the pre-configured bot behavior based on specific needs. For example, you can specify different bot behaviors depending on whether you are interacting with internal employees or external customers.

### DASHBOARDS AND ANALYTICS

Ushur's dashboards and analytics provide insights into customer and user patterns including service desk performance, customer satisfaction score, NPS and other critical business insights that drive KPIs for enterprises.

### EXTENSIVE INTEGRATION

All interactions are logged back into service desk instance for historical record and to eliminate manual data entry.





Ushur takes care of automating all routine service requests so that your customer service reps can focus on the most high value interactions. With an automated service desk solution, customers get faster, better service at a lower cost to the enterprise.

## The Benefits



### **LOWER VOLUME**

of incidents and repeat calls/emails driving down overall support costs



### **AUTOMATE HR & IT**

questions, freeing up teams to focus on strategic business



### **FASTER**

incident closure time, approvals, and resolutions.

Interested in seeing for yourself?  
Visit [ushur.com](https://ushur.com) to schedule a demo today.

## ABOUT USHUR

Ushur is an intelligent automation platform that automates work and conversations. Ushur believes the experiences of customers, employees and partners will be transformed when we remove friction and tedium from everyday tasks. Using artificial intelligence and bots, Ushur's visual, drag and drop tools automate front and back-office work across virtually any channel; text, web, voice, social, email and machine-to-machine. Working with existing backend systems, these end-user driven, intelligent automations augment your existing workforce, reduce process times from weeks to hours and elevate the customer experience.

Embrace the smart-enterprise movement, free your people to focus on higher-value tasks and make your work flow.™

# ushur



Make your work flow.™

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