WHAT'S AHEAD?

THE FUTURE OF INTELLIGENT KNOWLEDGE MANAGEMENT

PREPARED FOR THE SERVICE DESK INSTITUTE | JUNE 2020

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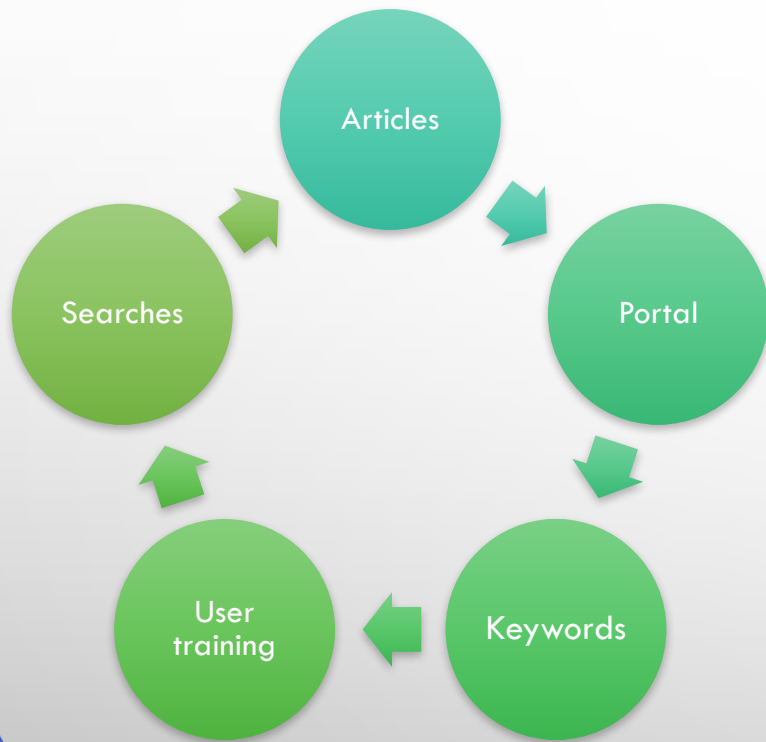@DTURCHIN | +1(650)533-0918

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KEY QUESTIONS

1. WHAT IS AI-FIRST KNOWLEDGE MANAGEMENT?

2. WHERE CAN AI IMPROVE THE KNOWLEDGE MANAGEMENT LIFECYCLE?

3. WHAT DO I NEED TO KNOW ABOUT AI TO IMPROVE KNOWLEDGE MANAGEMENT?

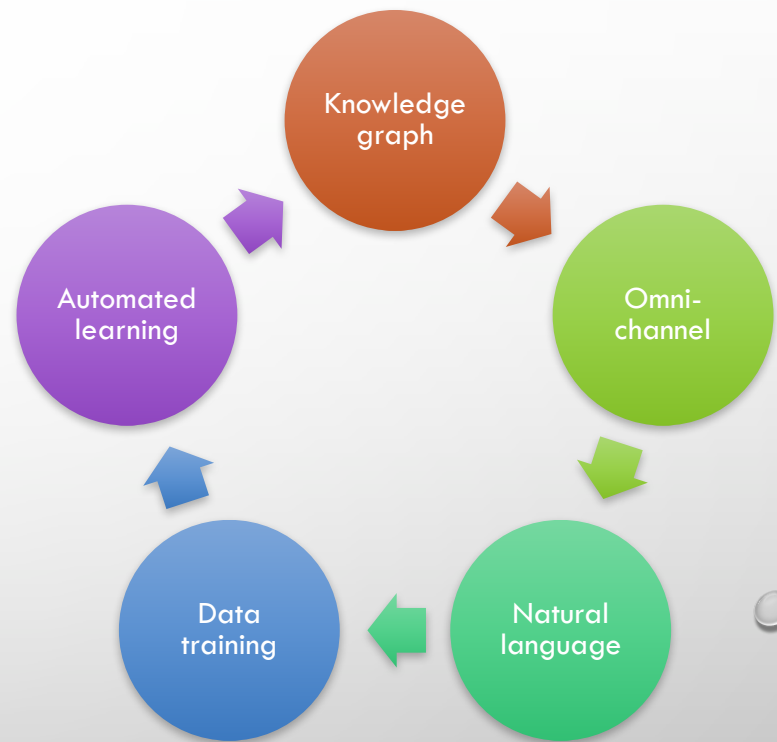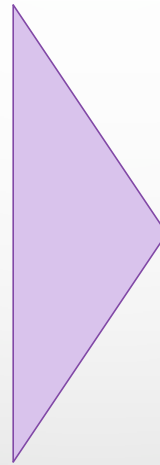4. WHAT'S WORKING AT OTHER ORGANIZATIONS?

5. WHERE SHOULD WE START?

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"The knowledge manager of the future will spend less time authoring content and more time managing algorithms and curating **user experiences**."

WHAT IS AI-FIRST KNOWLEDGE MANAGEMENT?

Articles

Portal

Searches

Keywords

User training

Legacy

Knowledge graph

Omni-channel

Automated learning

Natural language

Data training

AI-first

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HOW CAN AI IMPROVE CONTENT AUTHORING?

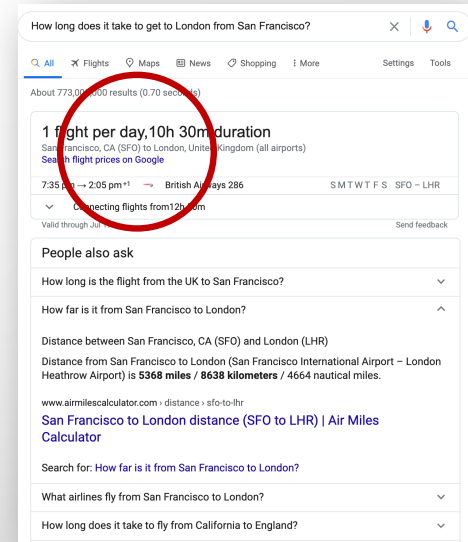|	
Monolithic documents	Snippets
Single knowledge repository	Knowledge graph
Text	Metadata
IT-driven content	Data-driven knowledge gaps
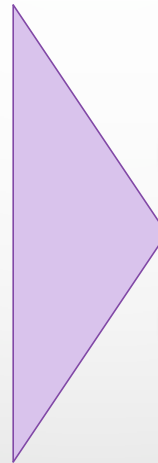
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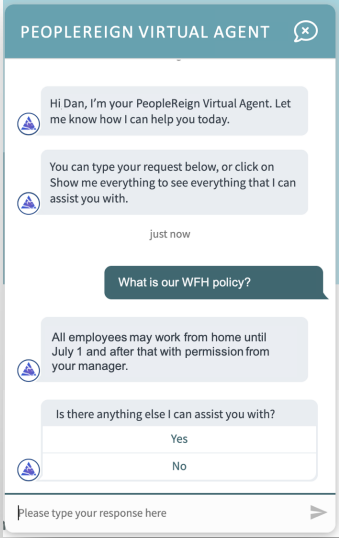# HOW CAN AI EXTRACT ANSWERS FROM DOCUMENTS?
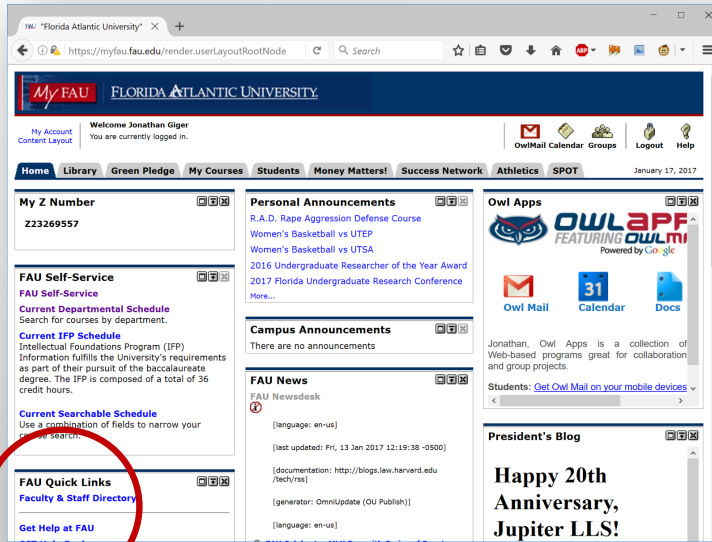
Legacy knowledge management

Intelligent knowledge management

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HOW CAN AI IMPROVE SELF-SERVICE ADOPTION?
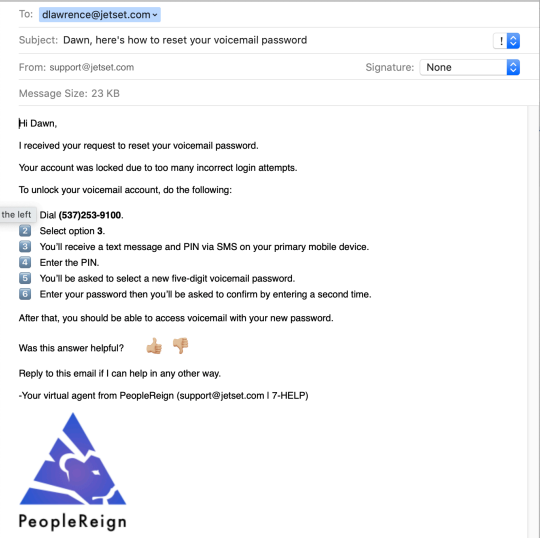
Omni-channel

Instant

Intuitive

Accurate

WHAT'S WORKING AT OTHER ORGANIZATIONS?

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BILLIONS [MORE] SERVED... THANKS TO AI

AUTOMATION REDUCES DOWNTIME... FOR TWO MILLION EMPLOYEES IN 40,000 RESTAURANTS.

"We started using AI to route tickets and within weeks it automated our manual process. It saved us $3M in the first year. We have big plans for AI!"

Joel Eagle
McDonald's Sr. Director
Technology & Architecture

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INNOVATIVE APPAREL… THANKS TO AI

BETTER INTERNAL SERVICE MEANS BETTER PRODUCTS… FASTER.

"Nobody used our service portal before. It was too complicated. Now, employees use the virtual agent first to get service. It's better than calling the help desk!"
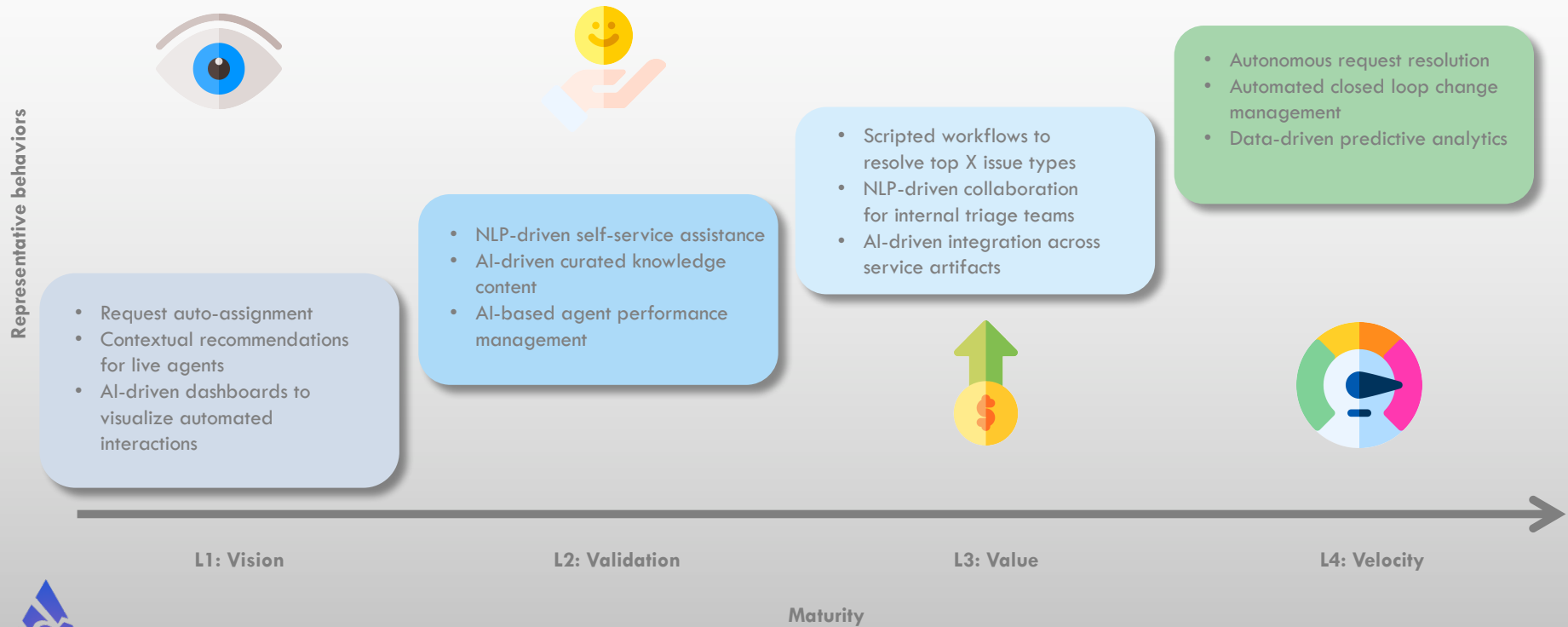
Tom Boates
adidas Sr. Director
IT Service Management

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WHERE SHOULD WE START?

AI IN THE ENTERPRISE

THE "FOUR VS" MATURITY MODEL

Representative behaviors (vertical axis)

L1: Vision
- Request auto-assignment
- Contextual recommendations for live agents
- AI-driven dashboards to visualize automated interactions

L2: Validation
- NLP-driven self-service assistance
- AI-driven curated knowledge content
- AI-based agent performance management

L3: Value
- Scripted workflows to resolve top X issue types
- NLP-driven collaboration for internal triage teams
- AI-driven integration across service artifacts

L4: Velocity
- Autonomous request resolution
- Automated closed loop change management
- Data-driven predictive analytics

Maturity (horizontal axis)

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HOW TO ACHIEVE L4 MATURITY
FIVE BEST PRACTICES

1. First, **make humans smarter.**

2. Define **source data and KPIs** with business stakeholders.

3. Share the vision and **demonstrate leadership** support.

4. Cut the **cord.**

5. Train. Measure. **Reward.**

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QUESTIONS?

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