



Creating a 20/20 Vision for Your Employee Self-Service Strategy

Supporting employees is more important than ever for organisations. For many, it's also become more challenging than ever as they adapt to an increased remote workforce and evolving digital strategy. With the right tools in place, companies can not only provide support for employees but also improve productivity and efficiency. AI-enhanced virtual agents and chatbots empower employees to self-serve when and where they need help, reducing support costs while at the same time improving the employee experience.

Here are three steps to get you started on your journey to creating and implementing a customised, successful vision for your employee self-service strategy.

Step 1: Identify your employee support use case(s).

The flexibility of conversational virtual agent and chatbot technology lends itself to a wide range of successful employee support use cases, so the first step is to identify where your employees and digital strategy will benefit the most from self-service. Some possible use cases to consider:

- **IT support** – help desk requests, system access and password resets, application support
- **HR support** – company policies/procedures support, time-off requests, payroll questions, expense report assistance
- **Employee onboarding** – first day information, documentation completion
- **Staff support** – customer-facing employee support, staff training, in-branch support, product guides, device/machine support

Depending on the size of your workforce and nature of your business, it's very likely that you will be able to identify more than one use case. Select the one that will have the biggest impact on your employee experience as a starting point and then expand from there.

Step 2: Select the right technology and vendor.

The success of your self-service tool depends on partnering with the right vendor, so do your homework. Make sure the solution you are selecting will work for your organisation's goals and internal structure. Some questions to ask during the vetting process:

- **Relevant experience** – Do you have experience with deploying and maintaining virtual agents designed specifically for employee support? Do you have reference customers for our use case and/or industry?
- **Reliable technology** – Do you have proven technology that is secure and can scale to our requirements? What are your hosting options (on-premise, cloud, private cloud)?
- **Flexible integration** – Can your technology easily integrate with our existing content sources, backend systems and other channels (live chat, voice technology, single sign-on, ticketing systems, employee profiles, knowledge management platforms, etc.)?
- **Orchestration platform** – Does your platform provide us with options to customise our solutions? Can we control the human curation, natural language processing (NLP) and machine learning/AI components?

Step 3: Start with what you have to build a POC.

Building a proof of concept (POC) gives you the opportunity to start seeing positive results from this technology before making a larger investment. You can jumpstart the development of a new virtual agent or chatbot by using data you already have as initial training data. This can be live chat transcripts, call centre transcripts or data from existing self-service projects. Then use the POC phase to:

- **Finetune your strategy** – Use the real feedback from employees and their interactions with the virtual agent to finetune your self-service strategy. Take advantage of these insights to improve the tool and content before you scale the solution.
- **Test your integrations** – Starting with a POC allows you to test integration points to ensure your solution will work end-to-end as you expand the deployment. Having real employees using the virtual agent as part of their normal workday is the best way to try out connections with other systems and channels.
- **Strengthen your business case** – A successful POC strengthens your business case by giving you direct feedback and data specifically from your organisation. This can make it easier to secure internal support from key stakeholders and budget approval. It also helps create advocates out of the employees who have experienced first-hand the benefits of using the self-service tool.

About Creative Virtual: As a pioneer in the chatbot and virtual agent space, Creative Virtual has played an important role in the advancement of this technology and the ways in which it can be implemented. Our expert team closely monitors trends and the evolution of customer and employee engagement in order to provide organisations with cutting-edge chatbot, virtual agent, live chat and conversational AI solutions. Today we are a world leader in the industry, named the Product Leader in AI-Enhanced Customer Self-Service by Frost & Sullivan, ranked as a Leader in Everest Group's PEAK Matrix for Intelligent Virtual Agents and winning The Queen's Awards for Enterprise: Innovation.

Learn more on our website www.creativevirtual.com or by email info@creativevirtual.com.