

## CASE STUDY

# Multinational Hotel Group

## IT Service Desk



A British multinational hotel group is seeking to boost the quality of service it offers franchised hotel employees by ensuring its central IT Service Desk offers best-in-class responses to their queries. Moreover, with the substantial volume of queries being submitted to the group's global IT service desk on a daily basis, which serves over 100,000 end users, they found themselves constantly overwhelmed.

Aside from challenges related to incident volume, another specific area of attention is the group's reservation engine and property management system which plays a critical role in the smooth running of each hotel. Currently, support for the systems is distributed amongst several third-party entities and problems have arisen when IT Service Desk staff have contacted the wrong vendor. Not only does this slow down end-user response but also causes the group to incur significant call transfer fees.

Amelia is now being trained to act as a central reference point for hotel management employees so she can receive support requests and quickly direct these to the appropriate support agent. In this capacity, Amelia will help eliminate the operational costs associated with contacting the incorrect support staff and expedite resolution. She is available 24/7 and is swiftly resolving high-volume, low-level issues such as password resets and FAQs. Not to mention, Amelia is capable of seamless context switching or in other words, multitasking during live customer interactions. An end-user may ask one type of query and Amelia immediately initiates the resolution process for that query. In the midst of resolving this issue, the end-user asks another unrelated question and Amelia is then able to simultaneously address the new inquiry without abandoning the first request.

In addition to re-routing calls, Amelia is being taught how to answer common end-user IT queries so that she can relieve some of the workload pressure on the current IT Service Desk. Amelia is achieving over 90% accuracy on the queries she receives and in parallel, expanding the processes she can support. As an example, in just one month she has learned more than 50 new processes. As her role continues to grow beyond the 32% of the total workload she currently handles, it offers the group the ability to focus its staff on developing a program that will lower their dependence on outsourced IT labor over the long-term and achieve short-term cost savings.

### At a Glance

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