Moveworks

Unity levels up its tech support with AI on Slack

→ Case Study

Employee satisfaction with Moveworks

91%

"Moveworks lets our team focus on fixing big things that are broken—not provisioning software licenses and unlocking accounts.

That's huge."

—**Brian Hoyt,** CIO, Unity

Tech that changes the game for creators

Unity is the world's leading platform for creating and operating real-time 3D (RT3D) content. Creators—ranging from game developers to artists, architects, automotive designers, filmmakers, and others—use Unity to make their imaginations come to life. Its platform provides a comprehensive set of software solutions to create, run, and monetize real-time 2D and 3D content for mobile phones, tablets, PCs, consoles, and augmented and virtual reality devices. Apps developed by Unity creators were downloaded more than five billion times per month in 2020.

Recent years have witnessed Unity rapidly expand to other countries and other industries, including automotive, architecture, construction, engineering, manufacturing, and more. From an IT perspective, prioritizing the productivity and experience of Unity's employees is a top priority—enabling them to achieve peak performance by eliminating friction from the workday. But to support these employees at scale, Unity's CIO Brian Hoyt recognized the need for a new approach.

The challenge of scaling support

At most companies, talented IT professionals are occupied with routine tasks, like deprovisioning software and resetting passwords. Consumed by putting out these small fires, they lack the bandwidth to concentrate on important digital transformation projects. The result is ever-increasing technical debt: what happens when IT teams implement quick fixes to save time, rather than building strong solutions that pay off in the long run.

Challenges

- Supporting rapid company expansion without adding IT headcount

- Increasing bandwidth for strategic, digital transformation projects

Results

- Reduced the resolution time of IT issues from 3 days to less than 1 minute

- Provided instant help to 92% of employees

Key Integrations

Slack
Chat

Jira Service Desk
ITSM

Okta
IAM

"With Unity expanding to 45 offices worldwide, I knew we needed a way to scale our support. I can't just hire an IT person for every single office, so the challenge becomes keeping up the same quality and speed without increasing headcount. That's what Moveworks has allowed us to do."

—**Brian Hoyt,** CIO, Unity

As a company that's made its name through innovation, Unity seeks to avoid technical debt wherever possible. And when it comes to IT support, that means replacing the standard viscous cycle with a virtuous cycle. By automatically solving employees' tech issues, Unity's IT team can buy back more time for digital transformation, which, in turn, helps prevent future issues from arising in the first place.

Hoyt also saw that the future of support in a fast-evolving company would be delivered through Slack, since it enables employees to collaborate in real-time. To provide seamless support on Slack, he sought an advanced chatbot solution that can:

1. Deeply understand the language employees use in IT issues

2. Resolve these issues autonomously via backend integrations

3. Increase ROI for the company's existing IT resources

Unity unleashes Ninja Unicorn

In April 2019, the Unity team deployed its Moveworks AI chatbot, known to the company's employees as Ninja Unicorn. The bot uses advanced natural language understanding (NLU) to deduce—and then deliver—the best resolution to employees' IT issues. Ninja Unicorn helps employees with a vast array of tech problems: getting software, resetting passwords, editing email groups, troubleshooting devices, and more.

Moveworks has made a profound impact at Unity, immediately winning over employees by resolving their IT issues within a few seconds. Today, Ninja Unicorn handles over 30% of these issues, completely autonomously. And for anything that requires an expert touch, the bot routes the issue to the appropriate assignment group to accelerate resolution for nearly all requests. Moveworks' machine learning approach enables Ninja Unicorn to continuously deepen its knowledge of Unity's IT environment, resolving more and more issues without intervention from the service desk.

Boosting support on day one

Moveworks' technology takes for granted that language and conversation are unpredictable. Pre-trained on 75 million real-world IT tickets, Moveworks makes sense of employees' most complex IT requests. And once the bot determines what employees need, conversational AI allows it to generate the ideal response, without any scripting or training from the IT team. At Unity, Ninja Unicorn hit the ground running, resolving issues autonomously from day one.

Conquering work-from-anywhere

3X

Increased engagement with Ninja Unicorn during work-from-home

31%

IT issues resolved autonomously

"Employee experience is my top priority. Having employees submit IT issues on a Slack channel posed some unique challenges, but we do it because employees like it. And with AI addressing a lot of those issues automatically, our service desk likes it, too."

—**Brian Hoyt,** CIO, Unity

"The other chatbots we evaluated required our team to manually build dialogs and forced users to talk in a very specific way to get a response. But Moveworks understands that users talk differently about the same issues. It's an out-of-the-box solution that can already grasp the variations in IT speak."

—Chris Young, IT Systems Engineer, Unity

Adapting to the future of work— without pressing pause

During the COVID-19 pandemic, Unity's employees became completely reliant on technology to stay productive, which caused its IT ticket volume to skyrocket. In just the first month of remote work, Unity's employees submitted six times as many requests for Zoom, seven times as many questions about company policy, and 89% more issues overall.

But Ninja Unicorn intercepted tech support comments across different communication channels from email to Slack to actual IT tickets, and addressed them right on chat. By resolving employees' issues no matter how they're raised, Ninja Unicorn ensured that the company could handle the surge in support requests, without pausing key digital transformation projects.

"Our demand for support is off the charts, particularly during work-from-home," said Hoyt. "It would be impossible to meet the IT challenges of remote work without Moveworks. No matter how employees ask for something like software, Moveworks intercepts the request and then fulfills it automatically. The power of that ability is just amazing."
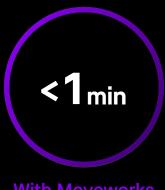
Maximizing value from existing tools

One of Unity's top priorities is maximizing the return on investment (ROI) of its existing IT resources, including software, knowledge articles, and forms. Many companies struggle to effectively allocate these resources, which are only useful if employees can leverage them without excessive friction. Hoyt and team knew they could get more out of the company's tech stack—with the help of an AI chatbot.

Mean time to resolution

3 days

Pre-Moveworks

<1 min

With Moveworks

"It would be impossible to meet the IT challenges of remote work without Moveworks."

—Brian Hoyt, CIO at Unity

In particular, provisioning and troubleshooting software are key workflows for IT teams, since software is at the core of modern business. With a conventional approach, software-related IT requests require service desk agents to determine the relevant approver, coordinate with that approver to obtain permission, and then provision the software themselves. But because Ninja Unicorn can navigate the complexity of permissions, it automatically notifies the right approver on Slack to get employees the licenses they need. The bot's underlying intelligence allows it to automatically provide such resources, without burdening IT.

Next-level Slack channels with AI

Unity's employees have embraced Slack channels as a faster way to collaborate with coworkers. The company's #it-support Slack channel allows these employees to crowdsource tech answers from others that have encountered the same problem.

But resolving issues in a group setting poses new hurdles for service desk agents: reading through every comment in every thread to decide which problems need their attention. Staying atop so much information adds hours of tedious work for IT professionals who are often stretched thin.

To streamline the group support process, Unity deployed Ninja Unicorn in its #it-support channel. With Channel Resolver, Ninja Unicorn analyzes each employee's question—jumping in when confident it can help. When employees rate the answer as useful, the bot then shares that answer with the group. Ninja Unicorn scans every single message, regardless of time or day, to provide the benefit of crowdsourcing without added work for the service desk.

Channel Resolver

Alex Today at 8:47 AM
Hello, Could I possibly be given access for LucidChart? I think I need to be assigned it via Okta?

👀 2   ✅ 1   😊+

4 replies

Ninja Unicorn APP 33 minutes ago
👋 Hi, @Alex - I think you are asking for software. I've DM'ed you for next steps.
➡️ Click on 👉 @Ninja Unicorn to continue.

Alex 32 minues ago
THANKS MAGIC UNICORN!

Ninja Unicorn APP 32 minutes ago
@Alex. I have granted access to **Lucidchart** for you. ✅ I'm marking this thread as resolved. If you need to come back to this, here is your ticket number: ITD-58896

Alex 32 minues ago
❤️

92%

Of employees helped by Ninja Unicorn

300/mo

Software licenses provisioned per month by Moveworks

25κ

Interactions with Ninja Unicorn on Slack

The secrets to self-reliance

To liberate IT teams from solving routine issues, companies must enable employees to be self-reliant when finding answers to their tech questions—and that starts with a robust knowledge base. Thanks to Moveworks, Unity has made all of its knowledge articles accessible through Slack. But Ninja Unicorn goes beyond just linking to the right article. When an employee poses a question via chat, Ninja Unicorn matches their needs to the exact, snippet-sized answer in the knowledge base, then surfaces just that snippet to solve the issue in seconds.

When there isn't an available answer, the Moveworks Performance Insights Dashboards highlights the gap, allowing the IT team to prioritize knowledge creation. According to Thomas Tran Le, who leads Executive Support at Unity, Moveworks' dashboards have provided the team total visibility over how employees use the knowledge base—which questions they ask, which articles they use, and whether they're satisfied with the answers in those articles.

"Moveworks provides performance data to quickly identify gaps in our operations—what to fix and what to prioritize. By seeing how employees engage with IT, we have the information to better address their needs," said Thomas Tran Le.
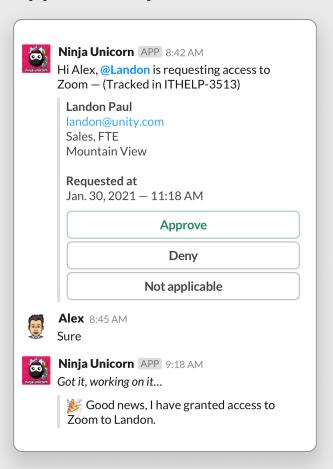
An era of unprecedented productivity

Now more than ever, companies are getting a clear glimpse into the future of work—a future that will be powered by **enterprise collaboration tools** and **conversational AI**. These technologies are already paving the way for people to work together, regardless of their location, and to fix support issues at work, simply by chatting with an AI bot. With Moveworks, Hoyt has seen that future become reality:

"It's really Moveworks that brought to life our vision of instant support on Slack," he said. "The bot helps people through natural conversation just like an agent would—but at the speed of AI."

Of course, new technologies always encounter a degree of skepticism and uncertainty, which is why Unity took a deliberate approach to adding new use cases for Ninja Unicorn to tackle. But today, AI is at the core of Unity's entire tech support process: automating critical workflows, allowing employees to crowdsource answers, and even strengthening the company's knowledge base. Across the board, Unity has achieved its vision of making support happen in real time.

Approval request

Ninja Unicorn **APP** 8:42 AM
Hi Alex, **@Landon** is requesting access to Zoom — (Tracked in ITHELP-3513)

Landon Paul
landon@unity.com
Sales, FTE
Mountain View

Requested at
Jan. 30, 2021 — 11:18 AM

[Approve]
[Deny]
[Not applicable]

Alex 8:45 AM
Sure

Ninja Unicorn **APP** 9:18 AM
Got it, working on it...

🎉 Good news, I have granted access to Zoom to Landon.

"Since we've implemented Moveworks, people definitely expect things to happen faster. That's been a great change. We've reached an unprecedented level of productivity, and we're eager to apply this transformation in other areas in the business."

—**Brian Hoyt,** CIO at Unity

Request a demo

www.moveworks.com/request-demo