Moveworks

"Slack is already where employees spend most of their time, whether they're sharing updates, accessing resources, or just talking to each other. IT support shouldn't be any different— that's where Moveworks comes in."

— Stephen Franchetti,
VP of Business Technology, Slack

slack

Slack automates IT support to achieve its vision of friction-free business

slack → Case Study

How Slack changed collaboration with channels

Released in 2013, Slack today boasts more than 12 million daily active users and is deployed by almost two-thirds of the Fortune 100. The idea behind that success is as straightforward as it is transformative: bring all the right people, information, and tools together on a single platform. With Slack, employees don't have to scroll through endless email chains and then wait hours for a reply. Instead, they can chat with their team in real time—sharing projects and collaborating across dozens of services using one, intuitive interface.

Slack's defining feature is the ability to communicate in channels, where a single conversation links every team member and resource relevant to a department or initiative. Particularly urgent given the recent trend toward remote work, employees need a digital "one-stop shop" to consolidate entire workstreams, and Slack channels are just that.

The challenge of friction-free IT

While Slack redefines the nature of collaboration with its software, the company's commitment to making work friction-free extends equally to internal processes—starting with IT support. That's because the experience of resolving an IT issue is, at traditional companies, the antithesis of Slack: it's slow, it's confusing, and it requires navigating through a labyrinth of hard-to-find web pages, ITSM forms, and knowledge base articles. Each employee may only ever utilize these niche resources once or twice, causing many to simply contact the help desk. The result? A help desk flooded with thousands of routine tickets and button-clicking tasks.

This status quo means that the average IT issue spends five hours sitting in a queue before it's reviewed for the first time, to say nothing of the three days that elapse before it's finally resolved. Stephen Franchetti, Slack's Vice President of Business Technology, saw that slow IT support could stall a fast-paced digital business, and he knew that old-school channels like email were not the way forward. Rather, truly modern IT support would have to be interactive, intuitive, and instant—every step of the way. In other words, the entire process would have to take place *straight on Slack itself*.

Showing the world a new way to work

Having explored a variety of IT support solutions, Slack rolled out Moveworks in March of 2019 and never looked back. Known to the company's employees as AskBot, Moveworks is an AI-powered chatbot that lives on their internal Slack environment. The bot leverages advanced natural language understanding (NLU) to determine the right resolution to an employee's request, whether they direct-message AskBot or message the Slack's group IT channel. And when users unpredictably switch to a new topic, Moveworks' conversational AI enables AskBot to shift gears, rather than sticking to a pre-scripted dialog.
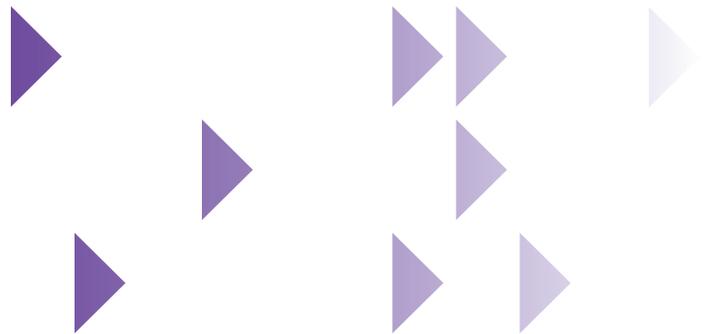
> "As a company that drives collaboration, it's no surprise that our top priority when it comes to IT support is delivering a phenomenal employee experience.

—Stephen Franchetti,
VP of Business Technology, Slack

27%

Software access requests fulfilled in seconds

"If your initial interaction with an automated tool feels unnatural, you lose people pretty quickly. With machine learning, AskBot is able to improve over time, which allows it to learn how our business works, understand our local lingo, and engage with us in natural conversation."

— **Stephen Franchetti,**
  VP of Business Technology, Slack

Today, AskBot is resolving 30% of all IT issues at Slack, instantly and automatically. And as Slack's IT team implements more Moveworks skills, the company's employees are self-servicing even more of their tech problems. AskBot already handles 27% of these employees' requests for access to software, as well as 21% of their troubleshooting questions.

## Empowering remote employees to self-service

Few organizations understand the importance of facilitating remote work better than Slack. During the onset of the COVID-19 outbreak, Slack's calling card of connecting coworkers from afar meant that productivity was no longer confined to the physical office building—a shift that will likely alter the nature of work going forward.

But to ensure its end users could stay productive while working from home (WFH), Slack had to first provide its own remote workforce with the same white-glove IT support they'd come to expect. AskBot proved useful to this WFH transition, serving as a force multiplier for Slack's IT team as both the number and the urgency of employees' support issues increased. The bot handles everything from provisioning and troubleshooting software, to answering questions about sick policy and business continuity plans, to looking up colleagues' locations and phone numbers.

Raising the bar for IT—minus the heavy lifting

For Slack, the primary roadblock with any new service is the effort involved during implementation, since its IT team has limited bandwidth for significant engineering projects. And while Slack is more familiar than most companies with deploying bots, the other IT support solutions it explored were just bot toolkits, which put the bulk of the burden on the customer.

Interactive WFH Support
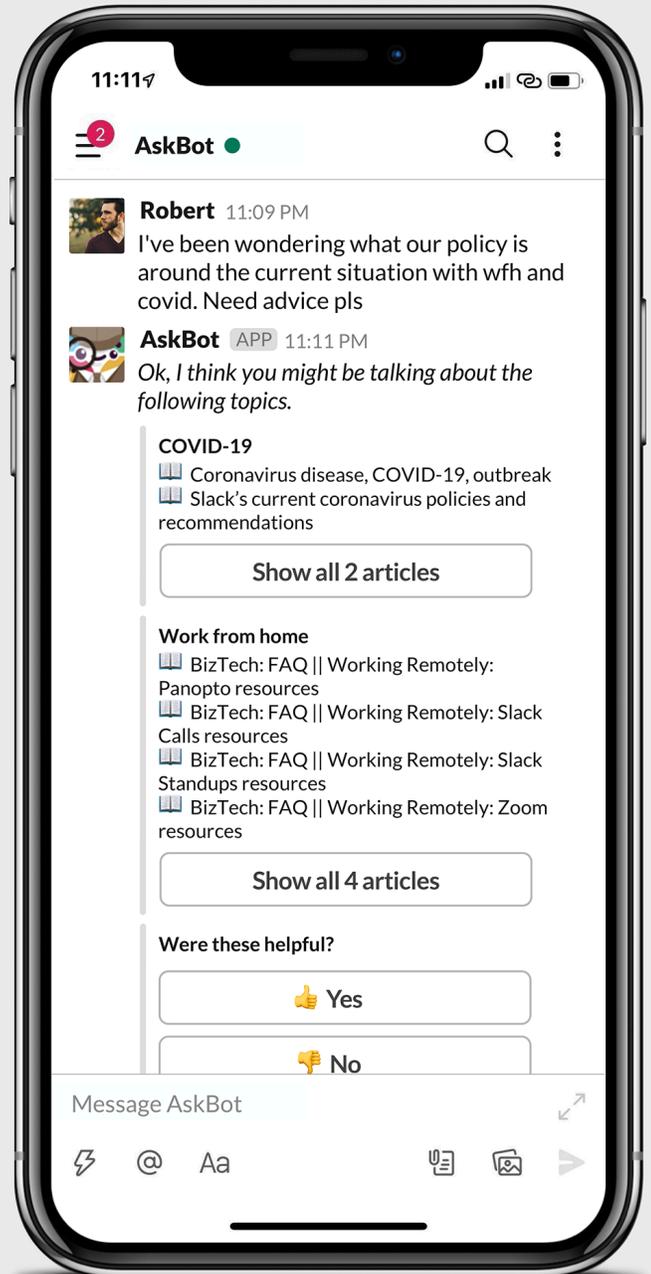
Key Integrations

Slack
Chat

Jira Service Desk
ITSM

Okta
IDAM

However, Moveworks shares Slack's emphasis on delivering ROI rapidly, without a systems integrator or admin needed. By taking care of ongoing maintenance and integrations with other enterprise systems, Moveworks cuts the effort required from Slack's IT team—all while reducing its workload.

"From an IT administration perspective, we're very focused on providing services without having to add burden on our existing team to implement and run them," said Franchetti.

Scaling at speed, without compromising satisfaction

AskBot's ability to assist employees wherever they are, whenever they need help, has become critical beyond just working from home. With Slack growing quickly around the world, Franchetti and his team sought to scale its IT support operations, which Franchetti noted were previously US-centric. As of April 2020, more than 1,300 Slack employees have used AskBot in nine countries. And as the scope of issues that AskBot can resolve increases, its adoption continues to climb—weekly active users tripled during the last nine months.

Such speed isn't limited to the initial process of submitting a ticket. The reality is that multiple hurdles stand in the way of rapid IT support: agents requesting additional information, employees contacting IT to check the status of their issues, or tickets simply slipping through the cracks. That's why—alongside resolving issues—Moveworks also updates Slack's employees on the current status of their tickets, in addition to allowing them to nudge the IT team for urgent requests.

Franchetti added that, as Slack opens offices in every corner of the world, the company can scale even faster because of Moveworks. At the same time, the speed of the Moveworks solution has actually increased satisfaction with IT alongside Slack's growth.

AskBot supercharges the group IT channel

While AskBot is good at conversing with knowledge workers over direct message (DM), Slack uniquely recognized the value of offering tech support in a group setting—that is, via Slack channel. Helping employees over chat—and in particular, over group chat—is a radical departure from the portal- and email-based support that's long been standard at other organizations. It's a departure that makes sense, given Slack's mission of bringing open communication to the workplace. But the question remained: would this approach deliver faster, more efficient resolution?

Thanks to AskBot and other critical tools, the answer has been a resounding yes. When employees ask questions in Slack's group IT channel, the bot reads each message to ensure nothing gets lost in the shuffle. And if AskBot spots an issue it can resolve, it DMs the employee to help—then updates the channel for all to see. Often considered the "holy grail" of the IT space, the power to supercharge the group IT channel with AI has finally arrived.
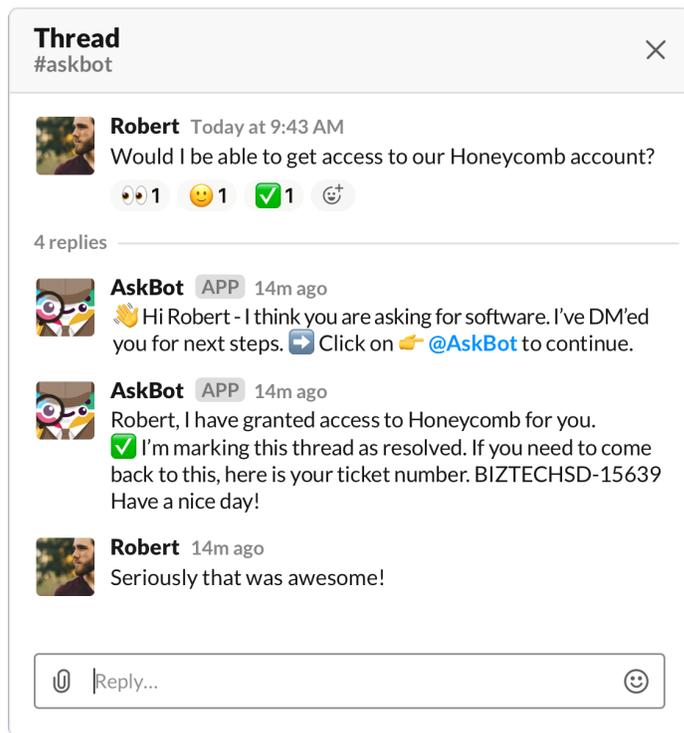
The future of AI at Slack

The ramifications of AI-powered IT support extend beyond faster response times for employees. By tackling routine issues and button-clicking tasks automatically, Moveworks also buys back time for Slack's talented IT professionals to concentrate on digital transformation projects.

But for Franchetti, IT is only the beginning of a broader "journey over time" with AI, which he hopes will soon eliminate friction across other business areas. This journey promises to make the company's whole tech stack more accessible than ever before. Whatever employees need, they'll know where to go for instant support: Moveworks on Slack.

The Slack team loves AskBot — just ask them

Alice 11:15 AM
❤️ you AskBot

Brenda 11:25 AM
Yay thanks AskBot

Tiffany 11:27 AM
WOW this is amazing

Amanda 11:32 AM
OMG Askbot is a JOY! Thank you and congrats to whoever worked on that! ❤️

Arthur 12:39 PM
Thanks Askbot! That was simple, pleasant and productive.

Harvey 1:45 PM
wow this is awesome!

Mitchell 2:29 PM
Whoa. Askbot is cooooool 😎.

Moveworks is a cloud-based AI platform, purpose-built for large enterprises, that resolves employees' IT support issues. Instead of tracking issues, we use advanced AI to solve them — instantly and automatically. With Moveworks, companies can now deliver a radically better employee experience with a much leaner IT team. Headquartered in Mountain View, California, Moveworks is backed by Bain Capital Ventures, Lightspeed Venture Partners, Kleiner Perkins, Sapphire Ventures, and ICONIQ Capital.

Request a demo

www.moveworks.com/request-demo

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