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INNOVATION
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INNOVATION SUMMIT 2023



Innovating Through Uncertainty with Digitally Enabled Workflows

To thrive in an increasingly uncertain world, organizations need to be able to innovate quickly, with digitally enabled workflows.





Pranav Mehta

President: Serviceberry Technologies

Hyper focused on consultative selling, an approach that helps him prioritize relationships and open dialogue to identify and provide solutions to a client's needs for better understanding of the challenges faced by clients in order to position a solution in a more compelling and effective way.



Anand Madhav

Head: Solutions - Serviceberry Technologies

Pre-sales solutions advisory leader at Serviceberry Technologies skilled in solution design.

He has dedicated himself to solving his clients' problem statements by providing solutions – be it workflow automation solutions, tools consolidation, digitization, analytics, or user experience – facilitated by technology platforms like ServiceNow, MicroFocus and Solarwinds.

The world of work has undergone drastic changes.

Unprecedented challenges

Macroeconomic headwinds

Tightening labor markets



Accelerate value for your Digital Business with a cloud based workflow automation Platform



Customer Experience

"I want to Deliver frictionless customer experience"

Technology Excellence

"I want to digitize my business through technology excellence"

Operational Excellence

"I want to drive perform & agility thru operational excellence"

Employee Experience

"I want to deliver productive employee experiences"

Hyper Automation

"I want to gain speed & agility while governing for scale"

Digital Pivots

- Enable new business models
- Reduce costs while delivering seamless experience
- Automate self services across communication channels
- Empower agents with realtime info & intelligent guidance

- Automate & optimize technology services operations
- Accelerate software transformation
- Transform enterprise security
- Optimize technology asset investments

- Manage risk & resilience in real time
- Activate ESG across the enterprise
- Transform procurement operations
- Deliver strategic enterprise wide technology initiatives

- Driver shared services efficiencies
- Unify services, support and communication experiences
- Transform insights into data driven experiences
- Guide employees through complex journeys

- Accelerate innovation thru low code app development
- Digitize cross-entp workflows & modernize legacy processes
- Automate and connect anything and everything
- Enhance consumer grade experience with UI centric work

One Architecture | One Data Model | Unify Experiences | Optimize Work | Connect Everything | Create & Extend

Customer Experience

- Harness the power of the whole organization to serve my customer.
- Address customer needs quickly, transparently and proactively to ensure an effortless experience.
- Offer new ways of doing business that create differentiated customer experiences and new revenue streams.

Problem Statement

“We are reasonably manual at work. My departments are in silo. My customers and 3rd parties are disconnected”

“Call volumes are high. My agents are ill-equipped to address client cases. My customers are not self-sufficient”

Use Cases

- Uncover bottlenecks & drive process improvement using AI
- Speed up work across teams, drive consistency and complete multiple tasks in parallel
- Empower agents with real-time case and order visibility to accelerate resolution

- Provide a personalized portal for self-serve requests, submit orders, or easily connect to an agent
- Route customer service requests to the right department to speed up resolution time
- Give agents a single workspace and tools to resolve issues the first time

Impact

- Decrease in average resolution time
- Reduction in customer status calls
- Increase in agents utilization
- Improvement in SLA performance

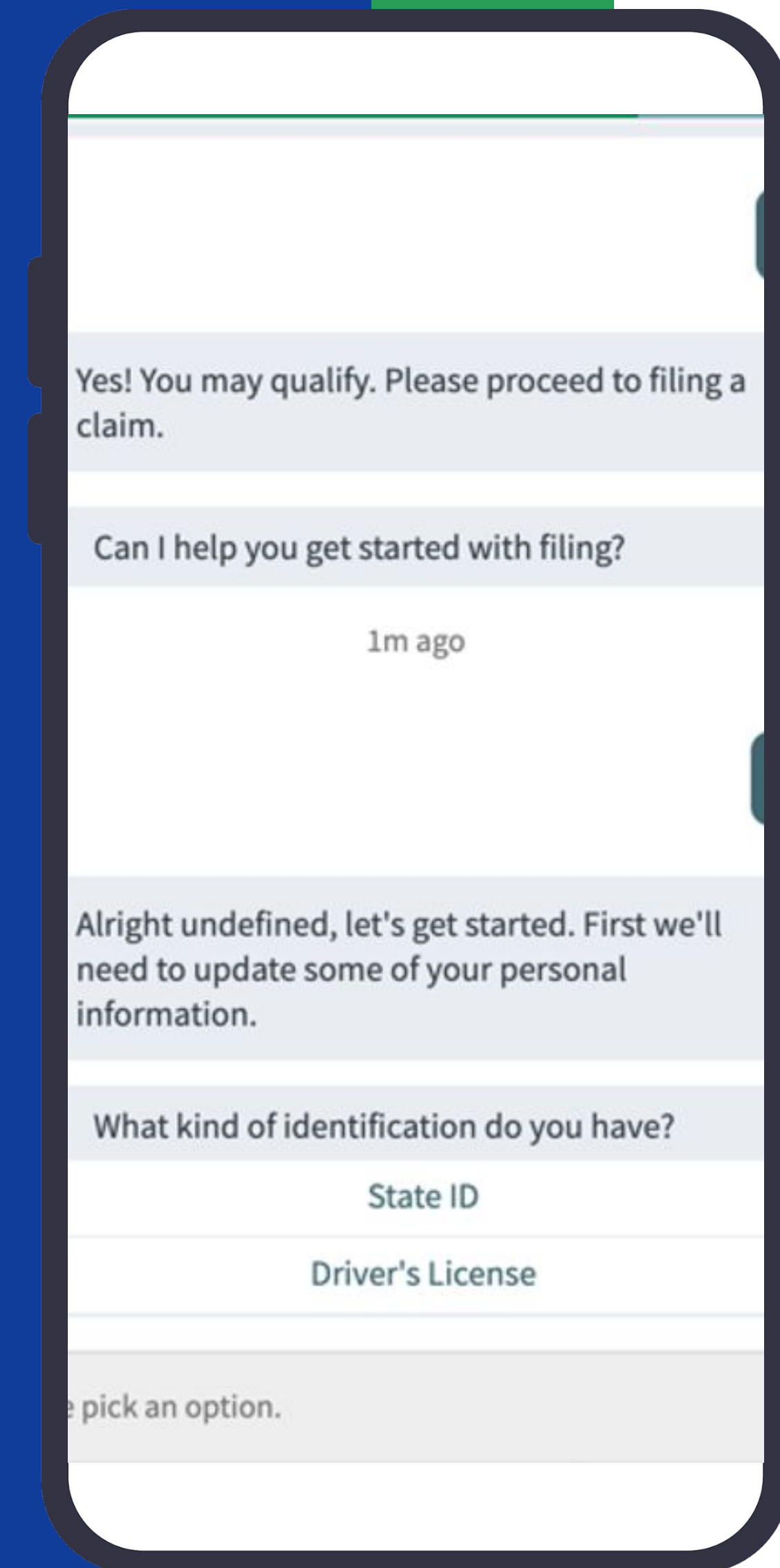
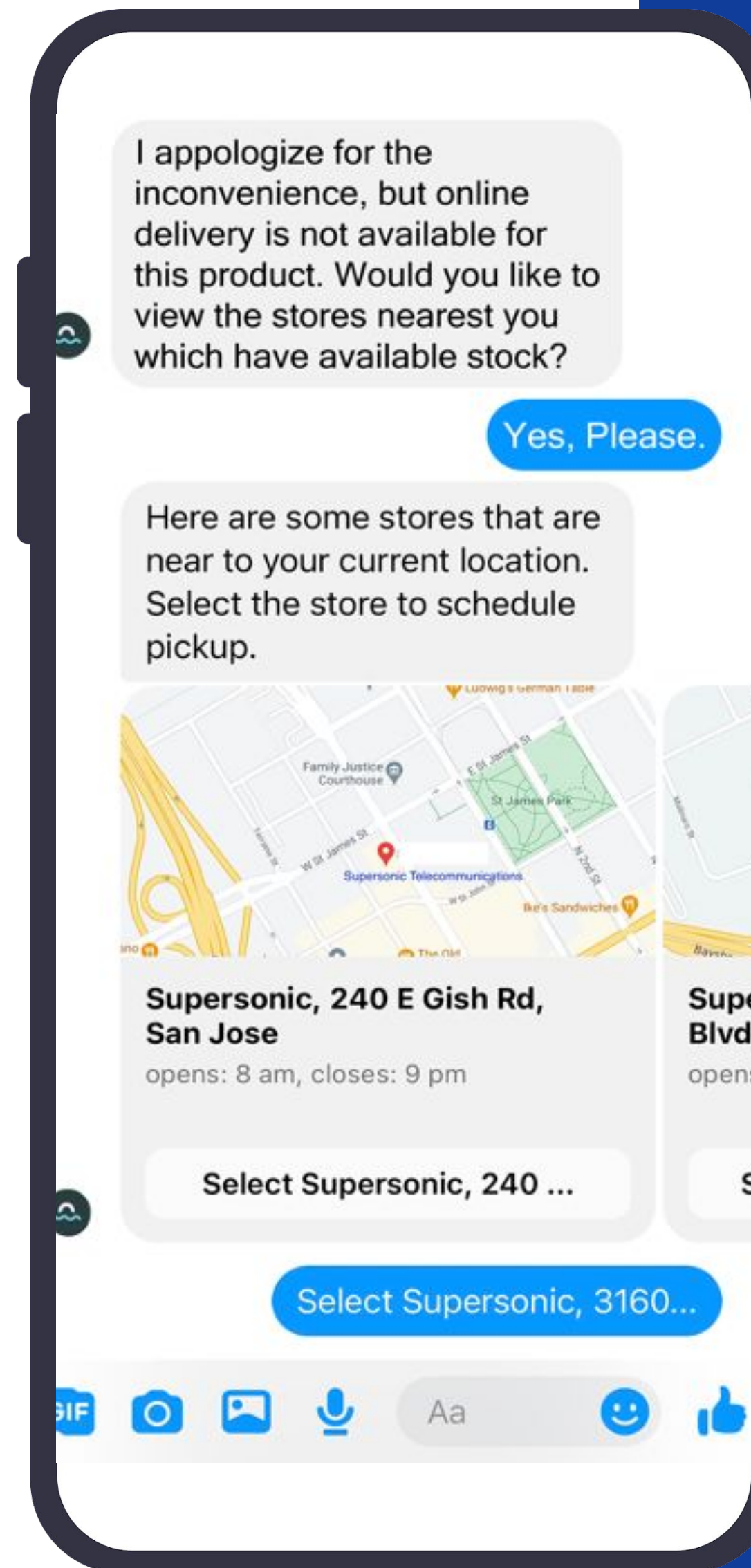
- Increase in portal usage
- Reduction in daily call volume
- Increase in agent satisfaction and productivity
- Improvement in first call resolution

Solution:

Reduce inbound contacts by automating repetitive customer inquiries with AI-powered chatbot.

Engage customers through preferred messaging channels

- Guide customers to answers using automated conversational workflows.
- Provide more accurate and reliable self-service
- Engage in ongoing conversations spanning cases, topics and requests
- Deliver branded and interactive mobile experiences via WhatsApp, Facebook Messenger etc.



- Accelerate organization-wide digital transformation by better leveraging technology to strengthen business capabilities
- Innovate at the speed the business demands while delivering more value from investments.

Problem Statement

“More outages are being caused by unplanned consequences leading to poor prioritization of business impacts”

“Continued modification of integrations as parameters change leads to multiple, conflicting entries for the same resources”

Use Cases

- Use a single platform for IT in the cloud to gain a shared understanding and view of infrastructure and services
- Leveraging an up-to-date common service data model to automate core service and operations processes
- Gain visibility of resources, apps & assets - across on-prem, mobile and cloud environments

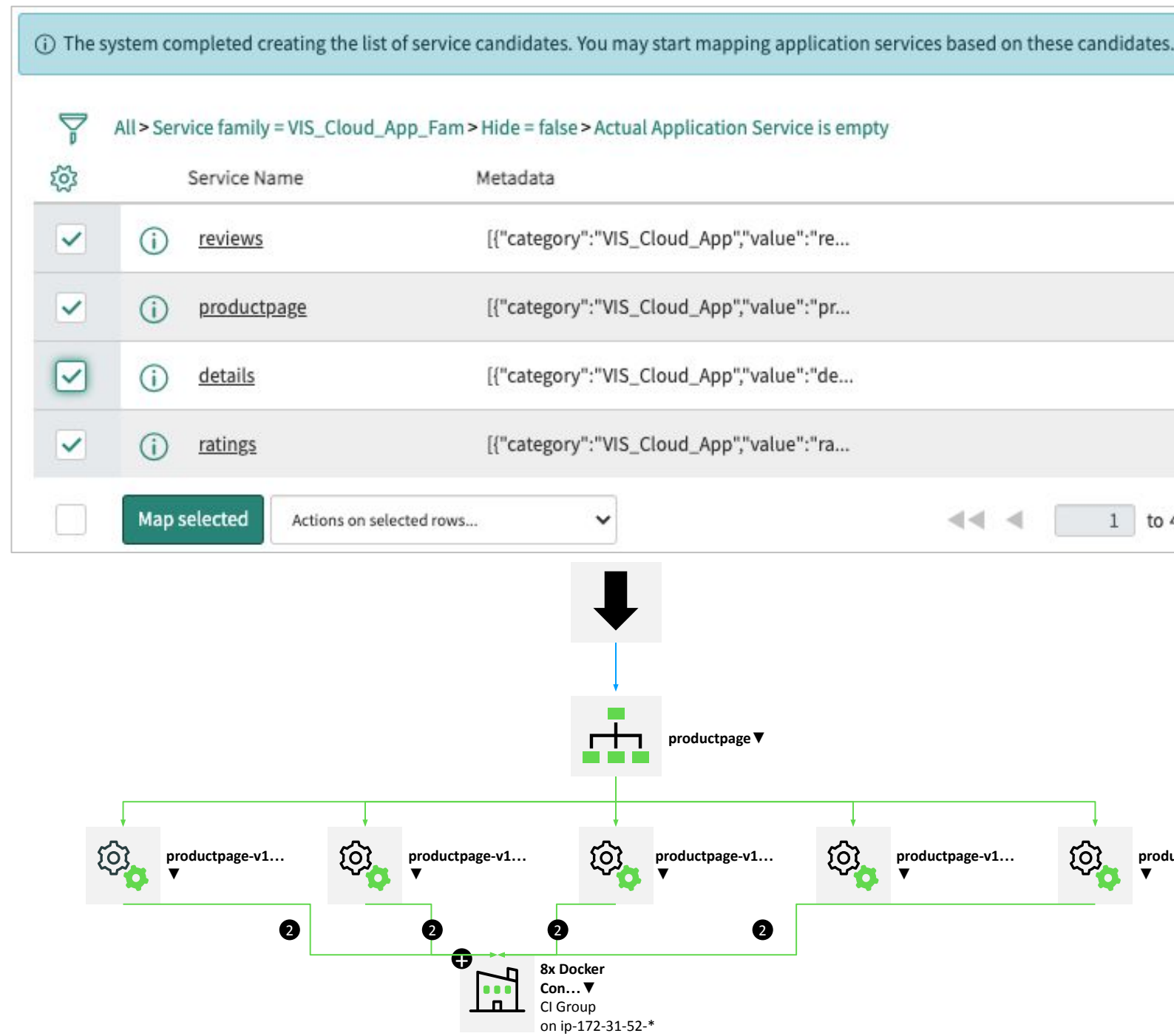
- Increase change throughput while reducing risk & overhead using AI-based change policies pooled with DevOps tools integrations
- Use built-in analytics & ML to anticipate trends
- Predict and prevent service disruptions with AIOps anomaly identification & auto-remediation

Impact

- Reduced elapsed time and/or human capital to fulfil SRs
- Increase in amount of infrastructure and services fully mapped and visible
- Improvements to service compliance with organization standards

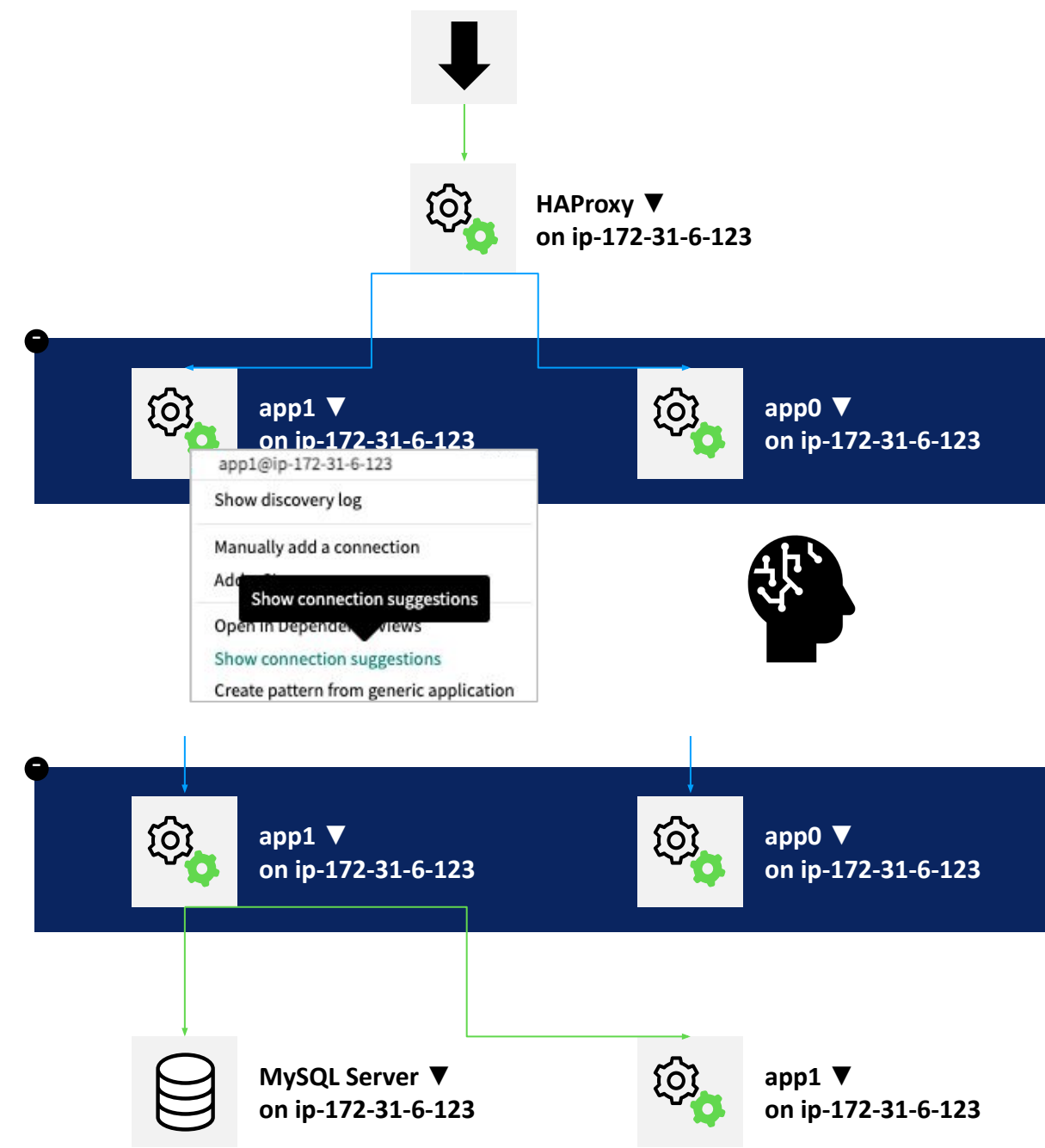
- Decrease in #, severity, impact of incidents
- Maximized digital business growth with a cloud migration strategy, cost optimization, and governance
- Money spent and/or human capital redirected through efficiency improvements

Solution: Service mapping options support your entire ecosystem



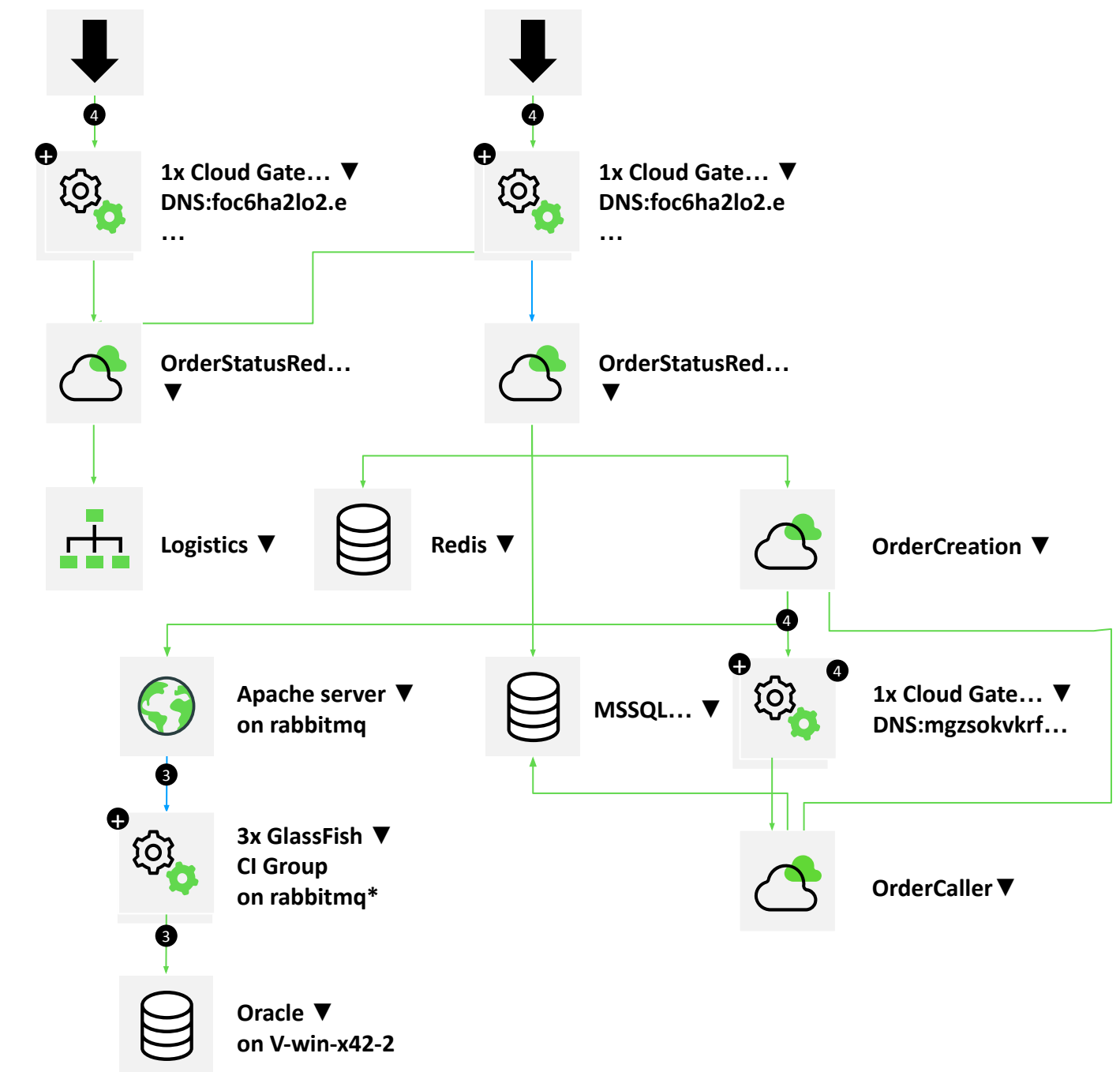
Tag-based

Gain business context at scale by harnessing metadata from virtualization, cloud, and container technologies



Machine Learning (ML)-based

Build high-accuracy service maps in minutes with automated service suggestions and keeping maps updated with meaningful traffic-based connections

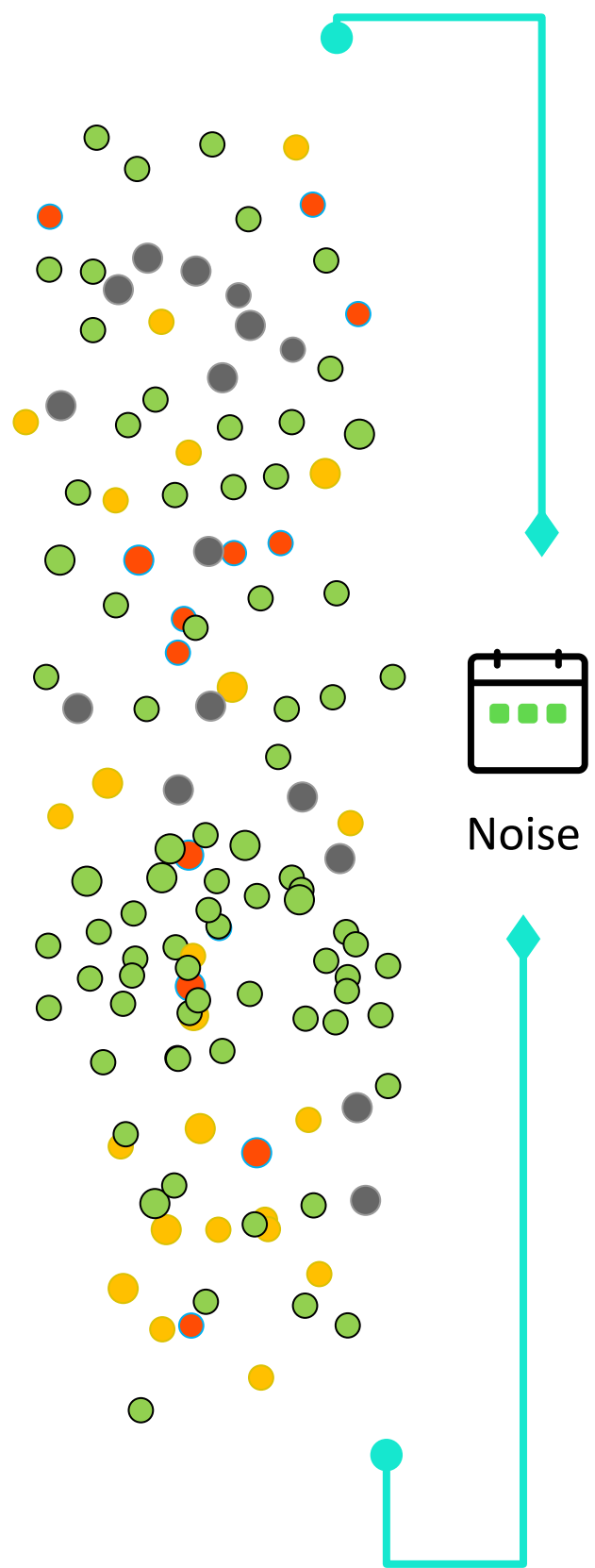


Top-down

Deep dive surgical approach for mapping mission-critical services

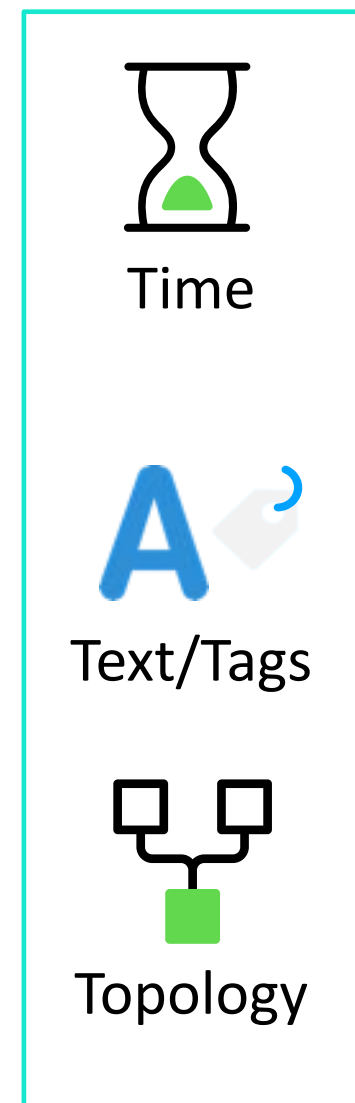
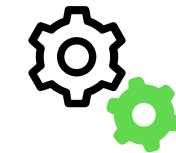
Solution: Predictive AIOps Prevent impact and automate resolutions

Stream real-time events, logs, metrics, alerts



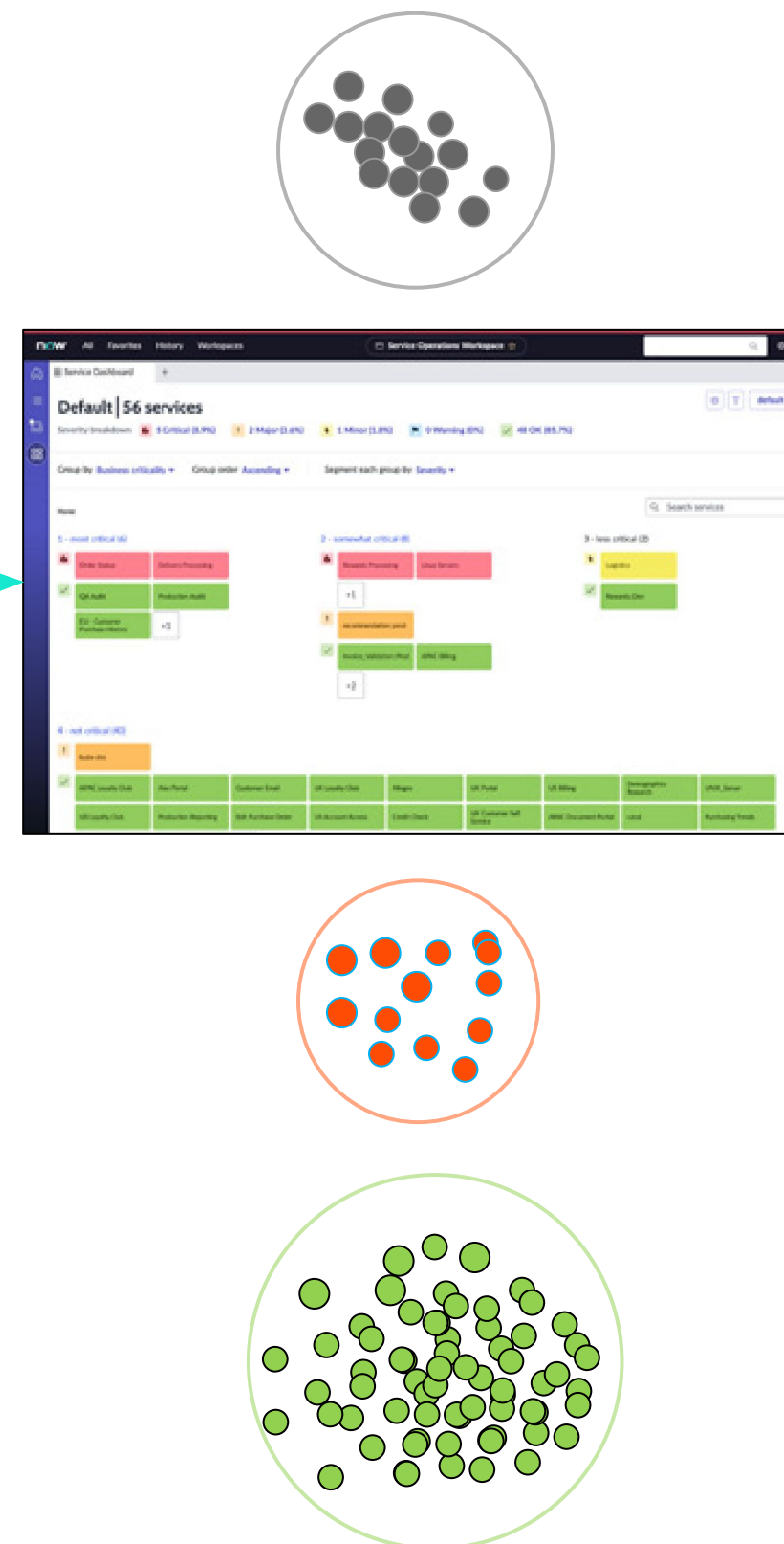
Noise

Predict incident based on learned normal behavior

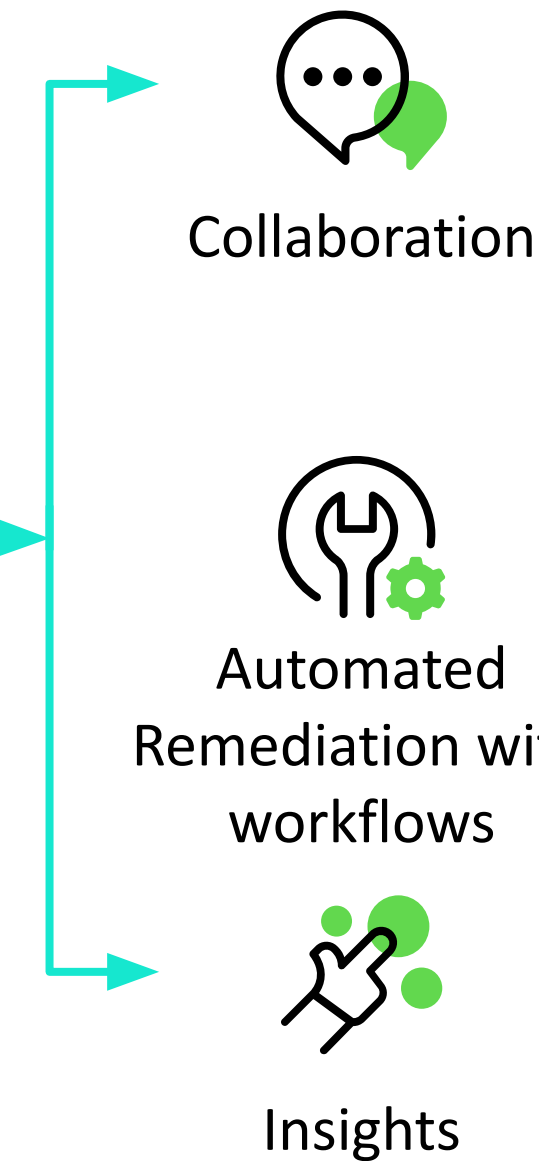


ML Clustering Engine

Co-relate anomalies and identify root cause



Automate remediation with workflows



Outcomes

1



Improve Service Availability

2



Improve Customer Satisfaction

3

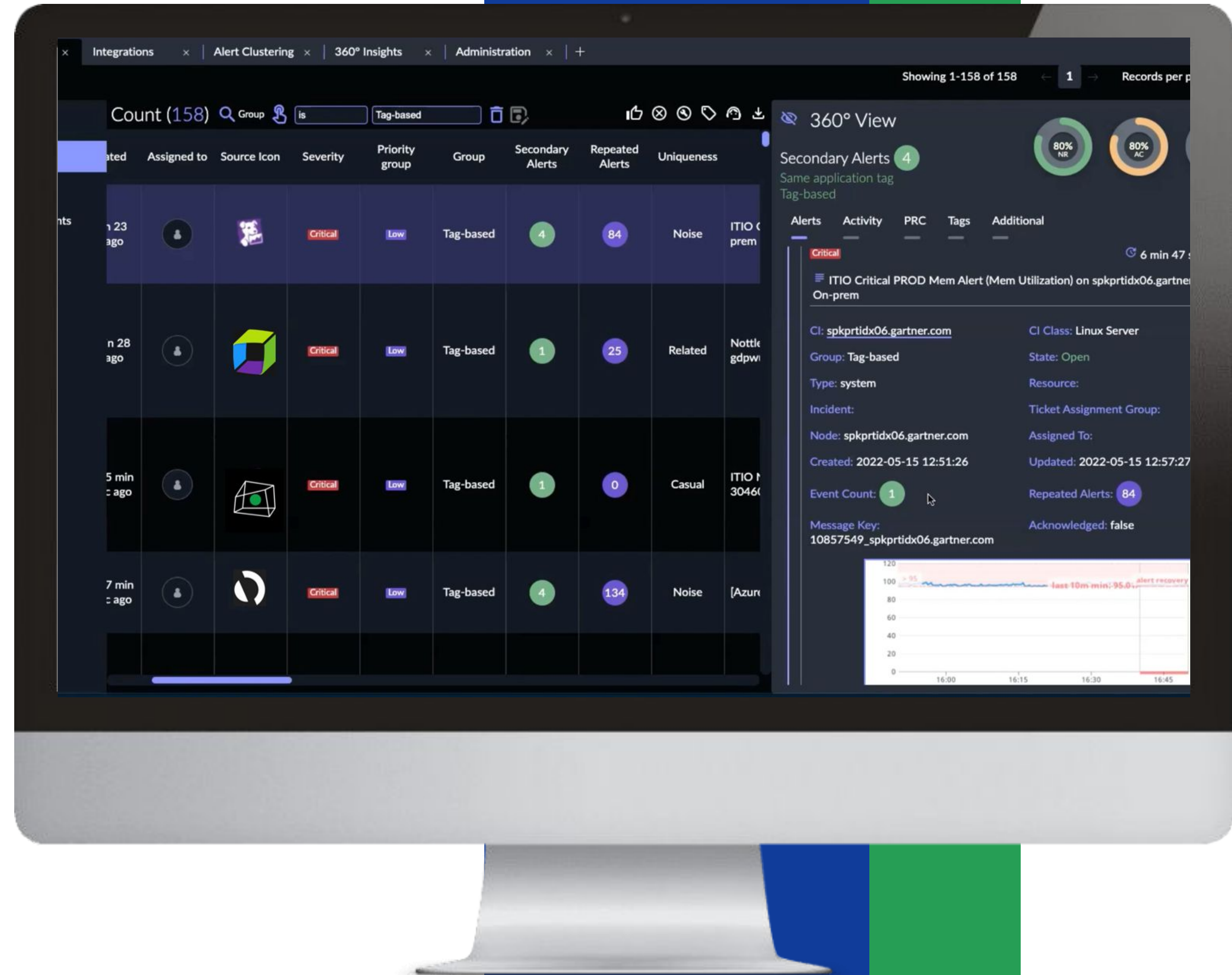


Improve Agility with Business

Escalate critical events to IT Operations and L2/L3 Engineers

Eliminate noise and respond faster to critical issues, while also predicting issues before they impact your customers.

- Correlate, enrich, & enhance alerts alongside other 3rd party monitoring tools to create a single “actionable incident”
- Correlate related changes in real-time
- Automate RCA & reduce alert noise by 95%+
- Predict 35% of incidents with AI-enabled log analysis



- Investments in employee experience drive productivity & talent retention serving as a competitive differentiator.
- Organizations have an imperative to deliver a platform for experience that connects the enterprise; increasing employee engagement while reducing operating costs through shared service efficiencies.

Problem Statement

“We are unable to drive employee engagement & productivity as well as guidance thru’ employee journeys”

“Lack of unified employee experience with actionable services & comms, personalized in role & location”

Use Cases

- Omni-channel self-service including portal, mobile, conversational, phone, e-mail, text, walk up, kiosk, & within collaboration tools
- Orchestrate IT, HR, Workplace, & Legal requests in support of an employee journey – on/offboarding, & transfers

- Gain operating synergies across the entire organization with a unified service delivery foundation
- Re-imagine the workplace to meet employees flexibly from anywhere
- Provide employees intuitive self-service experiences and personalized guidance

Impact

- Increased employee engagement rates
- Increased employee productivity
- Reduced time to deploy a new employee journey / lifecycle event

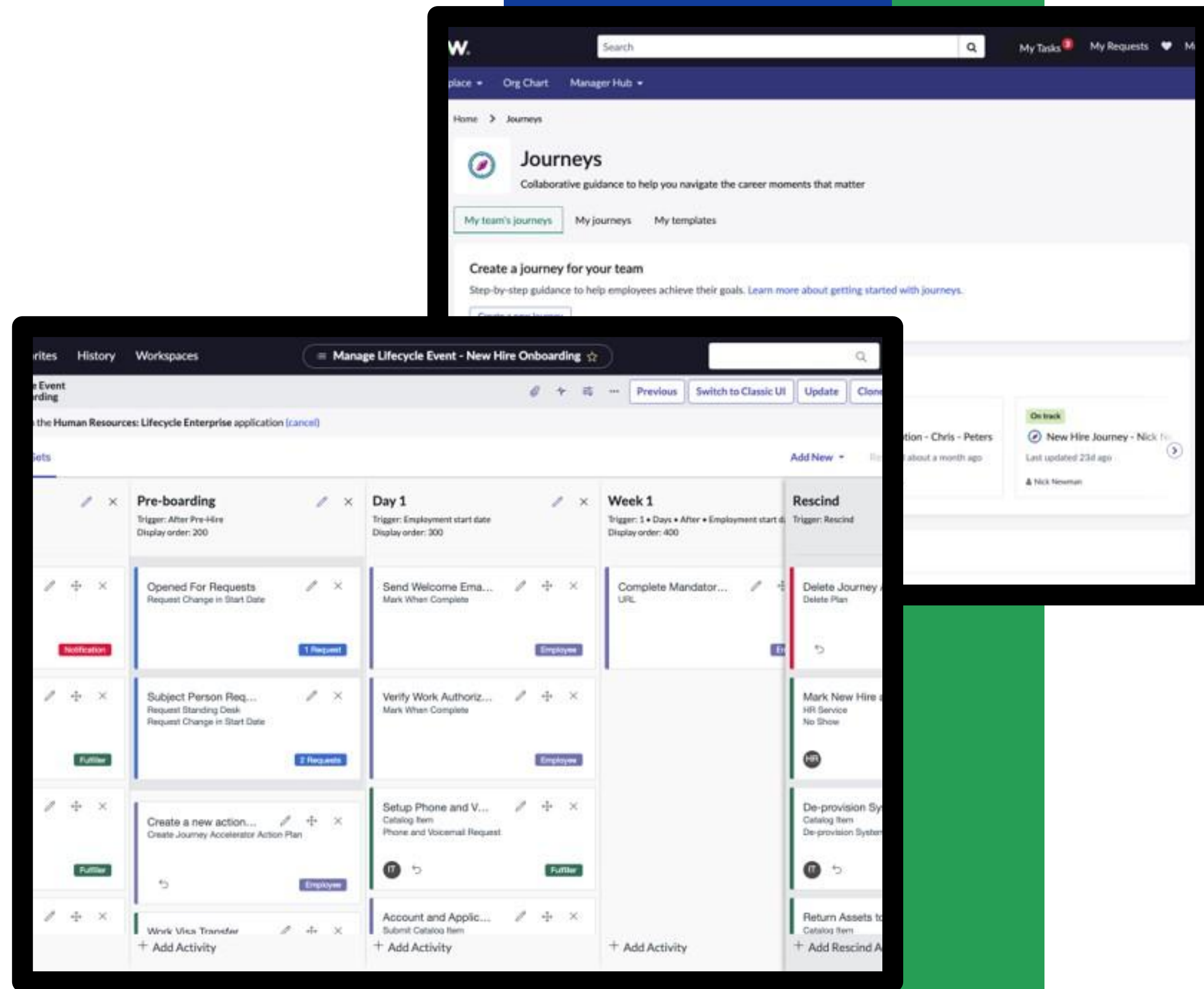
- Improved employee self service
- Improved talent retention
- Improved EVS / eSat score

Automate lifecycle events of an employee

Employee experiences are greater than HR and require multi-departmental fulfilment

Employees have too many systems to navigate through and don't know where and how to request help

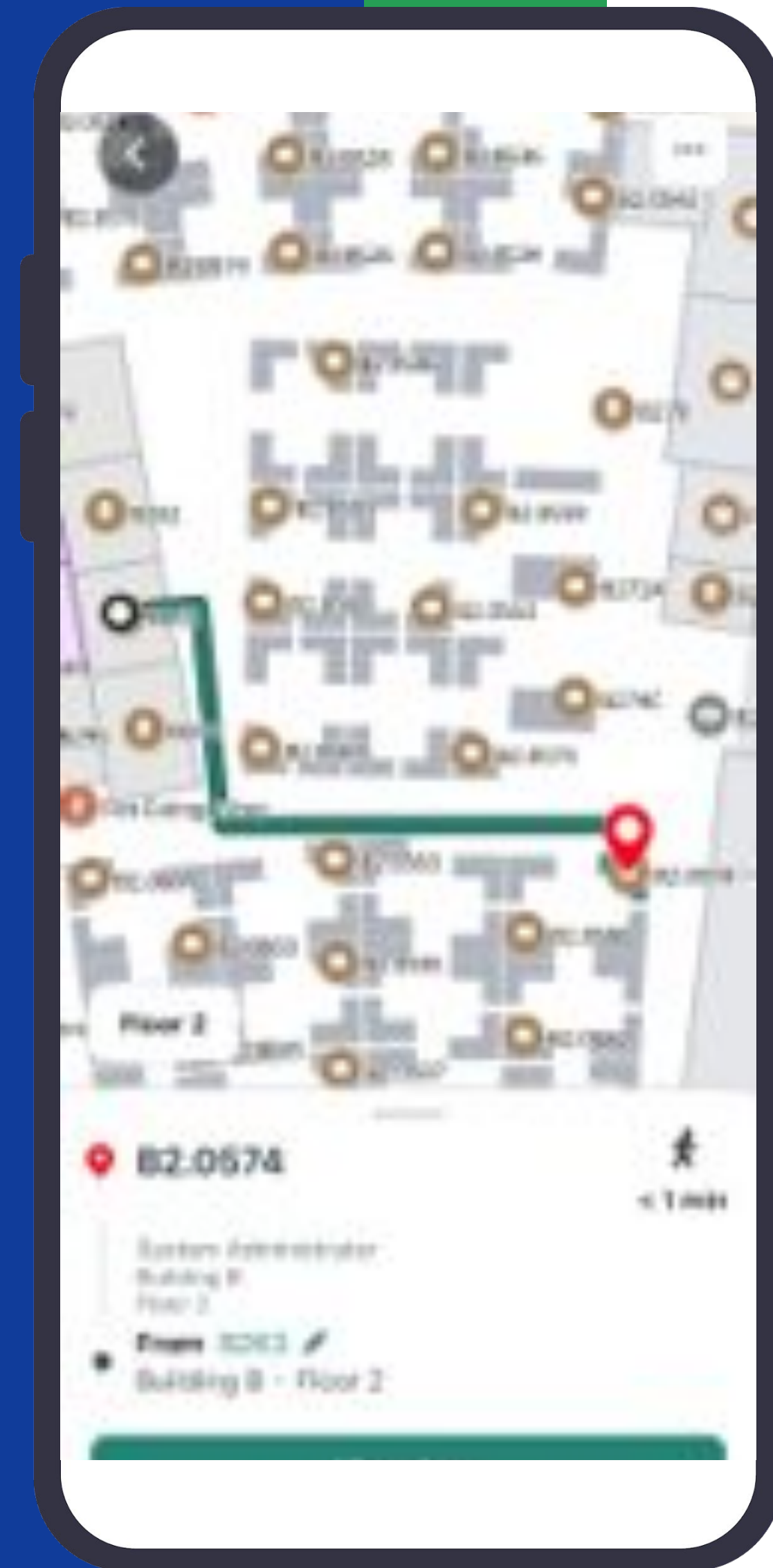
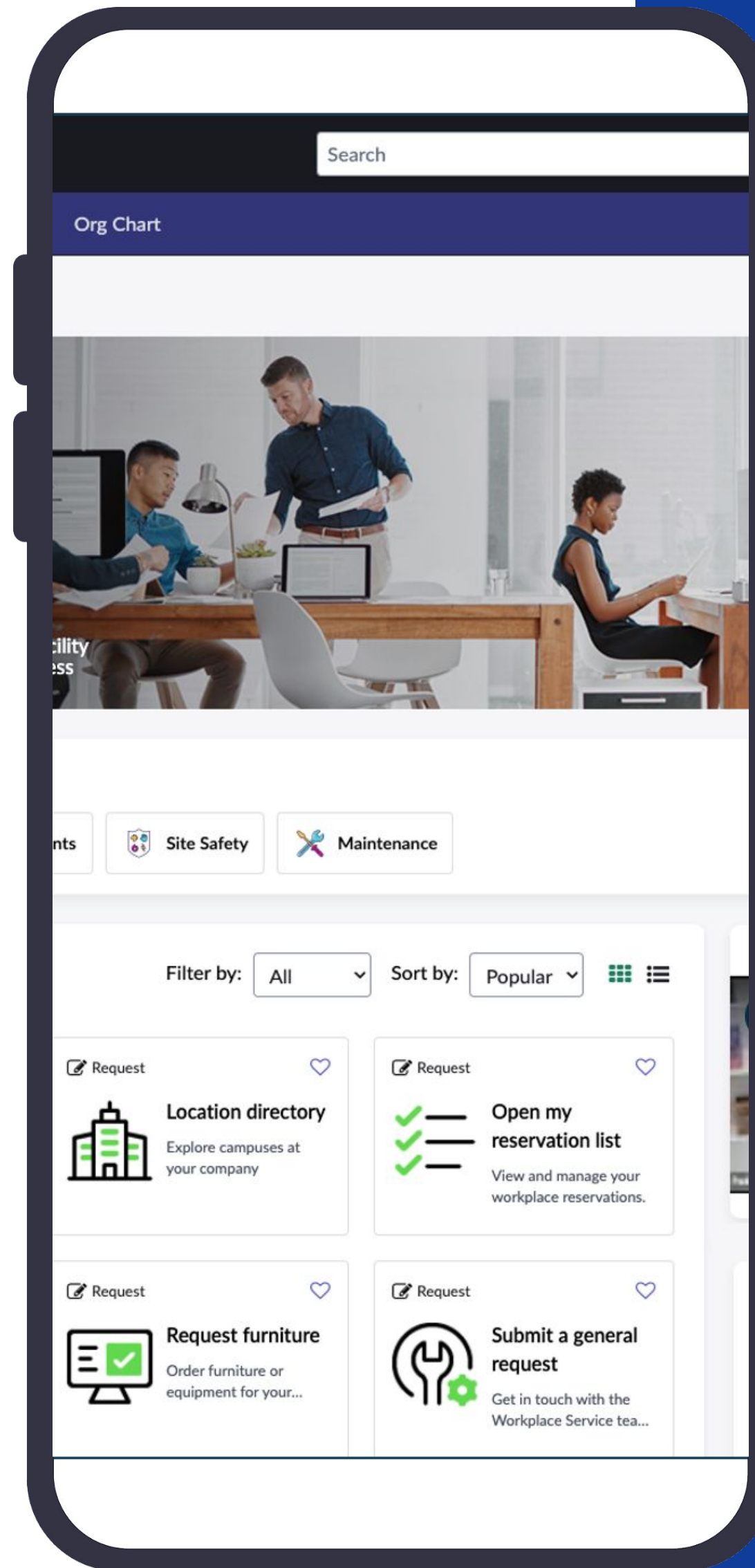
- Automate the fulfilment of any journey that spans IT, Workplace Services, Legal and more with guided setups
- Easily collaborate and transfer case details to other departmental agents in a unified flow of work
- With dedicated role-based experiences, managers can easily personalize journeys for employees



Case Management and Reservation Management

As employees adopt flexible ways of work, they'll need modern, digital workplace services to maintain productivity from anywhere

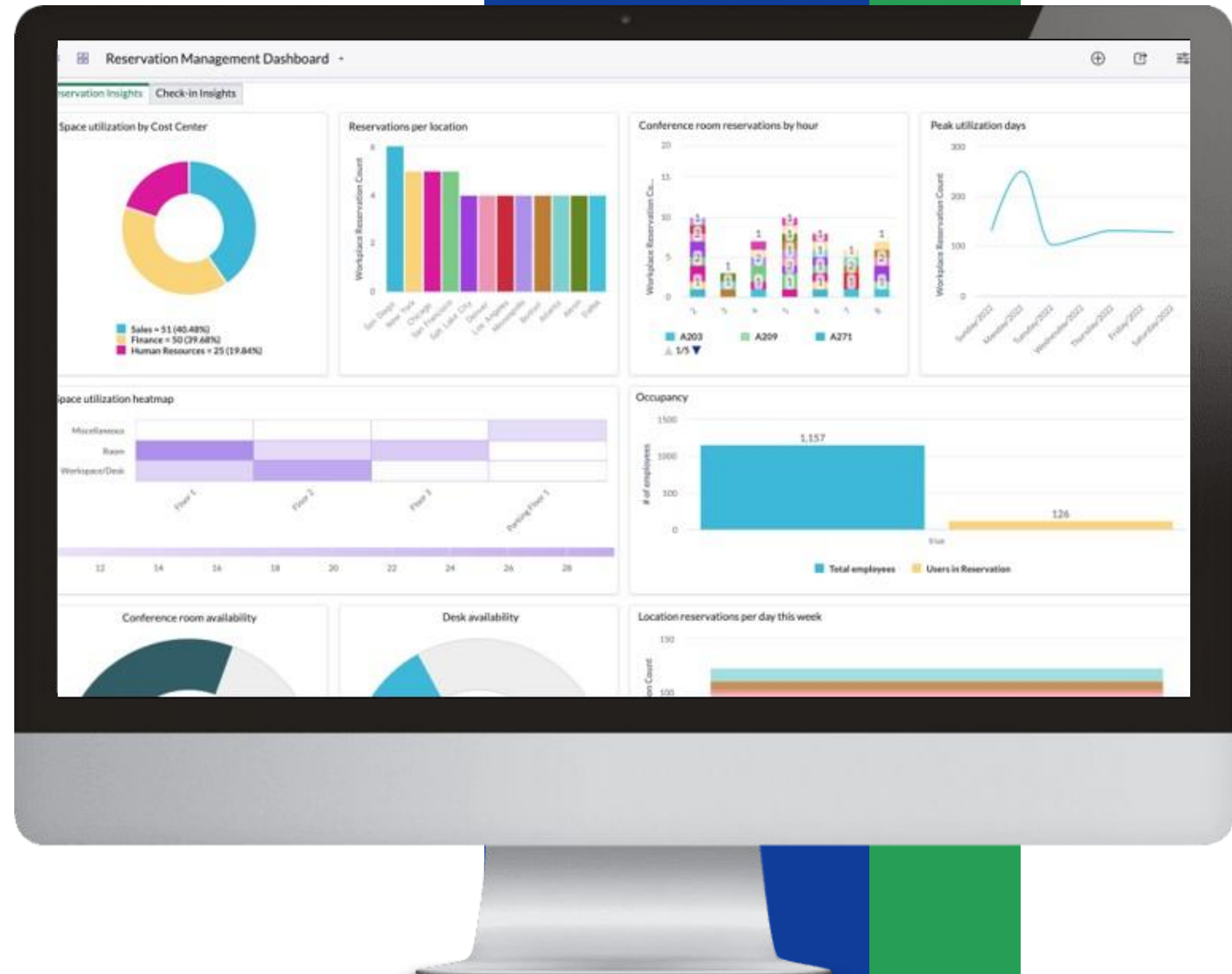
- Support your hybrid workforce with a unified portal including guidance on flexible working policies
- Create flexibility with self-service workplace reservations and check-ins to support team collaboration
- Streamline any workplace process with quick access to services, information, or applications



Space Management and Move Management

Optimize real-estate portfolios and workspace usage to realize greater operating efficiencies

- Provide hybrid workplace teams visibility into space lifecycles and workspace utilization
- Provide hybrid workplace teams visibility into space lifecycles and workspace utilization
- Manage employee move requests within the workplace service portfolios with minimal disruption



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