

Nomination: 5663

AskHR Virtual Agent (Supporting Employees to SelfService)

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company IBM
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title AskHR Virtual Agent (Supporting Employees to SelfService)
Category B01 - B59 Achievement > B14 - Achievement in HR Technology
Achievement Submission Format Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Through employee engagement surveys and complementary research, HR discovered that employees often struggled to find information through a maze of HR related sources. Furthermore, managers and employees found it complex and time consuming to access different HR applications and systems to perform transactions.

As per a Gartner study, having multiple digital channels to provide support is not only costly for the organizations but it is ineffective at improving employee experience.(1)

These problem statements triggered a number of opportunities to:

- Reduce the number of handoffs for employees
- Create an HR wide trusted knowledge repository;
- Have a single UI for disparate chatbots;
- Transact on behalf of employees through intelligent automation (AI, APIs and RPA technologies)
- Use analytics to identify patterns of employees queries and concerns
- Transform user experience to enable self service capabilities through conversational AI and automation.
- Simplify, standardize and improve the employee experience.

The goal was to re-imagine the process to transform a complex experience into a simplified one using a digital employee experience platform such as AskHR.

(1) Gartner: What Digital Transformation Means for Customer Service – Published May 3, 2021 ID-G0074407

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Based on the problems cited above and the opportunities that Technology, Data, a user-centric approach and good change management practices bring, we reinvented the way we support employees by minimizing handoffs and reducing support layers from four tiers to two: a digital tier and a human tier. This re-design allowed us to leverage AI and automation capabilities to personalize user experience while keeping the human support for those important moments that matter that may be more complex to address.

We developed an AI powered virtual agent which is increasingly becoming a premier digital employee experience platform. Highlighting a few of the innovations or achievements:

-Integration and Orchestration of 20 different chatbots into a single user interface, where a machine learning enabled classifier, is able to handle 2,000 different questions using Natural Language Processing via Watson Assistant.

-Capability to crawl over 4700+ intranet pages for long tail answers using Watson Discovery.

-Real time translation capabilities in more than 20 different languages using machine translation. It includes language detection capabilities.

-Task automation via the chatbot, via integrations (APIs, RPAs, other) that simplifies user experience and reduce cycle time.

-Support ticket creation or live chat assistance via the chatbot providing a seamless handoff between digital and human support when needed.

-Proactive notifications via the AskHR chatbot and via Slack, providing users with critical event-driven notifications so that employees and managers can take timely actions on key requirements.

These capabilities are significantly promoting a self-service experience that is personalized, efficient and delightful to use.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

There are key performance indicators that are a testament of the impact that AskHR has had in the organization. Here are some examples of year to year (2021 vs 2020) improvements:

- Over 5.5 million interactions with the virtual agent, which represents 135% growth year over year.

- The AskHR adoption rate grew 11% where 89% of all HR related queries at the organization level went through the AskHR digital bot.

- A 266% year over year increase in the usage of automated transactions via the virtual agent to more than 500,000 at an estimated 75% of time savings per transaction.

- An improvement from -8 NPS at the beginning of the year to 33 NPS and an increase of 10 points in user satisfaction.

- More than 45 new automations deployed in 2021, from existing 20 in 2020.

- Overall 50% reduction in support cost

The AskHR virtual agent continues to evolve as it incorporates new intelligent workflows and added profiling and personalization. Moreover, is evolving more from a reactive engine to a proactive and predictive platform leveraging AI applications.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Supporting Document

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