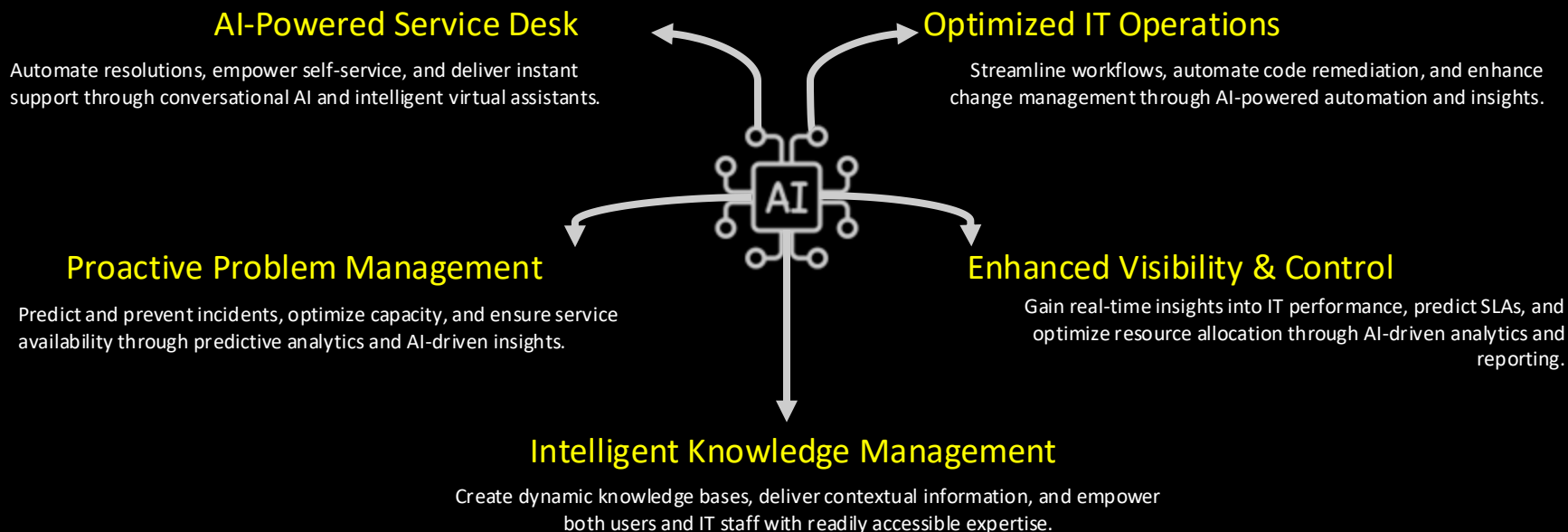# Customer Service and Support

Gen AI In Managed Services

Benefits of using Generative AI tools in managed services:

✓ Reduced number of support tickets flowing to support teams

✓ Improved agent productivity & reduced average handling time

✓ Insights for business process optimization
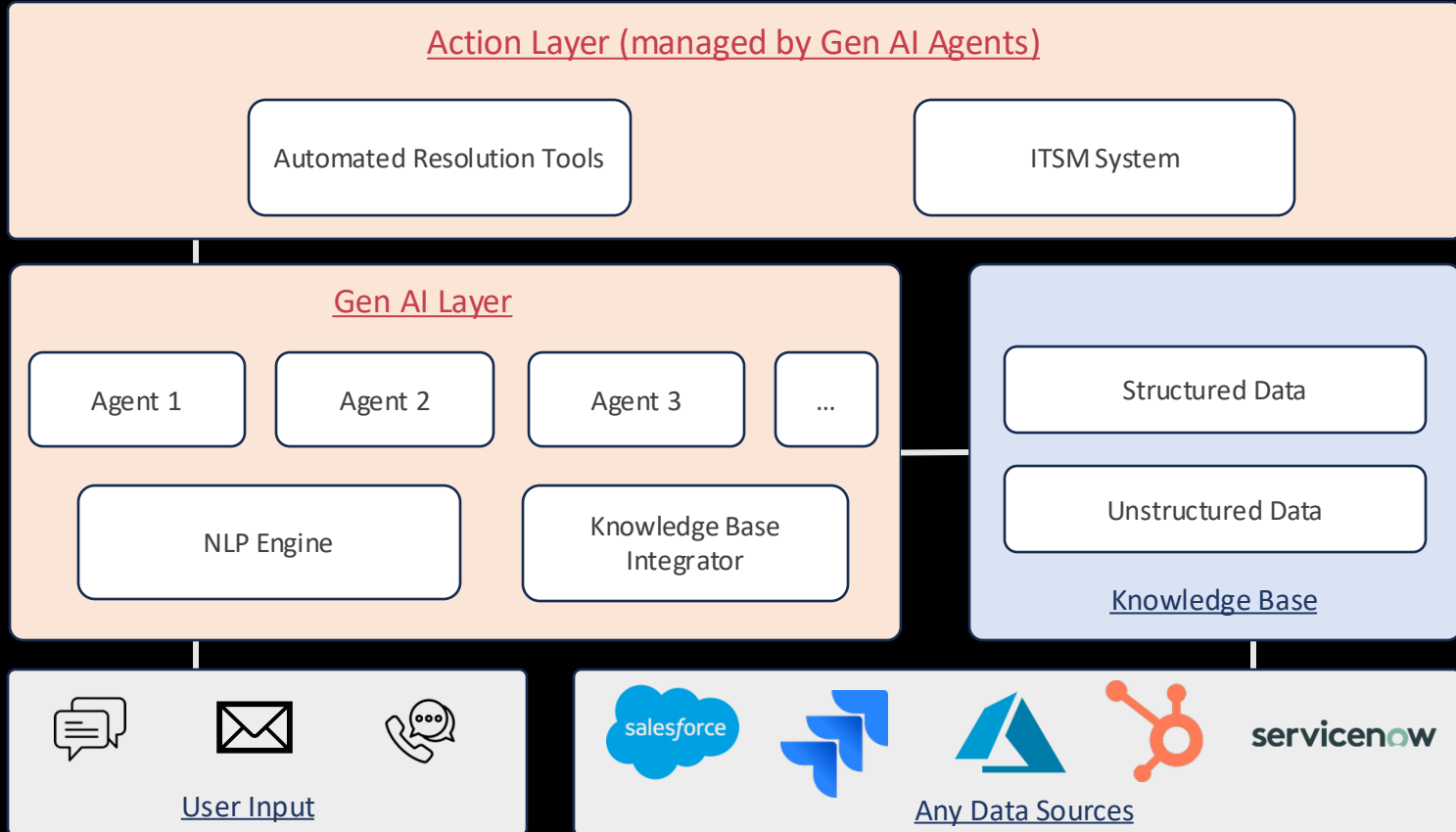
✓ Improved user experience through self service

Solution Overview
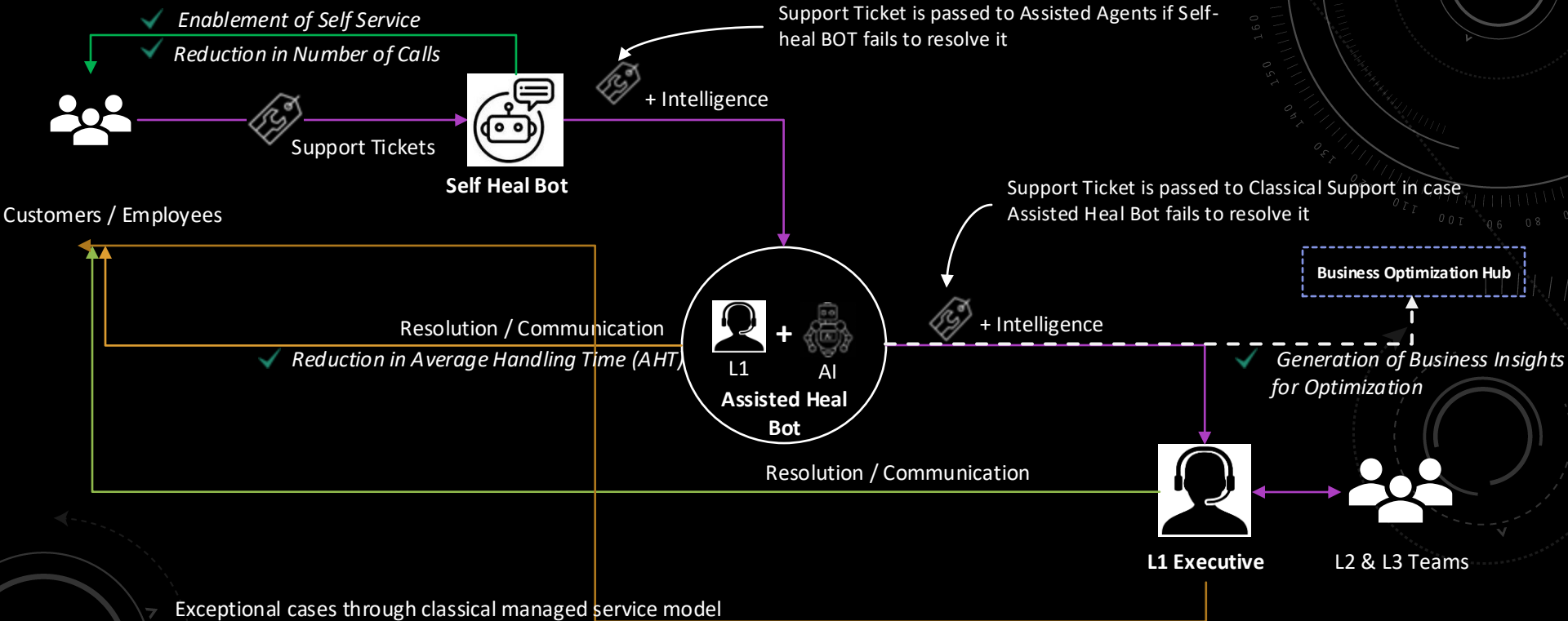
The proposed solution implements a GenAI engine powered by agents as the core of an automated IT support system.

AI-Powered Service Desk

Automate resolutions, empower self-service, and deliver instant support through conversational AI and intelligent virtual assistants.

Optimized IT Operations

Streamline workflows, automate code remediation, and enhance change management through AI-powered automation and insights.

Proactive Problem Management

Predict and prevent incidents, optimize capacity, and ensure service availability through predictive analytics and AI-driven insights.

Enhanced Visibility & Control

Gain real-time insights into IT performance, predict SLAs, and optimize resource allocation through AI-driven analytics and reporting.

Intelligent Knowledge Management

Create dynamic knowledge bases, deliver contextual information, and empower both users and IT staff with readily accessible expertise.

Layered Architecture

TECHNOLOGY-FIRST APPROACH

Enablement of Self Service

Reduction in Number of Calls

Support Tickets

Self Heal Bot

+ Intelligence

Support Ticket is passed to Assisted Agents if Self-heal BOT fails to resolve it

Customers / Employees

Support Ticket is passed to Classical Support in case Assisted Heal Bot fails to resolve it

Business Optimization Hub

Resolution / Communication

Reduction in Average Handling Time (AHT)

L1

AI

Assisted Heal Bot

+ Intelligence

Generation of Business Insights for Optimization

Resolution / Communication

L1 Executive

L2 & L3 Teams

Exceptional cases through classical managed service model

Autonomous Support Solution

CLASSICAL MANAGED SERVICES

Incidents & Service Requests

Voice	Chat
email	Other

L1, L1.5, L2 & L3 Teams

ServiceNow

Salseforce

JIRA

SELF HEAL BOT

- Self service chatbot
- Personalized experience
- Automated communication
- Multilingual Support

ASSISTED HEAL BOT

Conversational Assistant	Call Summarizer
Ticket Creator	Ticket Triaging
Ticket Diagnostics	Resolution Recommender
Language Translator	Decision Support System

End users

Innovation Team

BUSINESS OPTIMIZATION HUB

Trend Analysis	Sentiment Analysis	Process Analyzer
Proactive Communication	Training & knowledge Curator	Analytics

Optimization Feedback

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Tools and Technologies

GenAI Tools	OpenAI GPT models or similar LLMs fine-tuned for IT support Custom NLP pipelines for intent recognition

	ServiceNow, Jira Service Management, or Zendesk	ITSM Platforms

Integration Tools	RPA (Robotic Process Automation) tools like UiPath or Automation Anywhere API-based integration for knowledge base and ITSM systems

	Cloud providers like AWS, Azure, or GCP for scalability and reliability	Security Framework

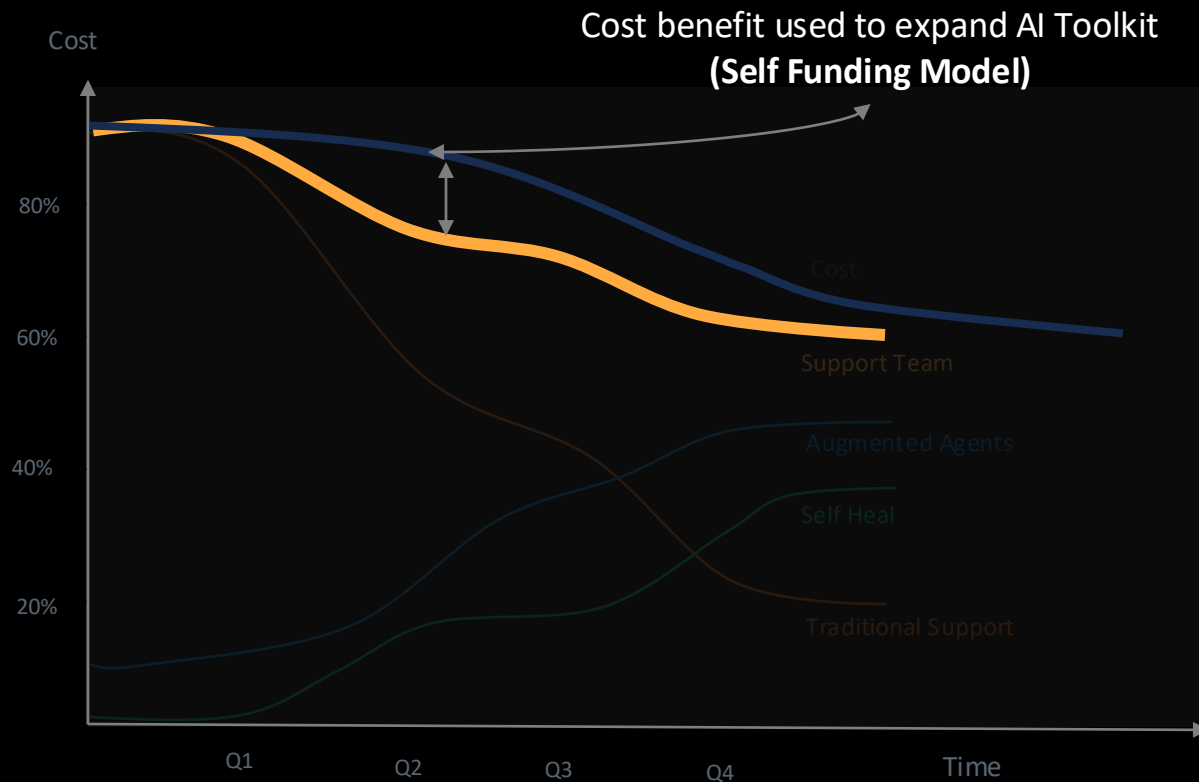| Cloud Infrastructure	End-to-end encryption for customer data Role-based access control (RBAC) for sensitive information

Improved Efficiency using Gen AI Agents

Ticket Volume Managed By Different Layers
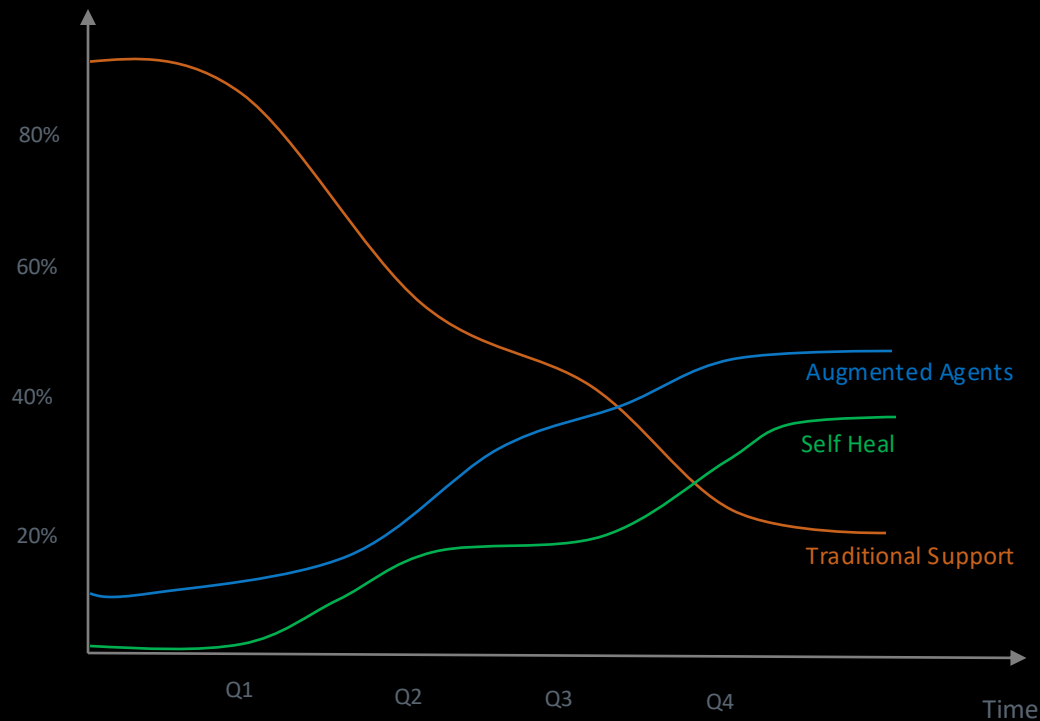
Indicative Projection
- Number of incidents managed by various layers
- Expected reduction in size of support team
- Reduction in cost of services

Indicative Projection of Cost

Cost benefit used to expand AI Toolkit
(Self Funding Model)

Cost

80%

60%

40%

20%

Cost

Support Team

Augmented Agents

Self Heal

Traditional Support

Q1   Q2   Q3   Q4   Time

Indicative Projection on reduction of cost

Implementation Plan

Phase 1
Requirement Gathering & Customization Planning

- **Understand Customer Needs:** Identify specific use cases, workflows, and integration points (e.g., ITSM, CRM, collaboration tools).
- **Define Customization Scope** – Determine branding needs, chatbot responses, and automation rules.
- **Assess Security & Compliance** – Ensure alignment with data policies (e.g., GDPR, SOC 2, ISO 27001).
- **Finalize Deployment Plan** – Outline key milestones and success metrics.

Phase 2
Configuration & Integration

- **Deploy AI Virtual Assistants & Chatbots** – Configure conversational flows for IT support.
- **Integrate with ITSM & Enterprise Systems** – Connect to platforms like ServiceNow, Jira, Salesforce, and monitoring tools.
- **Customize Knowledge Base & AI Responses** – Import customer-specific FAQs, troubleshooting guides, and workflows.
- **Set Up Automation Rules** – Enable self-service actions (e.g., password resets, ticket categorization, proactive alerts).

Phase 3
Pilot Development

- **Limited Rollout to Pilot Users** – Deploy AI-driven IT support for a controlled group (e.g., 10-20% of end users).
- **User Training & Adoption** – Educate IT teams & employees on AI capabilities, escalation paths, and self-service options.
- **Performance Monitoring & Fine-Tuning** – Track real-time metrics (response accuracy, resolution rate, escalation trends).
- **Gather Feedback & Optimize** – Adjust NLP responses, automation flows, and knowledge base based **on user experience.**

Phase 4
Scaling for Production and Roll-Out

- **Enterprise-Wide Rollout:** Extend AI-powered IT support across all users, regions, and departments.
- **Live Performance Monitoring** – Track KPIs, SLA compliance, and agent workload reduction.
- **Continuous Learning & Improvement** – AI refines responses, updates knowledge base, and optimizes workflows over time.
- **Ongoing Support & Enhancements** – Provide regular updates, analytics-driven improvements, and proactive issue resolution.

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Thank You

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