

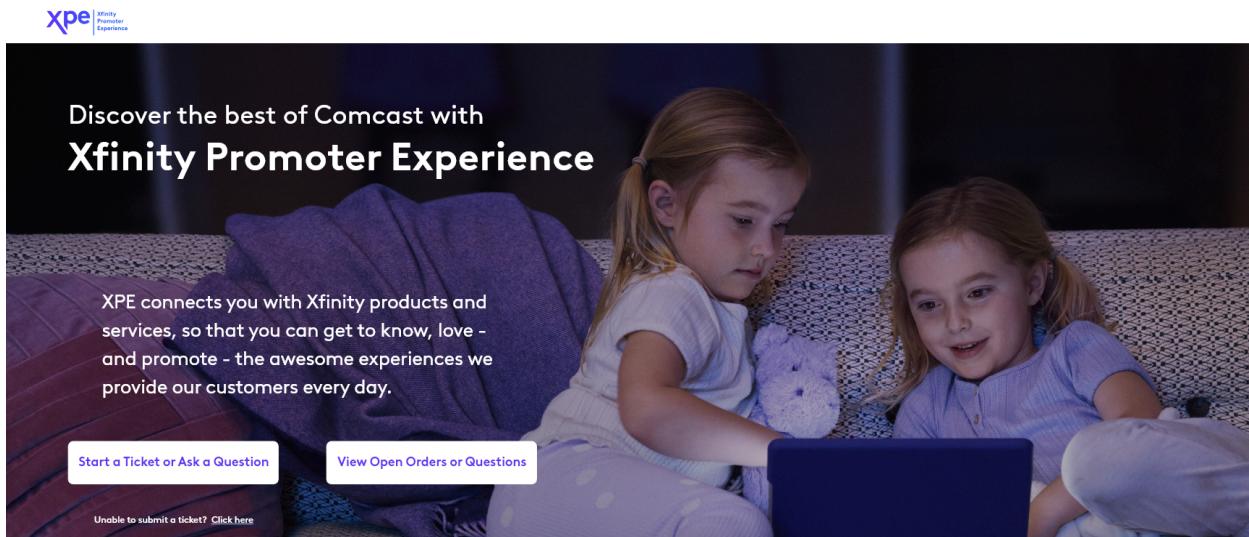
## Decreased ticket submission by 30% with addition of generative AI

**Who:** XPE Organization at Comcast

**What:** New data ingest, implementation of generative AI, UX, UI redesign

**Result:** 30% decrease in tickets submitted to XPE team

Before:



After:

XPE Wizard BETA

x XPE  
Xfinity Promoter Experience

## What discounts are available for Storm-Ready WiFi?

Please avoid submitting any personal information or other sensitive information through this tool. Your cooperation is essential to maintain privacy and security.

### Frequently Asked Questions

What discounts are available for Xfinity Mobile?

I am a new employee. How do I sign up for XPE?

How can I enjoy a 20% discount on video app subscriptions, like Netflix?

What discounts are available for Storm-Ready WiFi?

Employees who are eligible for Xfinity Promoter Experience (XPE) can enjoy a 20% discount on Storm-Ready WiFi equipment, such as cameras or a video doorbell. Additionally, they can access Xfinity Internet with download speeds of 800 Mbps at no cost or upgrade to the desired speed with a 20% discount. XPE also offers a 20% monthly discount on additional phone lines for Xfinity Voice service. For more information on Storm-Ready WiFi and other XPE discounts, employees can visit the XPE website.

The above was generated from the following sources:

1. [Cited Source](#)

Did this answer your question?

Yes No

## Project Summary

We helped decrease the number of tickets submitted to the XPE team by designing a generative AI widget to help answer employee questions about their discounted products and services. This was accomplished by creating a dedicated section for the widget with an open search and three frequently asked prompts that could be selected. The response page included cited sources, a feedback option and an open search bar as well as FAQ prompts that could be selected to continue asking questions.

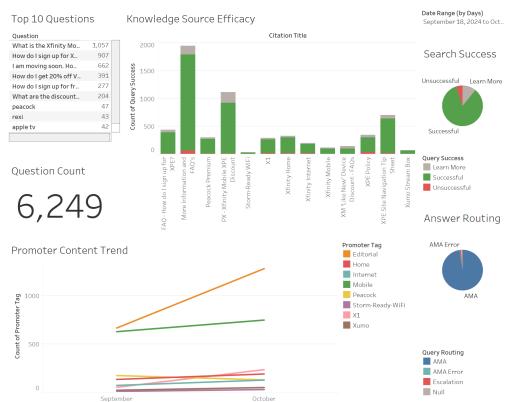
## **Outcome Statement**

The addition of a generative AI widget to answer employee questions about products and services, reduced the amount of tickets submitted by employees by 30% in the first month after launch.

## **Immediate answers to questions**

The target users were company employees who had questions related to their discounted products and services, including but not limited to, how to sign-up for those services or how to change those services.

The XPE Wizard allowed for a self-service approach to employee questions instead of having to open a ticket and wait for a response or search the company's intranet. Success criteria was determined by citation clicks, feedback provided per returned result and if the Wizard was able to return a result.



## **My role in the project**

My role was both Project Manager and UX/UI designer.

As the PM I coordinated with four teams to ensure timely delivery of the project. This included creating a project plan and setting a weekly cadence with all teams to monitor progress.

As the UX/UI designer I worked closely with the business to understand their needs to not only design the actual widget, but also the results page complete with cited sources, feedback options and a custom loader (below) for the page.



Loading

## **The mandate: reduce ticket volume**

Our business owners were feeling a great deal of pressure from the divisions to improve not only ticket SLA, but to reduce the number of tickets being submitted by employees for simple questions.

Each workstream presented its own unique challenges as we were one of the first large scale projects incorporating generative AI into our existing landscape.

Authenticating users presented a challenge as two separate authentication methods were used, based on company, and we needed to ensure a smooth login experience through our portal. One option we explored had users authenticating with email, but that option required them to type it twice which is not the UX we were going for. Ultimately we were able to resolve using SAT tokens.

Data ingest and analytics forced us to rethink what data we would pull our responses to employee questions from. We started with 3 databases, but were ultimately able to get down to one to ensure we were always pulling from the correct dataset to answer questions clearly and accurately. This also allowed for us to ensure the business had ownership and could easily update any product, service or policy information.

Generative AI was new and evolving. We actually pushed out our release date to ensure new features that our AI team were rolling out were included in our Beta launch. Those included hybrid search, which helped with keyword searches, and additional guardrails that checked answers were from cited sources and not just the AI's general knowledge.

UX/UI work was interesting as it was different from other generative AI projects I worked on for the company. I researched MS Copilot, Google Bard and ChatGPT to understand what they were doing similarly and where they differed. Understanding how users were already used to

using this technology helped to inform my designs and the business' expectations.

Requirements included:

- Adhere to established brand standards
- Design a widget that featured prominently on the landing page
- Ensure the response page allowed users to continue to ask questions and have a scrollable record of what was already asked
- Ensure users could easily access FAQ prompts so they could ask a question with just a click of a button.
  - This also served as a visual representation for how questions should be worded.
- Develop a way to provide additional information for select products and services that users could explore should they want additional information outside of the answer to their question.

The screenshot shows the XPE Wizard BETA interface. At the top, there's a purple header bar with the XPE logo and the text "XPE Wizard BETA". Below the header, a search bar asks "What discounts are available for Storm-Ready WiFi?". A note below the search bar says: "For your privacy, please avoid sharing person information through the Wizard. For best results, please ask full questions focused on XPE and Xfinity products. If you get stuck or need additional assistance, you can always submit a ticket through XPE [here](#)".

The main content area has a blue header "You" and a sub-header "What discounts are available for Storm-Ready WiFi?". Below this, there's a section titled "XPE Wizard" containing a detailed answer about Xfinity Promoter Experience (XPE) discounts. It mentions a 20% discount on Storm-Ready WiFi equipment and additional discounts for Xfinity Voice service. There are "Cited Source" and "Did this answer your question? Yes/No" buttons.

Below this, there's a section titled "Discover More" with a link to "Storm Ready Wi-Fi". Under "Product Stories", there's a video thumbnail for "Xfinity Storm-Ready WiFi" and links to "Storm-Ready WiFi XChange Mission", "Storm-Ready One Sheet", and "Schedule a Storm-Ready Demonstration".

At the bottom of the page, there's a purple footer bar with links: "More Information & FAQs", "XPE Policy", "Give Product Feedback", "Product Experience", "Sign-up for PX Newsletter", and "Employee Product Trials". The footer also includes the Comcast logo and links to "Privacy Policy", "Do Not Sell My Personal Information", and "Web Terms of Service".

Through planning, communication and incredible teamwork we were able to release a product we were all immensely proud of in just 5 months. That product also produced results in the form of ticket submission reduction by 30% in the first month after our Beta launch.