

6 BENEFITS OF THE COGNITIVE ENTERPRISE WITH BMC HELIX



It's no secret that enterprise technology is rapidly evolving. Though the pace of change may not match that of consumer-facing goods and services, the fact is that [digital transformation](#) is disrupting the way that organizations achieve key business goals every day. Customers are expecting more speed, more convenience, and more personalization, especially when it comes to submitting service requests, and traditional IT service management (ITSM) is unable to keep up. It's time for the next step in ITSM.

Cognitive service management, or CSM, is the solution to this digital disruption. Cognitive technologies such as AI, machine learning, robotic process automation, virtual agents, and chatbots are simultaneously raising customer expectations and businesses' ability to deliver. Organizations that resist the call of cognitive tech risk falling behind the competition and missing out on their true service management potential. Fortunately, [BMC Helix](#) makes the transition to CSM a smooth one.

Below, we'll take a look at six key ways that cognitive service management with BMC Helix is directly benefiting organizations around the globe. First, we'll dive into what is driving digital transformation, and why traditional ITSM is not enough.

Rising Customer Expectations

Personalized customer experiences have become the new norm, to the point where consumers may not even be aware whether their experience is personalized. All they know is that a business interaction is either relevant or it's not. Targeted content has applications across not only marketing and sales, but service management as well. Empowered with customer data, service agents — either virtual or human — can supply the right solutions at the right time.

In the past, service agents relied on manual processes such as notetaking and bucket systems to meet the unique needs of customers. Today, AI-driven self-service platforms and chatbots enable

customers to resolve their specific issues without having to wait for an agent. In addition, agents are supplied with concise information about tickets, so they can more effectively meet the rising expectations of customers.

Evolving Agent Protocol

Cognitive technology is providing service agents with the tools to deflect Tier 1 tickets and focus on addressing more demanding customer needs. Chatbots can get ticket information, provide helpful resources, and route the customer to the appropriate agent, all without leaving the conversation. Across devices, agents can access the information they need and remediate in more efficient ways. These are just a few examples of BMC Helix's cognitive capabilities in action.

Tangible and Intangible Benefits

Deploying cognitive technology doesn't just result in improved agent and customer experiences — there is a tangible, enterprise-wide return on investment. As we'll see in the infographic below, organizations that deploy BMC Helix can find a 354% ROI over three years, according to Forrester Consulting. To find out what your enterprise's ROI could be, use the [Total Economic Impact Estimator for BMC Helix](#).

The intangible benefits of BMC Helix are far reaching, but can be boiled down to two points: happier agents and happier customers. Many of the elements which contribute to tangible savings — such as agentless ticket resolution — also result in an improved experience for both customers and agents. When agents save time through automation, customers are served faster and your business saves money.

Ready to discover more of the benefits driving the cognitive enterprise with BMC Helix ? Check out the infographic below:

THE TOTAL ECONOMIC IMPACT™ OF BMC HELIX



354% ROI

A January 2019 commissioned study conducted by Forrester Consulting found that organizations that deploy the BMC Helix ITSM can realize many powerful benefits, resulting in a 354% ROI over three years and initial investment payback in under six months.

“ If you can dream it, you can build it on [BMC Helix ITSM]. When you buy their product, there is so much more in that box than what you think. ”



- Systems administrator, education

TICKET DEFLECTION

The study results showed organizations are able to deflect up to 25% of tickets through self-service and another 10% with a chatbot, allowing customers to solve issues without waiting for an agent and lowering ticket volume to the service desk.



AGENTLESS TICKET RESOLUTION

Through cognitive automation and multi-cloud service management, up to 18% of Tier 1 tickets are resolved without agent involvement, which gives end-users the services they need quickly and easily so they have everything they need that their work demands.



AGENT PRODUCTIVITY

Improving service desk efficiency helps to streamline agent productivity, reducing labor per ticket by 15 to 20% and producing faster resolutions as well as freeing up agent's time to work on other critical work.



“ We've piloted automating the provisioning of specific end-user devices to our wireless network. Three-to-five day delays were changed to just-in-time provisioning. ”



-The associate director of IT service delivery

END-USER PRODUCTIVITY

The easy-to-use, centralized, catalog service request portal and virtual chatbot interactions improve the experience for end users, saving them 15 minutes per ticket (vs. the time used to interact with older, outdated systems). This helps agents too because each ticket now comes with valuable, concise and comprehensive information to help remediate faster and more accurately.



“ It's easier for our users to request something from us. Before using [BMC Helix Digital Workplace], there were several users who would try to phone in to IT and try to solve incidents with our agents. Now it is easier for them to use the application and much easier to reduce the total request time. ”



-The director of service management for an insurance company

QUALIFIED BENEFITS

In addition to the cost-saving benefits of BMC Helix, organizations also report improved end-user experience, more efficient scalability, faster ticket resolution, and more.



FLEXIBILITY

The choice of deployment and ability to easily implement future functionality along with the multi-cloud and enterprise service management capabilities of BMC Helix allow organizations to extend, enhance, customize and scale for current and future needs.



Implement future functionality with ease. BMC's regular updates require minimal-to-no labor to deploy, ensuring today's buyers get tomorrow's features and remain competitive.

“ We are very excited with the new functionalities [BMC Helix] provides with each upgrade; we look forward to these updates to each new part of [BMC Helix] because it helps us transform our business and continually improve. ”



-The professional services VP of IT

The benefits of BMC Helix are highly impactful to the Enterprise.
To try a personalized demo of BMC Helix, visit bmc.com/it-solutions/helix