kyndryl

Proactive, predictive and seamless digital workplace services

Management and support services to drive a consumer-like user experience

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We have grown accustomed to receiving exceptional customer experiences as consumers, and we now expect that same personalized, seamless user experience at work. The Kyndryl™ approach to managing and supporting the end user environment is driven by a set of objectives focused on providing that consumer-like experience to enterprise end users. By focusing on end user experience, other strategic business objectives will be met including increased productivity, higher ROI, and improved business outcomes.

To achieve these goals for our customers, Kyndryl uses an approach to services based on three guiding principles: being proactive, being predictive and delivering a seamless digital workplace experience. Enterprises often focus on improving manual services for end-user support, but our approach starts by eliminating issues altogether through end-to-end management and self-heal support.

End-to-end management
Many items that drive service support contacts can be mitigated through leading management practices. This includes more automation within the deployment practices, from device provisioning to setup and then to steady state management. Issues are moved out of reactive channels into proactive channels to eliminate challenges through sound and mature app packaging, platform management, and device management.

Self-heal support
Leveraging a Digital experience management (DEM)-driven support framework, which contains both sensors and trending data, we are able to sense common issues on the workstation. This helps push proactive remediation that can run without end-user interruption. These sensors are able to highlight end user behavior and application performance so that management designs can benefit the entire end user population by identifying outliers and experience improvements.

A proactive approach

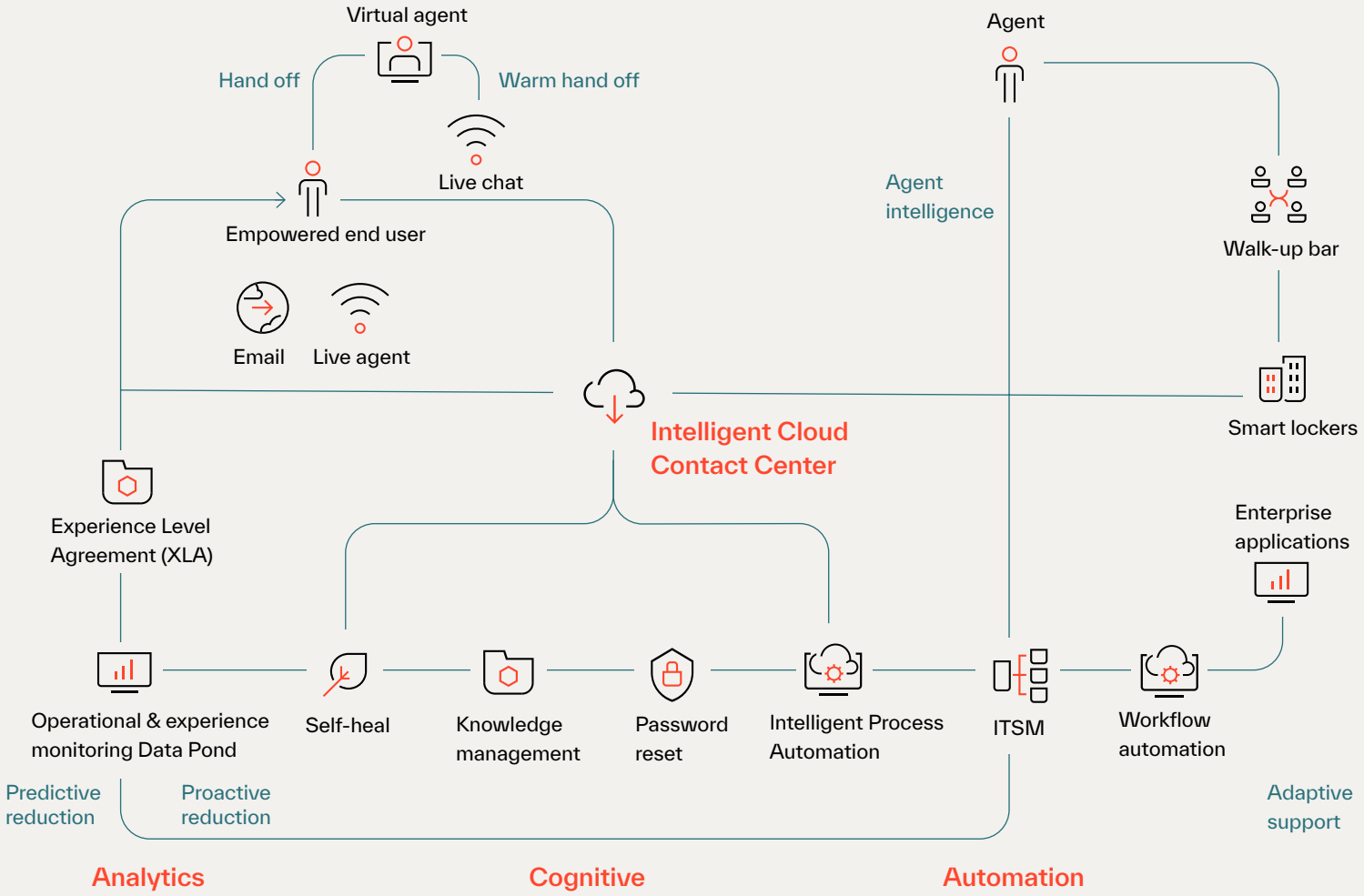


Figure 1. A proactive approach

Proactive approaches of using end-to-end management and self-heal are amplified by Kyndryl's approach to service delivery and the long-term success of our customer's environments. We focus on ensuring assets and investments made in the environment are capable of improving the overall end user experience, regardless of how it is delivered or who is delivering it.

Two specific examples of how we accomplish this are through measuring end user experience and how assets are handled long term. End user experience is measured with traditional SLAs, but also with experience level agreements (XLAs) which provide a more holistic view of what might be impacting the end-user experience. And experience performance indicators (XPI) can capture a wide variety of telemetry data to pinpoint service breakdowns. This means that regardless of who's delivering a service, the totality of the service's building blocks can be measured and understood to determine ways to improve them.

Five user journey categories

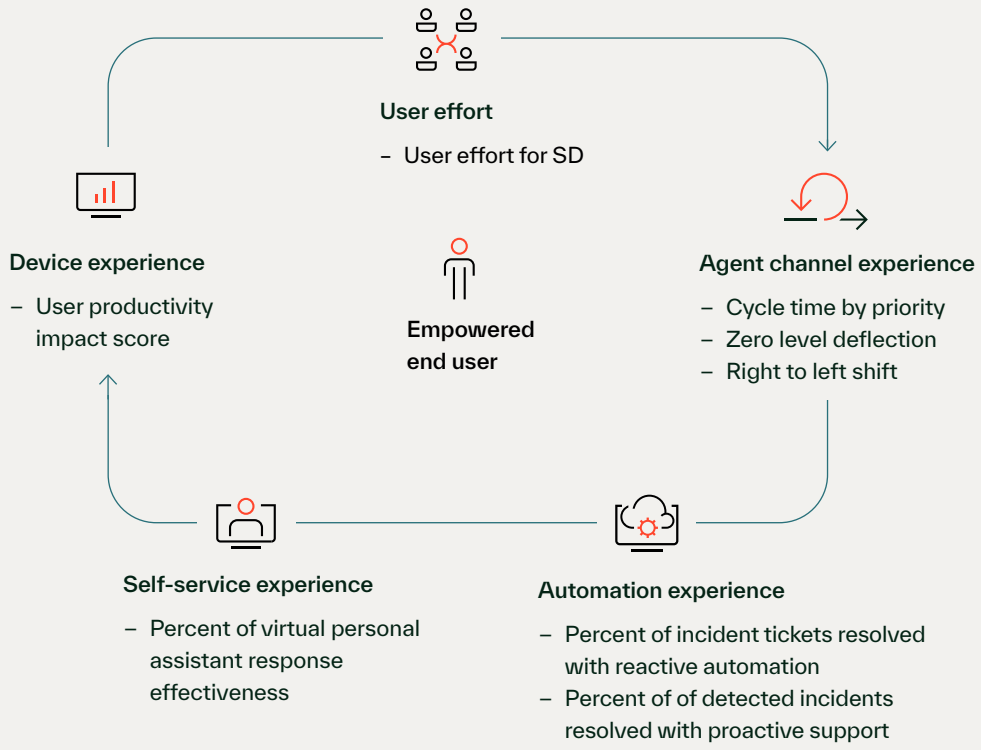


Figure 2. Five user journey categories

Kyndryl provides value through continuous innovation and world-class delivery and is committed to the long-term success of our customers. Our digital workplace services are designed to be delivered in partnership with our customers, to the degree that they wish to maintain autonomy.

- When assets such as self-heal scripts are deployed, ownership of these can be maintained long term.
- Any scripts that are generic or customer specific, and created by Kyndryl with the customer, can become the property of the customer.

The same is true with knowledge and any artificial intelligence datasets created with Kyndryl and our customers.

- For any content that Kyndryl brings that is commercial off-the-shelf and generic, customers will have an opportunity to license that content directly.
- For any content that is created for the customer but is not customer specific, both Kyndryl and the customer will receive a copy.
- For any content that is created with the customer that is customer specific, the customer will retain all intellectual property (IP).

A predictive approach

While proactive management is the ultimate goal, not every issue can be eliminated, which requires a predictive step. “Predictive” indicates that issues are able to be trended through insights and systematically eliminated. It also means that when an end user engages support, an agent already knows many of the details using intelligence dashboards (for example, who the end user is and what potential problems they are having) and can quickly identify what automation to trigger to ensure consistency and speed. These automations, including self-heal scripts and robot process automation (RPA), are used in self-help, the virtual agent, the phone system IVR, and manually by the agents.

Digital experience management

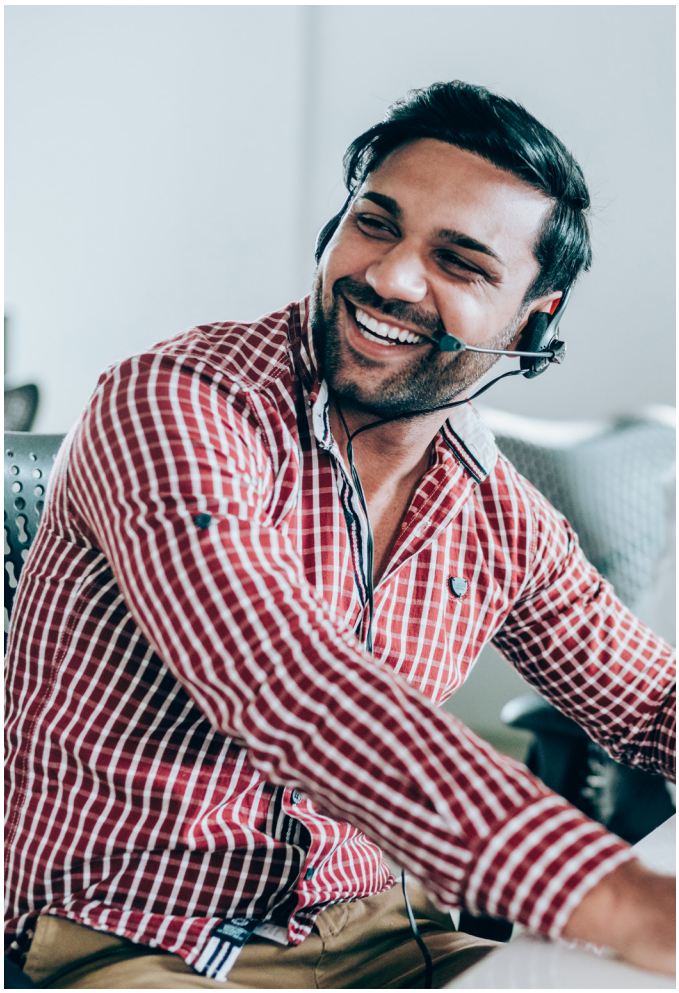
Digital Experience Management (DEM) is the foundation technology for both proactive and predictive capabilities. It enables the collection of user behavior and telemetry data along with the self-heal delivery technology. Optimizing devices based on user behavior helps identify issues that may never even make it into traditional support channels, for example:

- **Blue screens:** Using DEM, Kyndryl discovered that that 90,000 blue screens of death occurred within a single financial quarter at a large insurance company. This equated to 205 days of lost productivity, and none of the blue screens were ever reported to the service desk.
- **Network latency:** With SaaS applications, latency can come from many variables including network, the internet, app configs, VPNs, and more. Kyndryl used DEM to identify a mistake in routing tables at a large micro electronics company. The error caused latency in MS Teams through sensing that the same end user would have a worse experience on laptop versus cellphone.

DEM exposes these types of problems to further improve optimization beyond what is simply reported in incident tickets.

DEM takes "persona" management to the next level
DEM provides a level of data that has transformed persona management into an individualized process. Insight into end user-level information and behavior (for example, location, geography, and preferred apps, devices, and platforms) enables agents to provide a personalized support experience, powered by the use of automation.

Traditional service desk calls start with a very transactional set of dialog, handling end-user authentication, entitlement, device details and problem descriptions. With the Kyndryl platform, support calls immediately begin on a personal basis, providing the agent with an understanding of who the caller is and how they use their devices. Dynamically capable of pulling together relevant attributes through the integration of Kyndryl's DEM platform and our cloud contact center, agents are presented with customized guidance for each caller.



A seamless approach

Using a data-driven approach means that all our end user experience integrations and automations are prioritized by looking at data to determine what would yield the most positive impact. It informs how we integrate the automations into a "seamless" user experience. This determines what automation would have the best impact when implemented through different support mechanisms, including the voice IVR, the live agent, proactive fixes, self-heal and inside the virtual agent.

While our strategy centers on automation and ensuring it is tightly integrated into our channels intelligently, the overall strategy of an integrated platform is key to end-user adoption. Automation that is proactive doesn't have the same hurdle of adoption; however, automation that needs adoption from the end user means that it needs to be integrated at the point of pain.

Intention of Analytics, Cognitive and Automation

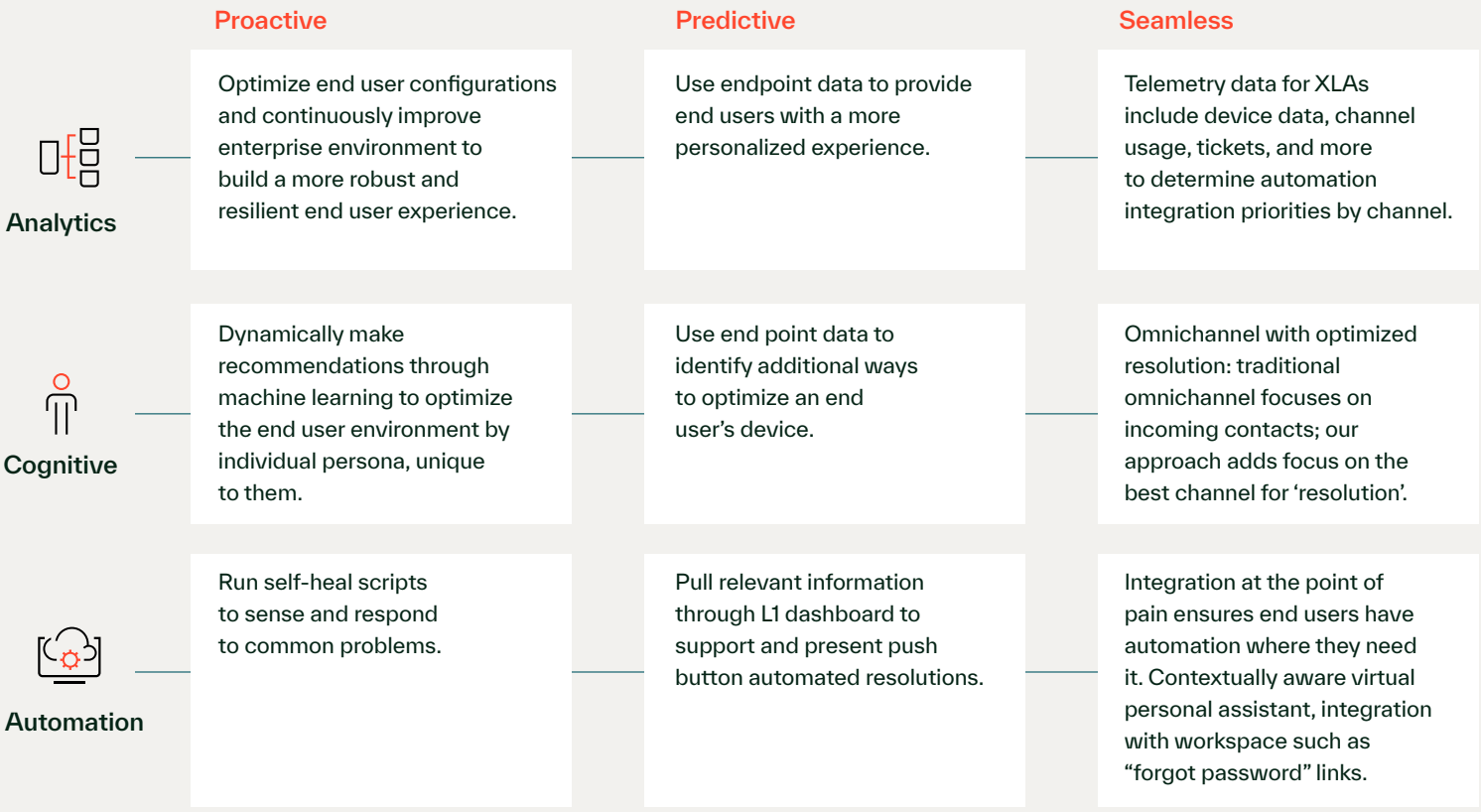


Figure 3. Intention of Analytics, Cognitive and Automation

Omnichannel support services
Our modern call center platform provides an omnichannel capability, allowing end users to start on one channel (for example, chat) and transfer to a live voice agent without losing the history and context. Omnichannel includes live chat, a virtual personal assistant, email, mobile, and voice. However, with our focus on automation, automation itself effectively becomes another channel.

DEM, self-heal, and our cloud call center platform together initiate the support process with predictive capabilities. This improves the overall user experience in a number of ways:

- Self-heal scripts results are able to indicate the "next best action." This could be a task the end user needs to do, reaching out for support, or actions based on trends seen in the runtime reports. The reports tied to self-heal scripts can be used to find systemic trends so that strategic fixes can be applied.
- Self-heal scripts are also provided to agents, enabling them to execute scripts on support calls to drive efficiency and consistency. We see a rough average of a 30% reduction in average handle time (AHT), and up to a 90% AHT reduction for calls that typically require a remote take-over, such as a disk cleanup.
- DEM provides data to our L1 agents to better serve end users. Being immediately presented with device data when an end user calls into support gives agents visibility as to what was taking place on the device at the time an issue occurred. With additional automation to color code potential issues, agents quickly have the data at their fingertips to better serve callers.
- DEM augments a customer relationship management (CRM) system for end users, giving agents the ability to take advantage of their time with a caller to provide additional relevant feedback. This includes fixing other configuration items that might be creating a sub-optimal experience, or even recommending a new way for an end user to use their device.

Examples of Analytics, Cognitive and Automation

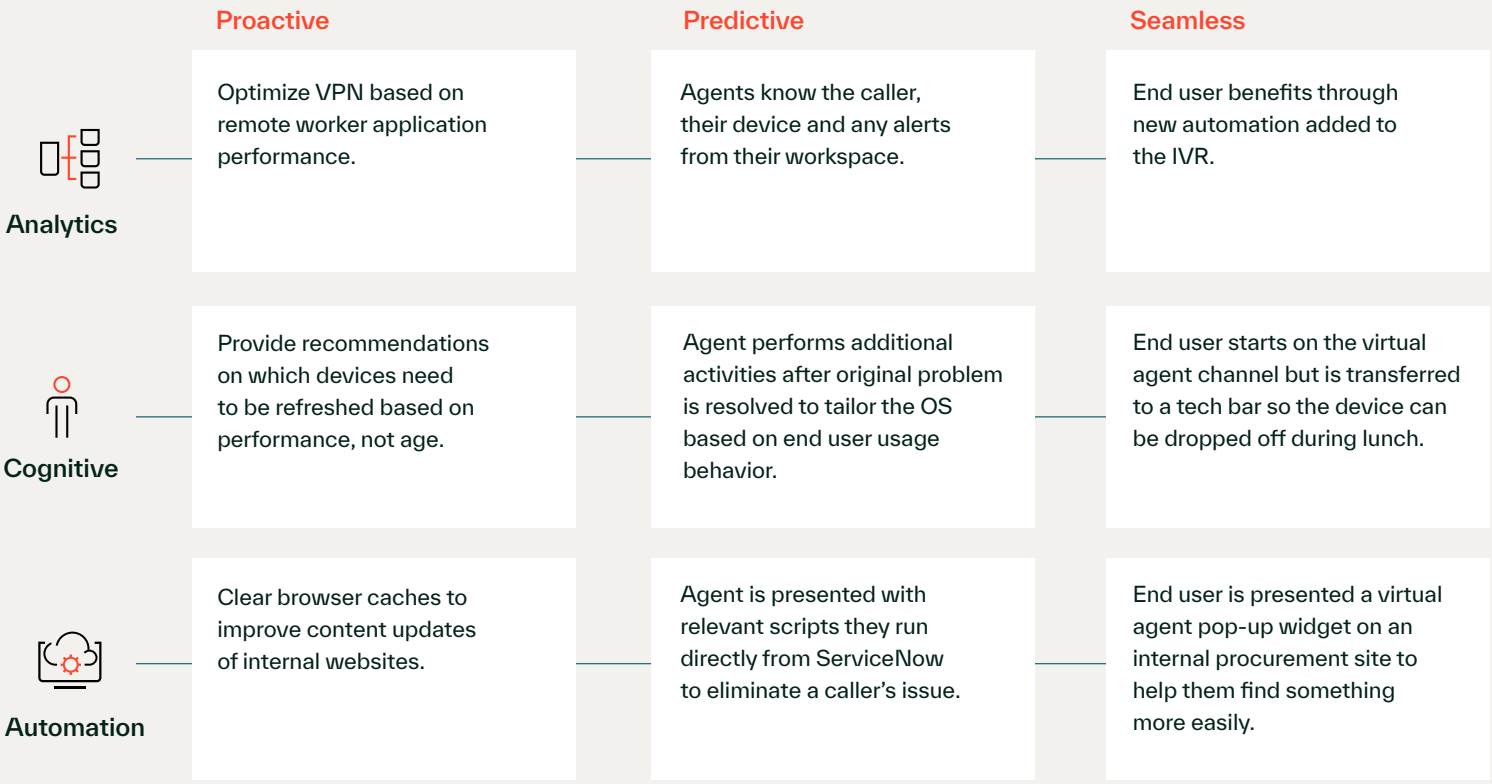


Figure 3. Examples of Analytics, Cognitive and Automation

These experiences are all made possible through the integration of automation in our IVR, which further expands on how we satisfy end users. Prior to reaching an agent, callers are informed of their place in a queue, average expected hold time, the ability to schedule an agent call back without losing their place in the queue, and customized IVR options for the individual caller. Our services provide IT with deep insights about each individual user, allowing them to provide immediate options back to callers.

Workflow orchestration

So much of end-user experience is impacted by other business processes outside of IT support. These business processes are typically hard to change, being in place for other business constraints or requiring a significant change to back-end systems to make improvements. Kyndryl has introduced a way to address key areas that may impact end-user experience through unrelated IT processes. Workflow orchestration allows multiple tasks to be strung together behind a user-friendly form to execute the business processes.

An example is the new employee onboarding process, which requires end users to submit their information into the identity and access management system, schedule a time to get a badge, submit a laptop request, and register for a desk assignment. Because many of these activities are unrelated due to the business units responsible for each task, the end user is forced to engage with numerous groups within the enterprise–HR, system administration teams, site and facilities, end-user support, and more. To streamline this process, our workflow automation simply uses a form—prepopulated with content and submitted against each team needed to perform the overall objective. This form is deployed via self-help, ServiceNow or our virtual agent to give end users one place to go for all these items.

Governance for continuous improvement

Using all of this automation and technology to improve the user experience requires a strong governance model. We focus on enabling continuous improvement in two key ways:

1. The entire approach is data driven. By integrating the data sources, we are able to spot trends and put in place new automation to resolve problems. This also means we can expire old automation that is no longer relevant—a characteristic associated with an optimized enterprise environment. Advances will naturally generate new challenges, but with our telemetry data, we can spot trends, quickly create a resolution, and move on to the next way to improve user experience.
2. We use a very structured governance model that ensures all stakeholders are represented on the right interval to catch changes in the environment and agree on focus priorities. This includes a look-forward as well, to proactively ensure support capabilities are available for new projects that may roll out in other parts of the business. Embedding knowledge engineers into customer teams to anticipate new project impacts to the end user helps keep teams in sync with the broader support view.

With a data-driven approach, our virtual personal assistant is able to use machine learning to improve its understanding of questions and identify new content that needs to be created. Our phone and DEM platforms each give insights into how things are performing in order to prioritize ways to improve their impact on the user experience through optimizing new automation and expiring old.

Empowering the modern worker

The advances in the consumer technology space have shifted what the enterprise experience should be. Support and management need to be tightly woven together to meet modern day hybrid workplace expectations for access to tools and information without boundaries. An automation platform built on device telemetry data, persona data and the integration of management tools is able to proactively eliminate issues, predictively optimize environments and provide a seamless way for users to get support. Kyndryl's approach to services gives users more control over their own experience while continuously optimizing the user workspace to be more productive.

For more information

Kyndryl has deep expertise in designing, running and managing the most modern, efficient and reliable technology infrastructure that the world depends on every day. We are deeply committed to advancing the critical infrastructure that powers human progress. We're building on our foundation of excellence by creating systems in new ways: bringing in the right partners, investing in our business, and working side-by-side with our customers to unlock potential.

To learn more about how Kyndryl Digital Workplace services can help you create a seamless digital workplace to help improve employee experiences and productivity, contact your Kyndryl representative or visit us at www.kyndryl.com