

Meet Watson at Danske Bank's Service Desk Artificial Intelligence at work!

SDI19 The Conference for Service Desk Leaders

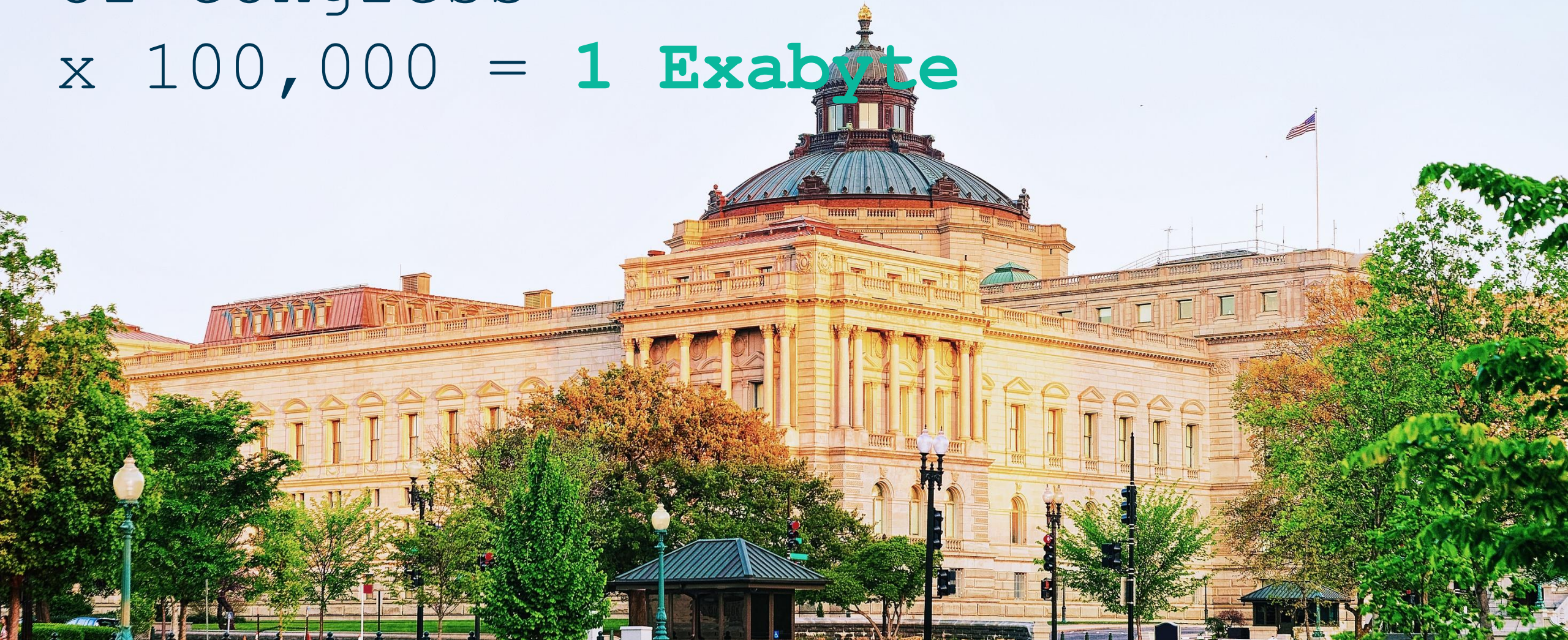
Erika Dapkiene, Head of IT Service Desk

March 2019

Exabyte

1 EB = 1000^6 bytes = 10^{18} bytes
= 1000 petabytes = 1million terabytes
= 1billion gigabytes

All text content in the library
of congress
 $\times 100,000 = 1 \text{ Exabyte}$



Internet traffic
last year was
1810 Exabytes



A grand library with bookshelves, a table, and chairs. The room is filled with books, and the lighting is warm and inviting. The bookshelves are filled with books, and the table is set with a lamp and a small table. The chairs are ornate and upholstered. The room is a classic library setting.

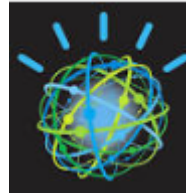
Today's conventional
computing technology is
compared to reading every book in
a library, **one by one**

Quantum computing
technology is compared to
reading every book in a library,
all at once

Robotics



Virtual Assistance



Self driving and parking vehicles



Market data and research



Restaurants and food services



Social media



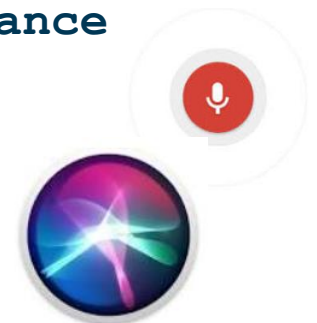
Lawyers research



Vehicle Recognition
Identificatio:

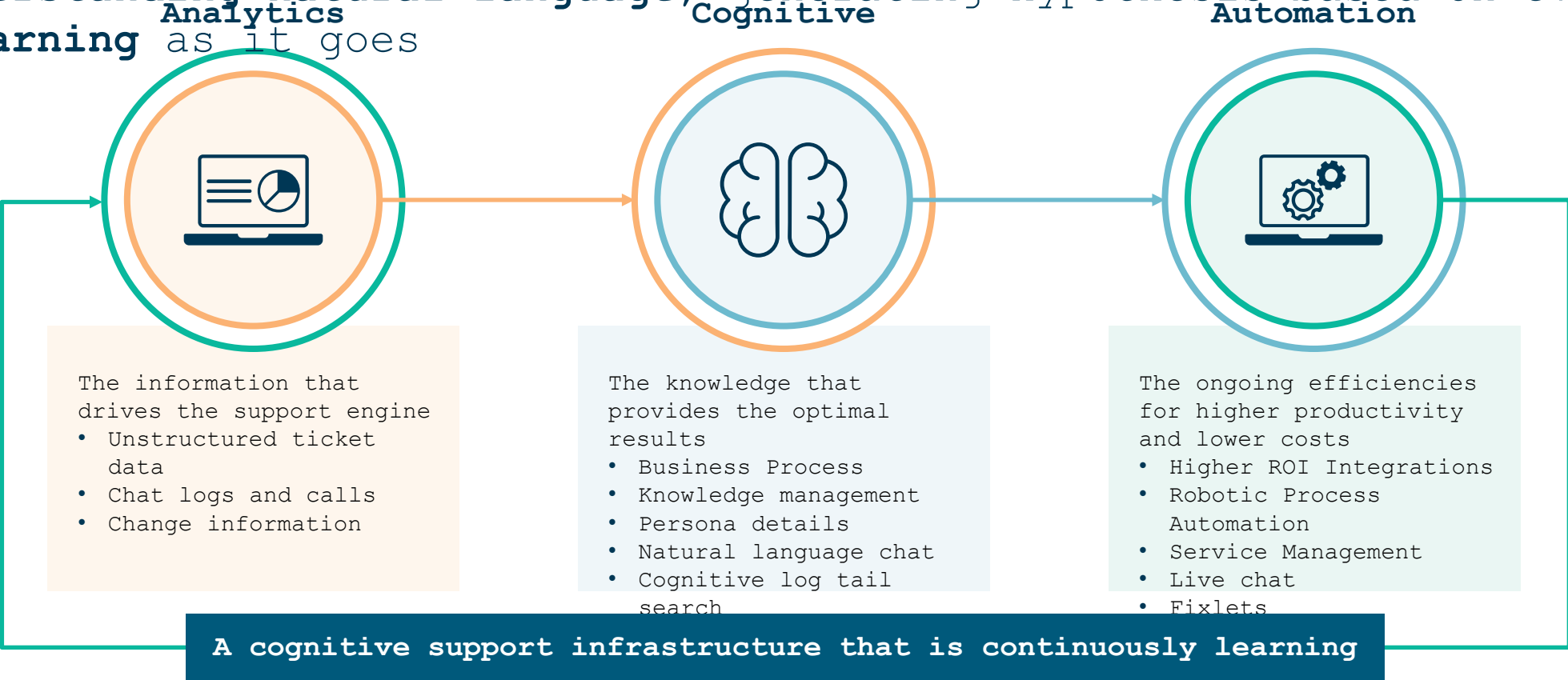


Digital assistance





Watson is a **cognitive technology** that processes information more like a human than a computer – by **understanding natural language**, generating hypothesis based on evidence and **learning** as it goes



Why Cognitive Technology?



Demand

With the technologies evolving at an extensive pace, users and customer increasingly are after instantaneous responses, one-click fixes and anytime-anywhere availability



Resources

It is challenging to provide sustainable and highest quality customer service through all desired omni-channels consistently



Quality

High customer satisfaction is one of the top priorities across different support functions -
best customer experience wins the market

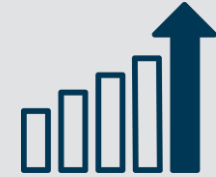
Guiding Principles



Pick a partner,
not just a vendor



Improving user experience
is critical



Start small,
scale it up



Adoption driven through
value add

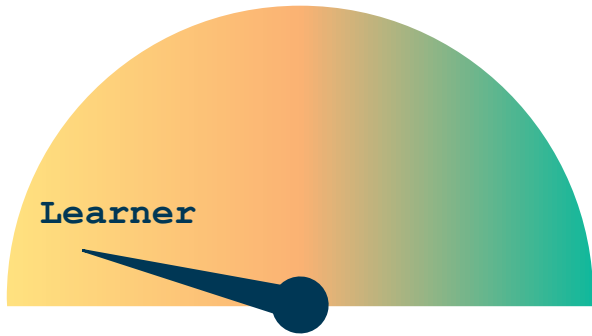


Components combine to
a strong solution



Solution is visionary and
has broader relevance

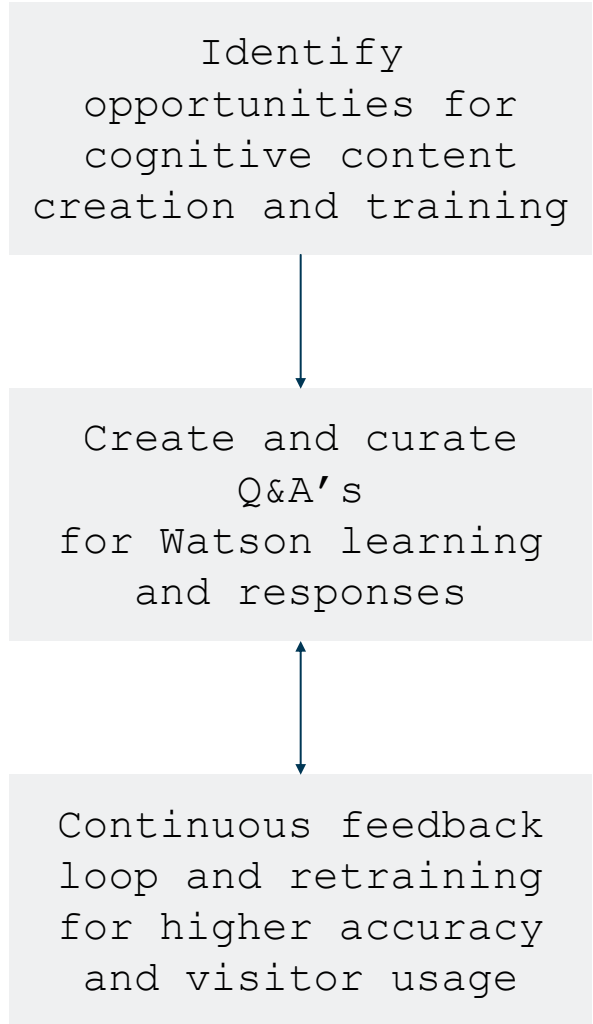
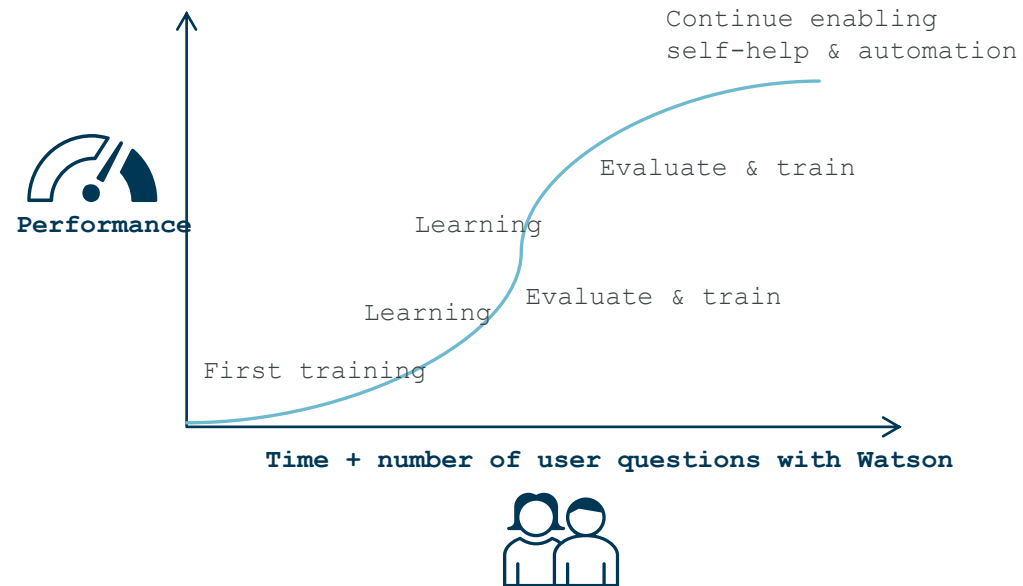
Watson development journey in Service Desk



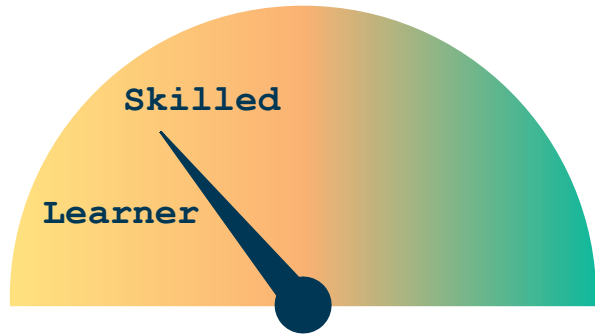
Phase 1

Focus

- Improved search based on cognitive Q&A method
- Fast and easy ticket creation and automatic follow up



Watson development journey in Service Desk



Phase 1

Focus

- Improved search based on cognitive Q&A method
- Fast and easy ticket creation and automatic follow up

Phase 2

Focus

- Seamless access to self help through existing engagement channels
- Full multi language support

Watson development journey in Service Desk



Phase 1

Focus

- Improved search based on cognitive Q&A method
- Fast and easy ticket creation and automatic follow up

Phase 2

Focus

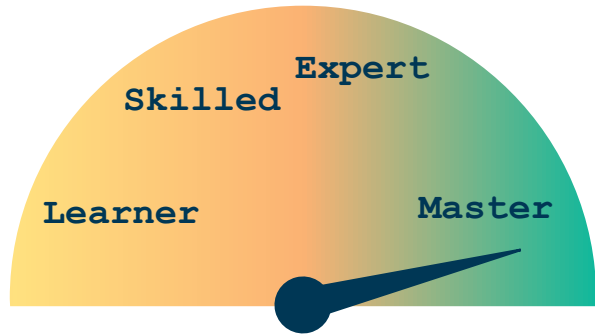
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Phase 3

Focus

- Persona capabilities added
- Mobile based support
- More topics resolved using automation

Watson development journey in Service Desk



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Focus

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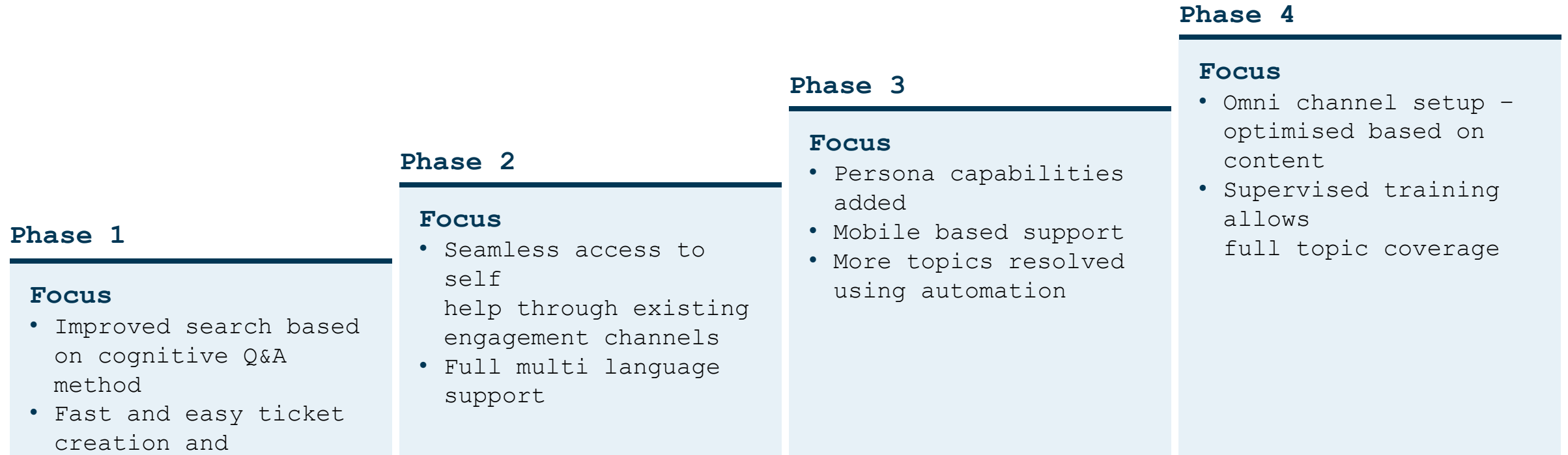
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Phase 4

Focus

- Omni channel setup - optimised based on content
- Supervised training allows full topic coverage

Watson development journey in Service Desk



Robust knowledge database, Data quality and analytics

Get to mature set up

Sustain quality

Improve quality

Improve efficiency

Improve experience

Lessons learned

Strong operational foundation will help to drive adoption through focus on value add

The user experience is critical and has to be considered throughout development

The cooperation between you and your partner will support joint success

Investment in building knowledge should not be underestimated

Implementing cognitive solution is a journey and not just a technical solution



Thank you