



“My team focuses on getting ahead of systemic challenges that our company faces. Automated systems are key to solving problems for our fellow coworkers.”

— **Jillian Middleton**, Corporate
IT Architecture & Engineering
Team Lead, Medallia

Medallia Finds Success and Satisfaction with Moveworks on Slack

Medallia [→ Case Study](#)

In the Business of Improving Customer Experience

Medallia is an experience management cloud technology for customer and employee feedback. An example is capturing feedback from customers along their journey with a brand, and offering actionable insights for how to improve their experience.

Medallia helps companies capture customer feedback everywhere the customer is, understand it in real-time, and deliver insights and action. Founded in 2001, Medallia has more than 1,000 employees worldwide and is headquartered in San Francisco, California.

As an organization focused on measuring customer satisfaction, Medallia's leadership also strives for a high level of satisfaction among its own employees. The Medallia IT team is on the front line of delivering an engaging, low-friction employee experience.

CIO Ashwin Ballal sees machine learning as a key enabler for delivering this experience. "Innovation is at the core of my job as a CIO. I'm constantly looking for new opportunities to use machine learning to automate more of the work we do. With the Moveworks roll-out, we've entered a new era. For the first time, we're at a point where we can apply machine learning that's good enough to resolve entire categories of work and - at the same time - improve the quality of employees' interactions with IT," says Ballal. Employees and the IT team are spending less time on issues. Productivity and satisfaction are up in a measurable way.

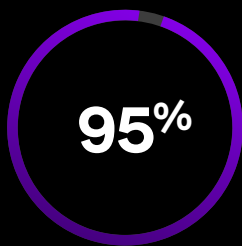
A Company Always on the Go and Always Needing Good IT

Jillian Middleton is the Corporate IT Architecture and Engineering Manager at Medallia. One of her responsibilities is ensuring internal employees have the technical support they need to do their jobs effectively to deliver the best service possible for clients. As a customer experience company, the experience Medallia offers its own customers must be excellent. How IT empowers its employees is critical to that success.

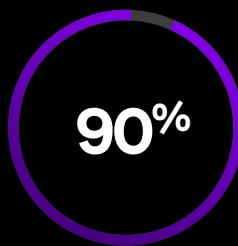
With a global employee base serving customers around the world, Medallia requires continuous IT support. But staffing an IT service desk for 24/7 support is a challenge for a company of Medallia's size; Middleton said there are about 36 hours per week when no one is available. "It's not feasible to have human staffing around the clock with an IT department the size of ours," she said.

"We needed a more efficient way to resolve these common tasks and to answer questions for employees so that we could free up our IT staff to work on more challenging problems."

Employee Satisfaction



Of employees helped in some way by Moveworks



Said positively impacted relationship with IT



Overall satisfaction of Jarvis agent

Machine Learning: The Answer to Medallia's Challenges

Providing rapid and substantial tech support to Medallia employees, wherever and whenever they need it, through easy-to-access channels, was a key goal for Middleton and her team. This extended to onboarding. New employees had plenty of questions, concerns, and level-zero tasks that were taking time to address and pulling IT specialists away from other core tasks.

"We were answering the same questions week after week," she said. "How do you connect to the WiFi? Where are the printers? How do I get a piece of software? How do I get access to something?"

Medallia investigated machine learning as a way to automate the resolution of these challenges.

"We don't have people getting tired or forgetting the answer and accidentally giving the wrong information. If we are using a bot to answer questions, we're giving the correct information every single time."

The automated approach offered another benefit for a fast-growing company like Medallia: faster and greater IT support without new IT resources. With this in mind, Medallia sought a partner who had a deep expertise in enterprise IT.

"It's not exactly like talking to a human, but it's pretty darn close. We didn't do any training; people figured it out. You talk to the bot, and it gets right to work for you."

—Jillian Middleton,
Corporate IT Architecture
& Engineering Team Lead,
Medallia

Finding Moveworks

In 2017, Medallia launched its initiative to autonomously resolve IT issues to improve employee experience. That's where Moveworks came in.

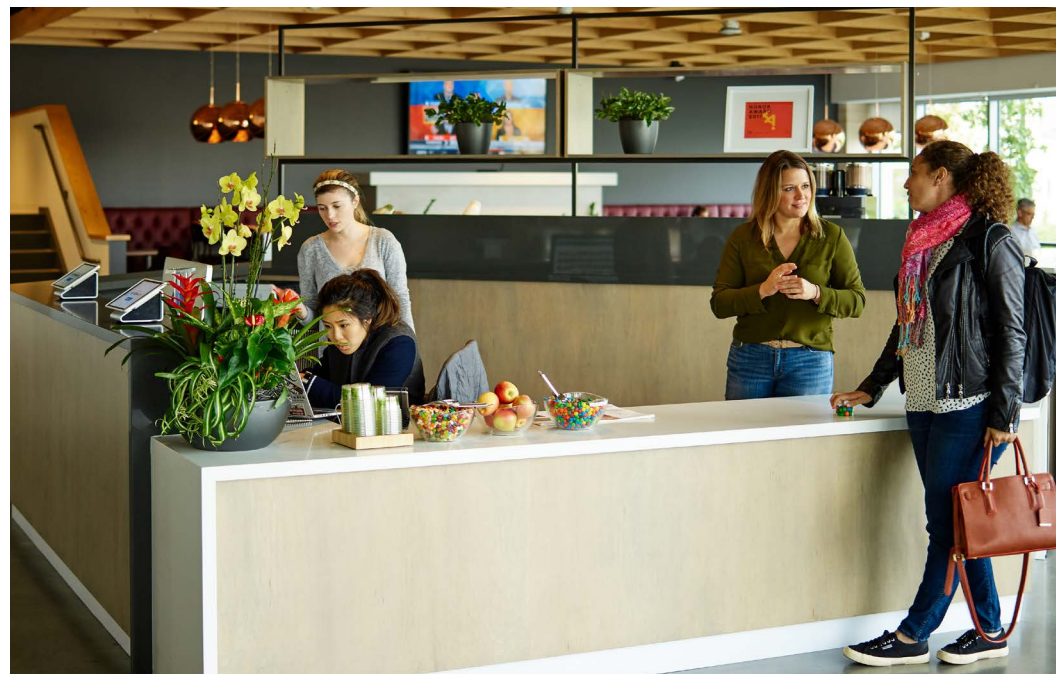
Given Medallia's focus on evaluating and refining the customer experience, its IT team carries out extensive user experience testing before it green-lights a new solution.

"When we're changing part of our support staff from human to robot, that's a really big change that can freak some people out," Middleton said. "We really appreciated that Moveworks was very willing to work at a pace that matched our needs."

A Seamless and Thorough Implementation

Implementation of Jarvis—the in-house name Medallia gave the Moveworks platform—was smooth. Medallia and Moveworks took additional steps together to validate every use case and ensure it would be embraced by employees.

To ensure that Jarvis would deliver consistent results to employees, Moveworks and Medallia devised a testing framework. This framework included ranges of expected results for various employee requests, meaning that newly built ML models are put into production only after they pass the tests.



“Before you introduce a bot into a business environment, you want a really high level of confidence that it can handle the breadth of users’ questions,” Middleton said. “Also, we had to make sure the bot wouldn’t autonomously resolve issues for which the IT team wanted to retain manual steps.”

Moveworks worked closely with Jillian’s team to determine which sorts of issues would remain the responsibility of human agents. For most types of issues, however, IT managers were eager to deploy automation that would give employees more efficient, more intuitive ways to get their problems resolved. Moveworks helped identify best practices that would allow faster resolution.

One area where this was especially applicable was in approvals for access to applications and distribution lists. In the past, Medallia had neither a standardized procedure for approvals, nor a centralized distribution list of owners. When working with an AI system, such processes must be codified, and Moveworks was instrumental in helping Medallia achieve that. Jarvis now autonomously resolves most requests for distribution list changes. For requests that still require an approval, Jarvis uses AI to collect the approval, eliminating the need for IT staff to get involved.

During the implementation process, Middleton and her team started a whisper campaign to build excitement around the introduction of Jarvis. Jarvis’s beta testers, after seeing first-hand what the technology could accomplish, shared their experiences, creating more excitement. The official introduction in April 2018 included an all-hands IT meeting (also attended by representatives from Moveworks) at which Jarvis was released to the entire company.

The Medallia-Moveworks partnership continued after the launch of the bot, with the teams collaborating on education and promotional activities to raise employee awareness of Jarvis and what it can do. Medallia often aligned the introduction of new bot features with the roll-out of new IT initiatives, so that promotional materials can drive more awareness.

Impressive Capabilities

Once implementation was complete, Medallia employees could interact with Jarvis, via Slack and on their smartphones, for a number of capabilities, including:

- Account unlock and password reset
- MFA token reset
- Asking IT questions
- Application access
- Onboarding new employees
- Submitting tickets
- Tracking IT requests

Following a successful launch, Moveworks and Medallia partnered closely to develop several new capabilities that subsequently became core parts of the Moveworks platform, including:

“The Medallia AI agent, powered by Moveworks, provides our employees a spectacular employee experience 24/7 and is our first form of global support for employees. Today, this AI is addressing a third of our service tickets with an average resolution time of less than five minutes and with an NPS equivalent to a human agent. This is the magic of AI from Moveworks.”

—Ashwin Ballal, Chief Information Officer,
Medallia



- 01 Form finding and filling - enables employees to find and complete self-service forms directly within the bot, without need to go to the portal
- 02 Google Groups management - the ability to create new groups or add/remove employees from groups
- 03 ServiceNow approvals - to leverage existing approval workflows in ServiceNow

These additional use cases helped propel Jarvis towards a 33% resolution rate - 1-in-3 IT tickets submitted by employees at Medallia are now resolved autonomously by the Moveworks AI platform.

Impressive, Measurable Results

Medallia monitors not only quantitative measures of effectiveness but also qualitative measures, like Jarvis' ability to provide an excellent experience to Medallia employees. To that end, Medallia's IT team developed *CIO Solution*, a way of using Medallia to evaluate the effectiveness of both human and AI-based IT workers like Jarvis.

Medallia CIO Solution allows the IT team to gather employee feedback in moments that matter. This feedback has not only helped Medallia tune their implementation of Moveworks but has also led to broader IT process improvements. The tool uses AI-enabled features like text analytics, and sentiment analysis of employees' interactions with the bot. This analysis has highlighted areas where new features can be developed within the Moveworks platform, and it has helped the team identify processes that can be further streamlined and automated.

CIO Solution now surveys Medallia employees regularly in order to understand their experiences interacting with the Moveworks platform. Based on both quantitative and qualitative feedback, Jarvis is a big hit. Almost 80% of Medallia's employees have directly interacted with Jarvis, and up to 95% have reaped the benefits through autonomously resolved or accelerated IT tickets.

In the latest survey, overall satisfaction with Jarvis was rated at 9 out of a possible 10, ranking Jarvis as one of the highest performing agents on the IT team. Ninety percent of surveyed employees report that Jarvis has positively impacted their relationship with IT. Within a few weeks of deploying Moveworks, Medallia's IT personnel saw a 34% drop in average ticket resolution time.

Resolution Efficiency

33%

IT tickets
resolved autonomously

34%

Decrease in average
resolution time

Moveworks has positively changed the way our IT agents view the work they do at this company. That is a standout to me.”

— Jillian Middleton, Corporate IT
Architecture & Engineering, Medallia

The Future, Already in Progress

Medallia's adoption of the Moveworks platform has yielded incredible benefits, and now the IT team plans to build upon Jarvis' achievements. Medallia is planning to incorporate more third-party software knowledge bases into the platform so that the bot can answer even more user questions.

Beyond the IT team, other departments are creating FAQ banks that employees can access via Jarvis. Human resources is using Jarvis to help with onboarding, while procurement and engineering managers are using the platform to streamline their operations. In this way, Medallia has discovered the power and versatility of Moveworks' technology.

An Experience for Success

Moveworks has not only made life easier for Medallia's general workforce, but has also improved the IT team's outlook.

"With any support organization, especially IT, where you're answering the same questions over and over, you worry about burnout and employee turnover," Middleton said. There's a lot of tribal knowledge with IT employees, so when you lose somebody, it's really painful to replace them—there is some stuff you lose and you never get back.

Ultimately, IT's satisfaction with Jarvis is part of a greater success story. Medallia, so committed to customer satisfaction, required the same level of commitment in empowering their own employees to do their best work. In Moveworks, the company has found a partner committed to exactly that goal.

"Our company helps our customers—and their customers—be better," Middleton said. "Implementing Moveworks was our way to make IT better for everyone we work with and work for."

"We're pioneering a new model for employee experience, powered by AI. Most enterprises are still thinking about AI as a solution for simple question-answering or category prediction, but we're using it for managing permissions and entitlements, provisioning applications, and employee enablement. Our partnership with Moveworks has enabled us to deliver a level of automation that many people don't realize is possible."

—Ashwin Ballal, Chief Information Officer, Medallia



Request a demo

www.moveworks.com/request-demo

