

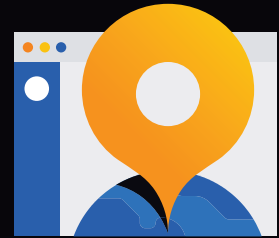


# Providing a seamless remote employee experience

Navigate the challenges of remote work with the help of Jira Service Management conversational ticketing

# The shift to a remote workforce

It's hard to believe we're already over two years into the global pandemic that completely transformed the modern workplace. In the midst of a widespread shift to remote work – and the various challenges that came with it – many digital-first enterprises experienced rapid growth and hiring around the globe.



These changes are not a passing fad. Distributed, global workforces are here to stay and as a result, technology has taken center stage in enabling teams to support employees from afar.

## HR & operational challenges

This hybrid-remote workplace shift has put employee and IT support teams at the heart of successful organizations. The growing challenges of technology, engagement, and collaboration rest heavily on their shoulders as they adjust to new ways of working.

Back when employees worked from a central office, important HR activities such as onboarding, orientation, and offboarding took place in person. If a new employee had an IT issue when setting up their laptop, they walked over to the IT service desk for in-person help. If they had questions about their benefits package, they had a quick face-to-face meeting with the HR team. Now these interactions happen across digital channels, requiring entirely new processes.

“Working remotely definitely put a big burden on our IT team, especially our help desk. However, the burden was not just on the IT team; it was also on our people systems team and our financial systems team.

IT LEADER FROM MAJOR ON-DEMAND FITNESS PLATFORM

PREVIOUSLY: IN PERSON	NOW: WORK REMOTELY
Most/all employees onsite at a central office	Many employees working remotely
Employees walked over to help desk for in-person assistance	Employees now contact help desks via phone and electronically through email, text, Slack, and various portals or ticketing systems
Employees expected fast assistance and quick resolution of problems	Employees still expect fast assistance and quick resolution of problems

# Increasing help desk complexity

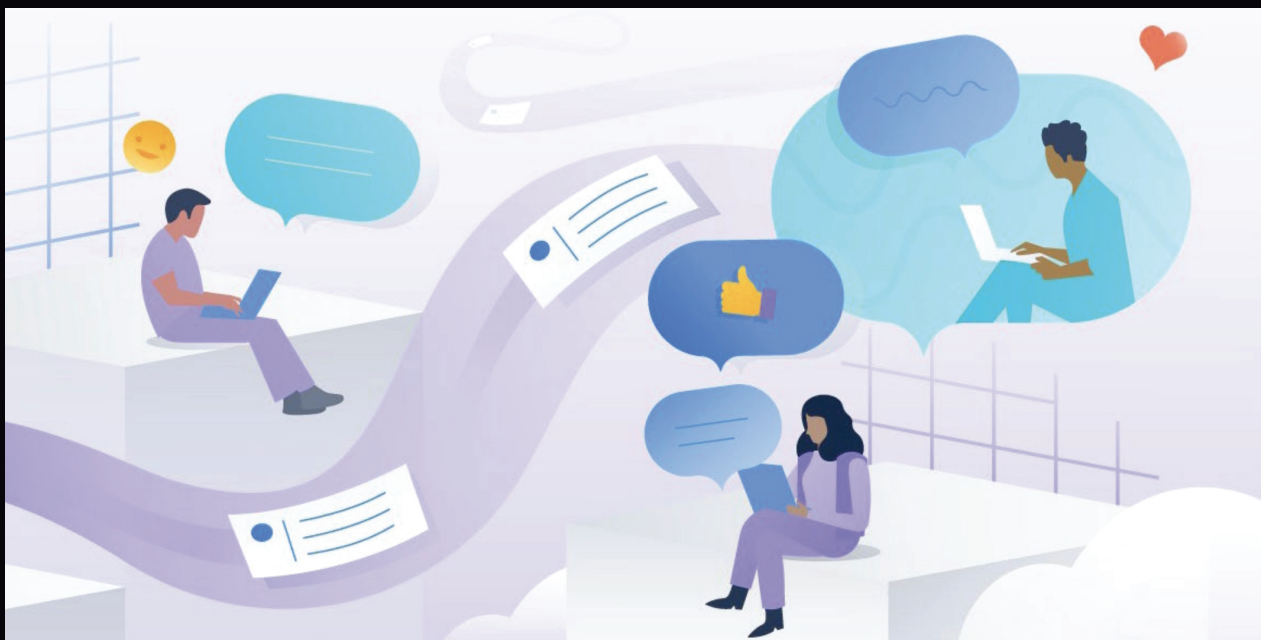
Many teams have tried to establish a virtual help desk to handle these requests but they're often a siloed, confusing, and burdensome experience for both employees and agents. An IT leader at one major global enterprise described having six different portals at his company for IT, business systems, financial systems, and people systems. Each portal had separate sign-ons, separate forms, and could have up to 10 different screens. For remote employees, navigating this system was inefficient and time-consuming.

With traditional, standalone solutions for service desk setups, help-seekers need to know exactly where to look and in which portal to ask their questions. Employees regularly turn to Slack or Microsoft Teams to get help, bombarding IT and People Ops teams with requests scattered across DMs and various channels, without an efficient way to track and manage them. Meanwhile, employees are used to other digital services and experiences, expecting fast assistance and resolution.

That's where conversational ticketing comes in.

## Typical help desk environment

- Multiple help desk portals with multiple sign-ons employees must remember
- Multiple lengthy forms to complete, with different forms for each service type
- Highly siloed; seemingly every part of the organization has a different intake process



# An effective solution for remote workers: Conversational ticketing with Jira Service Management

## What is conversational ticketing?

Conversational ticketing is support that happens in real-time between a support professional and a user on a chat platform such like Slack or Teams. It's fast, human, and easy—and it makes getting support feel less like a hassle. It's also sometimes known as conversational support, conversational service, or Slack ticketing.


## Meet your team where they already work – not the other way around

Enterprises are turning to Jira Service Management's conversational ticketing capabilities to streamline their service desks across virtual communication channels and improve the employee experience. Available in all paid Jira Service Management Cloud plans, the conversational ticketing chat feature includes the ability to:

- ✓ Capture Jira Service Management requests directly in Slack and Microsoft Teams
- ✓ Bi-directionally send and receive internal comments and public replies between Slack or Teams messages and Jira Service Management
- ✓ Edit ticket fields and transition tickets from your conversations

## Benefits of conversational ticketing in Jira Service Management

- **Simplicity:** Simpler and easier for employees to access help due to single sign-on and no context switching; mobile device access further improves ease of use.
- **Speed:** Much faster resolution of tickets—from days to hours.
- **Productivity:** Faster resolution of tickets leads to increased employee productivity.
- **Satisfaction:** Faster resolution of tickets leads to increased employee productivity.
- **Volume:** Fewer follow-up tickets, meaning fewer overall tickets.

 *The more empowered and the better the experience we provide to our employees, that's going to help them from a productivity standpoint.*

IT LEADER FROM MAJOR ON-DEMAND FITNESS PLATFORM

## Case study

During the pandemic, this large high-tech enterprise company rapidly shifted its workforce from in-office to remote work and increased hiring to meet demand for the company's products. The company had significant needs for onboarding and other HR-related activities.



While the company used Slack widely, its IT and help desk activities were not linked with Slack, making it hard to create tickets or resolve requests quickly within the chat tool. By integrating Jira Service Management with Slack, the organization dramatically simplified and improved its help desk support for remote employees, automated workflows, and resolved requests faster.

“ It [integration of conversational ticketing with Slack] was a perfect solution for our business case.

PREVIOUSLY: IN PERSON	NOW: WORK REMOTELY
6 different support portals	1 help desk portal, through Slack
Multiple sign-ins required	1 sign-in, through Slack
Each portal had different forms	No forms; just go to Slack and ask a question
Each issue had a different process	Same process for all help desk needs
Employees had to search to get to right portal, right forms, and right help	Employees just go to Slack and ask the right question; no searching for portal or forms
10 people using conversational ticketing	400 people using conversational ticketing
Ticket resolution could take days	Most tickets created in Jira; resolution in hours

## Going beyond IT

The high-tech company in the case study above started with conversational ticketing in IT, but has since expanded these service desk practices to other areas of the organization such as, HR, finance, and business systems. Throughout this organization, employees love having the ability to ask questions and get help directly from the place where they're already working.

### **i** Best practice: Provide an enterprise-wide solution

- Pick one area, such as IT, for proof of concept.
- With success, expand the solution to provide one universal solution for the entire enterprise—including HR systems, financial and business systems, and more.
- One simple solution provides a seamless, satisfying employee experience.

