# VMWARE AIRWATCH AND IT.COM REINVENT CUSTOMER SUPPORT

**it.com**

**INDUSTRY**
TECHNOLOGY

**LOCATION**
WASHINGTON DC, UNITED STATES

**KEY CHALLENGES**
- Knowledge base articles were taking too long to create
- Customers were required to open a support ticket if a knowledge base article was not available

**SOLUTION**
- Agent Access helped support team create self-help documents in real time
- Customers have access to current self-help documentation immediately

**BUSINESS BENEFITS**
- 30 percent of customers now find answers to questions before completing a support request.
- Extensive database of solutions, continuously updated in a short amount of time.

## Overview

Partnering with IT.com has enabled VMware AirWatch® to transform its customer support model. Using IT.com's Agent Access tool, VMware AirWatch has changed its self-help landscape and overhauled its customer support portal. In short, IT.com has enabled VMware AirWatch to provide customers immediate access to the information they need to diagnose and resolve issues, without ever having to open a support request.

## Key Challenges

Prior to adopting Agent Access, AirWatch had a traditional model for creating self-help content. Knowledge base (KB) articles were drafted, reviewed, and published by a dedicated KB team, but more often than not, these authors were not the subject matter experts on the topics being addressed. This meant that technical details continuously had to be verified by support engineers and product managers, slowing down time to publish, with a two- to three-week turnaround time. By the time information reached customers, it was often stale, and customers who ran into an issue prior to the KB article being posted had no choice but to open a support request.

## The Solution

In 2016 AirWatch rolled out IT.com's Agent Access across its global support teams to help with these issues. Agent Access is a tool that empowers support engineers to create self-help content in real time as they work with a customer to solve an actual issue. In a short amount of time, AirWatch was able to create an extensive database of solutions to common problems, which could be edited and added to in minutes. By shifting the responsibility of creating self-help content from a dedicated KB team to support engineers—the true subject matter experts— VMware AirWatch cut the average publishing cycle from two to three weeks to closer to two to three days.

### How It Works

Imitating the way humans learn from experience, IT.com has developed a way to present the information needed by an AirWatch customer at the moment that customer is describing that need in opening a support request. Pushing the envelope of machine learning to tacitly derived problem context and resolution, the customer gets help instantly. The end result is an adaptive knowledge base tied via data science to an equally adaptive automated agent. Everyone wins.

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## Business Results and Benefits

By getting relevant and resolving content in front of customers quickly, AirWatch has been able to dramatically improve the myAirWatch self-help experience. Customers are now six times more likely to find the information they need to resolve their issues, without ever having to contact support.

Despite continuous customer growth, the number of support tickets submitted has remained steady since AirWatch implemented Agent Access, allowing the support team to focus on the more challenging issues that customers might encounter. In addition, Agent Access has helped identify places of improvement within the product, showing trends and highlighting common issues, so the team is able to suggest product updates, helping to improve the product itself. (See Figure 1.)
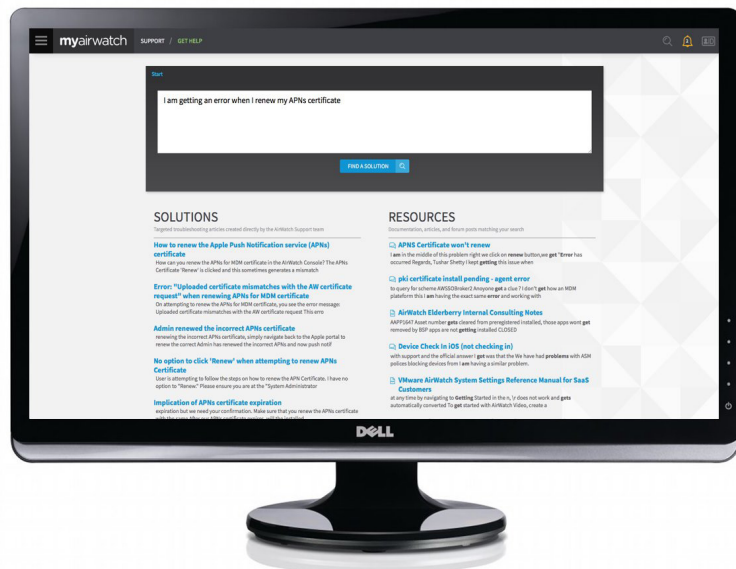


**Figure 1.** Solution and Resource Documentation Provided by Agent Access When Customer Begins Support Request.

## Looking Ahead

Although initial results have been hugely positive, AirWatch has no plans to slow down when it comes to raising the bar in the realm of self-service. Together, AirWatch support and IT.com have been able to successfully improve the AirWatch support experience and increase customer satisfaction. Through continued partnership with IT.com, AirWatch will continue to drive forward on its vision to provide best-in-class support.

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