Don't Panic!
The Troubleshooters Guide to the Service Galaxy is Here!

Mike Asebrook, Scott Kennedy

Pega

Welcome, hitchhiker fans!

Today's presenters

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the hitchhiker's guide to the galaxy

Douglas Adams

Final thoughts of wisdom from **Marvin - the Paranoid Android**

The connected customer

- Gartner predicts **25 billion connected things by 2021**, expecting a massive surge of applications and devices

- As complexity and quantity of apps increase, so will **burden to support them**

- **Built-in service design should be self-serve capable,** but often requires reaching out for help

Source: Gartner, "Top 10 Strategic IoT Technologies and Trends" Nov 2018

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Key differences: assisted service vs. self-service

ASSISTED SERVICE:

- Can be timely
- May need to repeat information and start from ground zero
- Officially blessed information from business
- Range of knowledgeable agent skillsets
- Can escalate from self-service to assisted channels

SELF-SERVICE:

- Immediate & convenient
- In control & self-paced
- May include unofficial info and workarounds
- If article or troubleshooting performed correctly, can be preventative
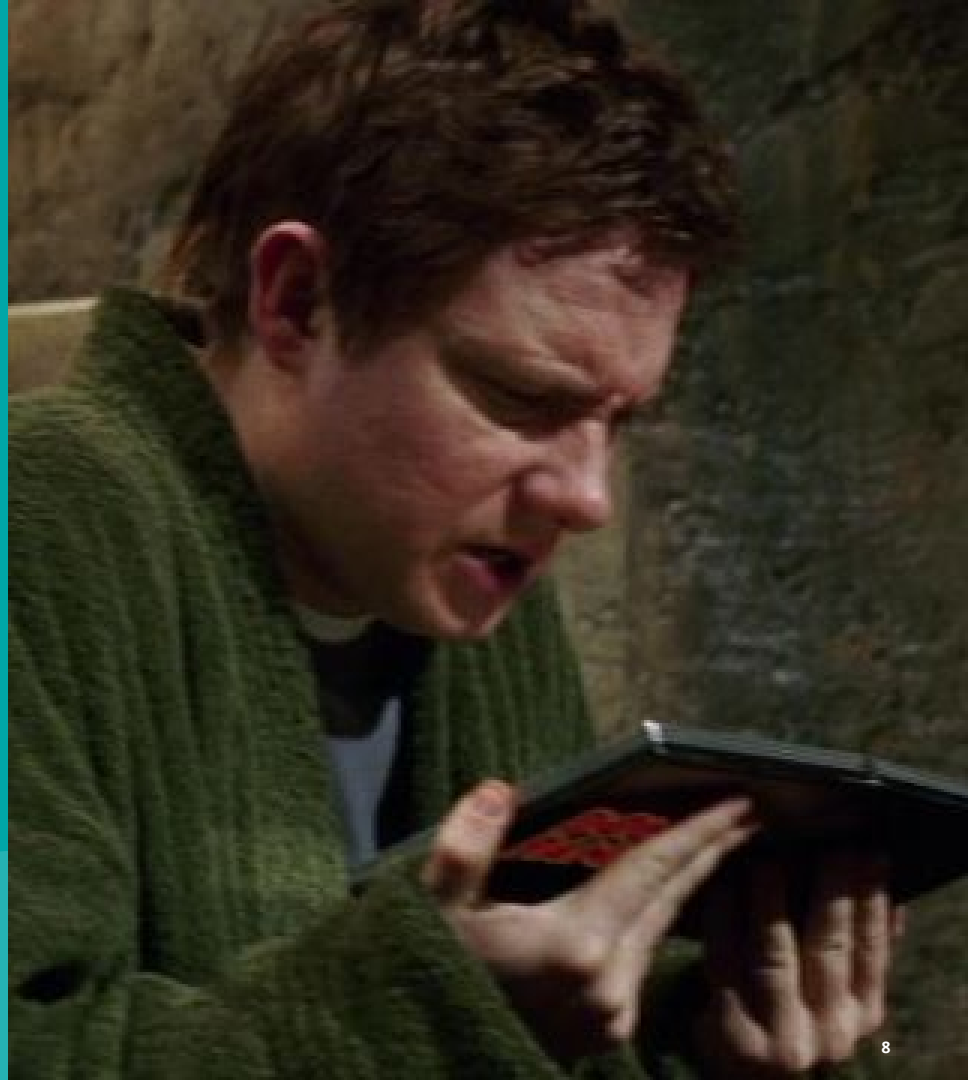- Self-empowering & sense of ownership & community

The disconnected
self-service experience

- **Stale content** and lacking rich media

- **Answers are not self-contained** on your site and requires offsite search

- Site lacks **ability to troubleshoot** to drive self-service resolution
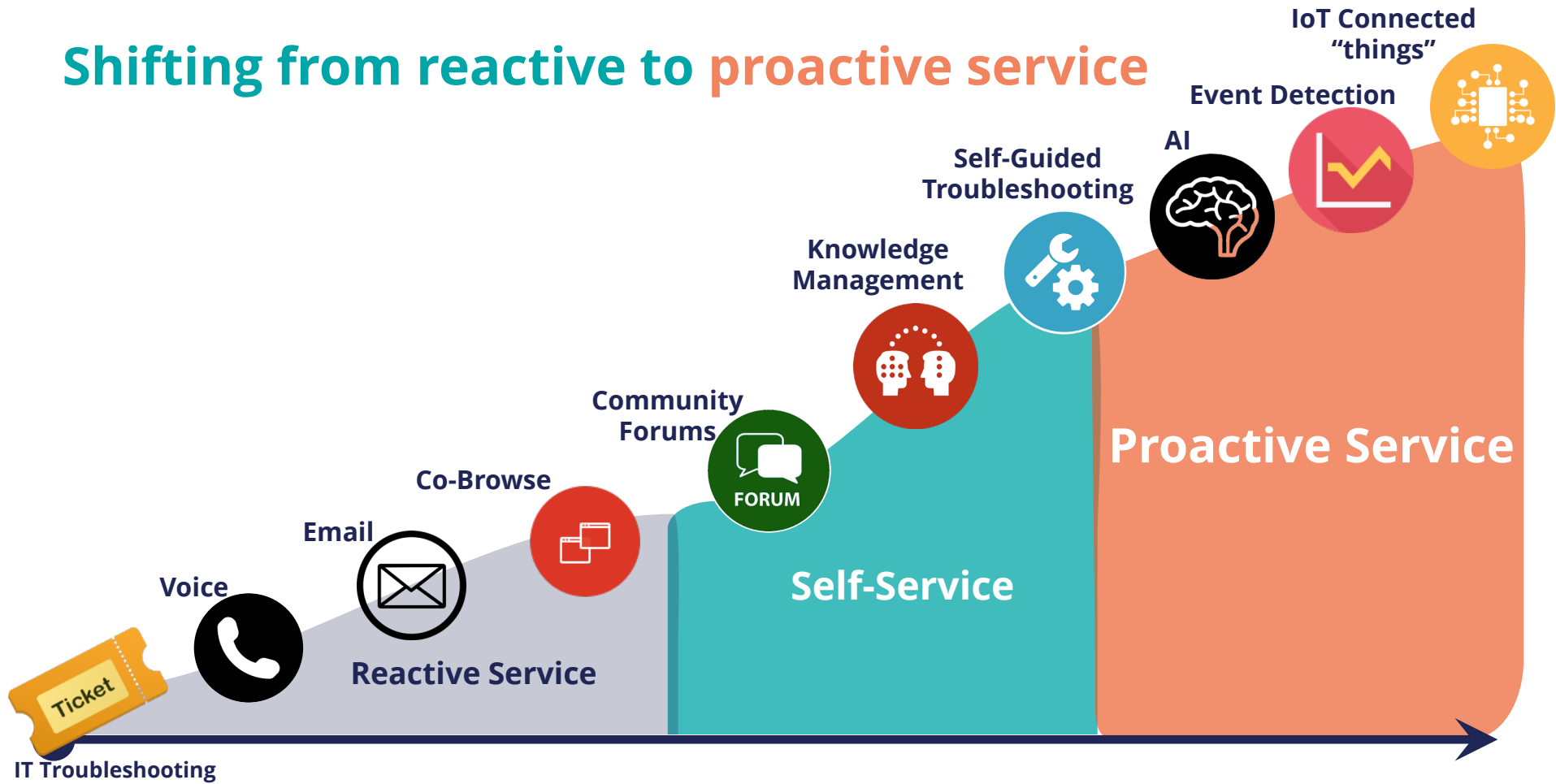
- **No context** if/when escalation is needed

What's needed: a self-guided troubleshooter

- Give your missguided self-service experience a "guide"

- Provide agents and consumers a faster, self-guided **path to resolution**

- Become more **proactive in your service strategy by removing friction** points from your self-service experience

Shifting from reactive to proactive service

Ticket

IT Troubleshooting

Voice

Email

Co-Browse

Community Forums — FORUM

Knowledge Management

Self-Guided Troubleshooting

AI

Event Detection

IoT Connected "things"

Reactive Service

Self-Service

Proactive Service

The growing cost of self-service vs. live

Average cost of self-service vs. live chat, email and voice

Self-service interaction:
"pennies"

Live B2C service interaction:
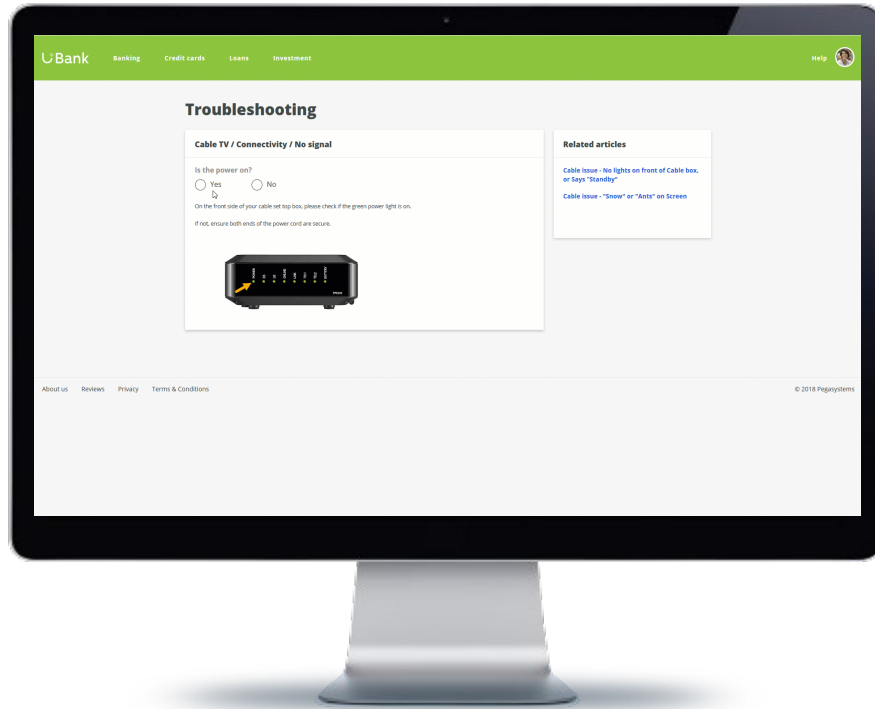## $7

Live B2B service interaction:
$13

Source: Harvard Business Review

Pega Knowledge Troubleshooter

Overview & Demo

Pega Knowledge Troubleshooter: key capabilities

- **Guide customers and agents** to visually troubleshoot common product issues via web self-service

- **Add rich media** for additional diagnostic clarity

- Track and route for end-to-end resolution with **Pega Case management**

- Create **multi-branched complex diagnostics** by launching other troubleshooters from within a troubleshooter

Don't Panic!

Three indispensable life lessons from the troubleshooter's guide to the galaxy

Final thoughts of wisdom from
Marvin - the Paranoid Android

#1: Infinite improbability

*"The chances of getting picked up by another ship are two to the **power of 267,709 to one against**..."*

- For issues that seem improbable to solve – **troubleshooting can help reverse-engineer** the problem

- **Happy People Vertical Transporters** are a lot like case management – use them to track your travels from planets A to Z

- If an "escape hatch" is absolutely necessary – don't panic!...a live agent can contextually assist you **without starting a new space journey**

#2: Avoid Vogon poetry

*"**Vogon poetry** is of course, the third worst in the universe…"*

- Like Vogon poetry, troubleshooters **shouldn't be a tortuous experience** that's painfully verbose and boring

- Nor should they reference **jargon, brand speak** or overly technical terms

- **Make sure to include rich media** - video, images, audio and animation for visual guidance and faster resolution

A complete collection of

VOGON POETRY

foreword by OOLON COLLUPHID
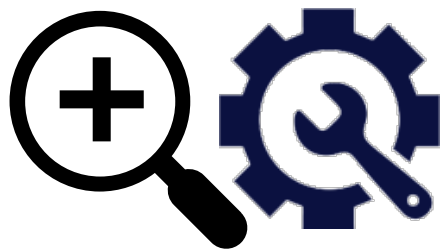
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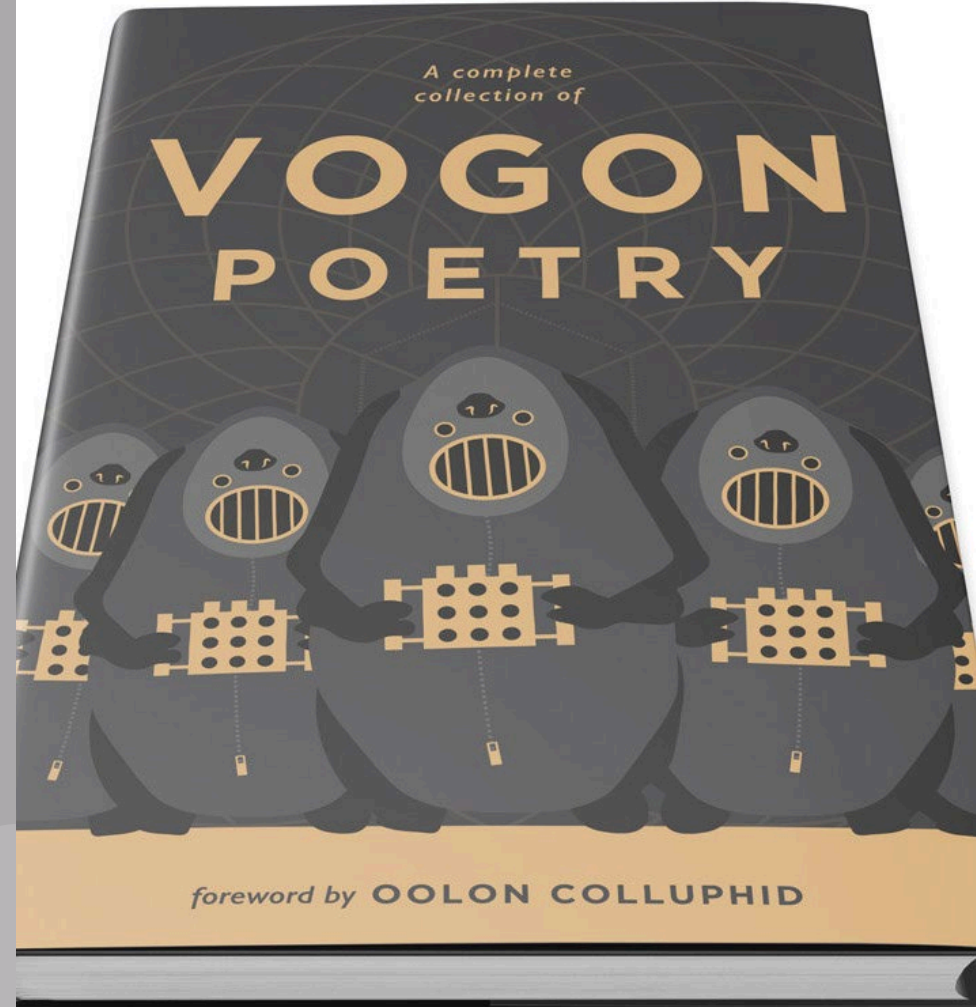
#3: The number 42

*"The ultimate answer to life, the universe and everything is **42...**"*

- Despite calculations from the supercomputer "Deep Thought", a **single answer to all questions** does not exist

- Let guided troubleshooting **cut through complexity and uncertainty** with the right solution at the right time

- Share and enjoy! **make content easily accessible** for your customers and agents

DON'T PANIC

THE

ANSWER IS 42

PEGA

How Pega can help: turn contextual insight into action

Search & Troubleshoot
with Pega Knowledge

Leverage Contextual Decisions
with real-time insight

Get Things Done
with end-to-end automation

HELPS **REMOVE FRICTION POINTS** IN SELF-SERVICE EXPERIENCE

Any questions?

MAKE SURE TO VISIT US AT THE TECH PAVILLION FOR A PEGA TROUBLESHOOTER DEMO

Do-it-yourself: knowledge & troubleshooting is power

60%
of all repeat calls are **process or training** driven

73%
of millennials want **self-serve options to troubleshoot** problems on their own

91%
of survey respondents said they would use a **knowledge base** if it were available and **tailored** to their needs

Sources: 1. Frost & Sullivan, 2. Aspect, 3. Coleman Parkes