



4:10 PM - 4:50 PM

# Keynote Case Study: Intercontinental Hotels Group

## **Scot Whigham**

Director of Global IT Services and Support



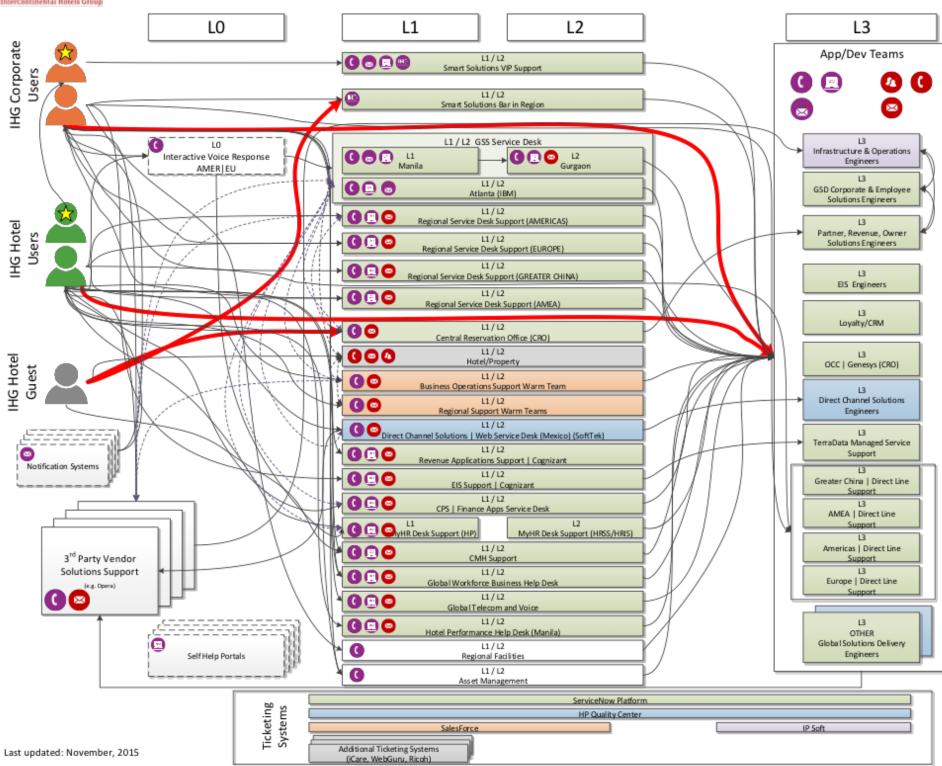
### **Edwin van Bommel**

Chief Cognitive Officer





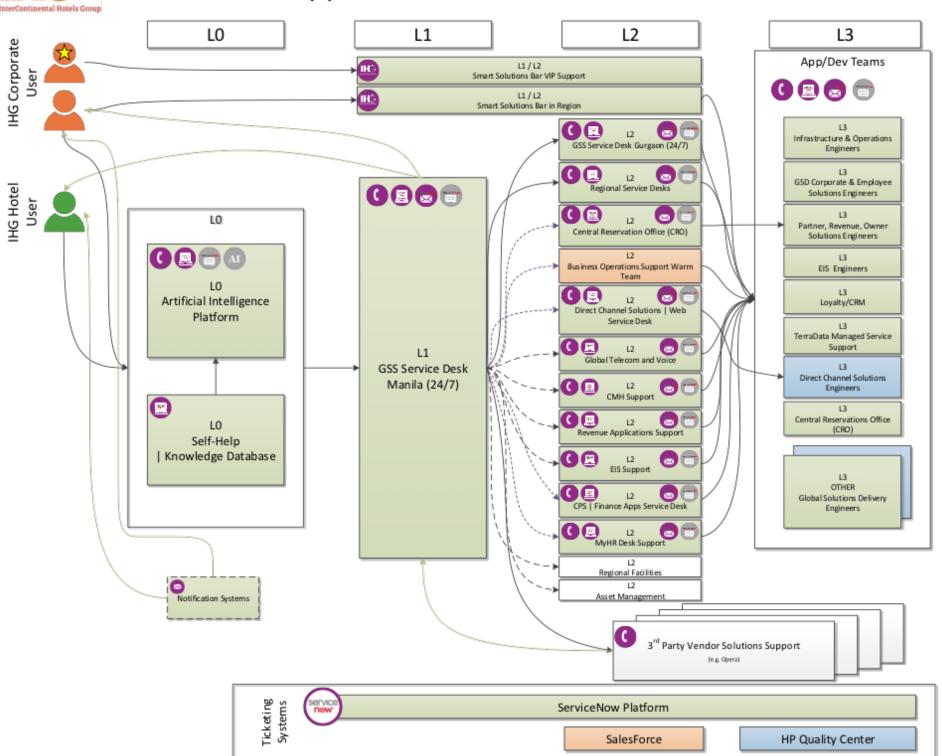
#### Service and Support Interaction Model (Current State)



#### Legend **Current Support Channels** Service Desk Voice Call Smart Solutions Bar ServiceNow Portal ServiceNow: Email Change Notification Email **Planned Future State Support Channels** ServiceNow: Chat Artificial Intelligence **Inappropriate Support Channels** Direct In-person with Support/App Team Direct Email to Support/App Team Direct Call (outside GSS system) Interaction Paths Appropriate Paths Inappropriate Paths Support Redirect Paths User Types



#### Service and Support Interaction Model (Desired Future State)



#### Legend **Current Support Channels** Service Desk Voice Call Smart Solutions Bar ServiceNow Portal ServiceNow: Email Change Notification Email **Planned Future State Support Channels** ServiceNow: Chat Artificial Intelligence **Inappropriate Support Channels** Direct In-person with Support/App Team Direct Email to Support/App Team Direct Call (outside GSS system) Interaction Paths → Appropriate Paths Inappropriate Paths -----→ Support Redirect Paths Resolution Communication Paths **User Types** ☆ VIP