Moveworks

"Wellstar is committed to being the best healthcare provider that it can be. And that means finding and investing in the most innovative technology. Moveworks is that technology."

"Moveworks plays a huge role in helping us put our employees first."

— **Dianne Kokotoff,** Executive Director of Enterprise Solutions and Automation, Wellstar

How conversational AI helped Wellstar put its people first

Wellstar → **Case Study**

Conversations with the Moveworks bot | **>100K**

moveworks.com

Wellstar is more than healthcare

Wellstar Health System's mission is to provide high-quality, tailored care for every one of its patients. Responsible for the health and wellbeing of one in every six Georgians, the organization required a bold new approach to make this mission possible.

That's why company leaders launched an initiative now known as PeopleCare, a pledge to put patients first by investing in innovative, life-saving technologies, providing convenient access to medical care, and ensuring the highest safety standards. By starting with what makes a great healthcare experience, today Wellstar accommodates each and every patient with specialized support.

Following the success of PeopleCare, Dianne Kokotoff, Executive Director of Enterprise Solutions and Automation at Wellstar, wanted to extend this same philosophy to the organization's employees. To ensure that every one of Wellstar's 26,000-strong workforce received the help they deserved, she and her team started by asking a question: what makes a great employee experience?

What makes a great employee experience?

Most companies think about support from the IT team's perspective. But at the end of the day, what's the service desk's primary responsibility? To deliver hardware? To troubleshoot? To maintain security? To just keep the trains running on time?

Kokotoff argued that the real responsibility of IT was to keep end-users happy, from their day-one onboarding through the entire employee lifecycle. That said, building a better employee experience wouldn't be as simple as updating a few policies. Valued team members—already dealing with the demands of being medical professionals at the height of

Challenges

- Automating personalized support for over 26K employees

- Supporting frontline healthcare workers at the height of a pandemic

Results

- Resolved more than 10K support issues for employees, instantly

- Transformed communications strategy with interactive, targeted messages

Key Integrations

Microsoft Teams
Chat

ServiceNow
ITSM

Active Directory
DL

Symantec VIP
MFA

Bot
WALi

a pandemic—were burning out daily, just from dealing with frustrating tech problems. And frontline workers didn't know where to go for help, their issues often took days to solve, and they often missed vital updates.

With these core challenges in mind, Kokotoff and her team went searching for a solution that:

01 Worked from day one, improving itself over time

02 Made it easy for employees to find and get help

03 Delivered instant answers to employees' questions

04 Kept everyone on the same page with targeted communications

"My job is to optimize the employee experience—and that means finding the right tools for the job. I chose Moveworks because the team wasn't trying to sell me a product but help me and my team solve tough problems."

— **Dianne Kokotoff,** Executive Director of Enterprise Solutions and Automation, Wellstar

Automating support with WALi

In May 2020, Wellstar deployed its Moveworks bot, better known to the team as WALi. Powered by advanced artificial intelligence (AI), WALi ensures employees get the help they need through natural conversations. Whether a frontline worker is locked out of their account or an office-based admin has a question about a new policy—the bot understands each request, determining the most relevant solutions in seconds.

When it's easy to get answers, employees are free to help themselves, which is why Wellstar was intent to deliver a simple, conversational support experience across every channel. Today, WALi intercepts employees' issues wherever they're submitted: via direct message in Microsoft Teams, inside the organization's ServiceNow portal, and in the near future, on Epic, an electronic medical record platform. The bot empowers people to address their own issues no matter where they go.

"WALi's become a real member of our team," said Larry Ross, the ServiceNow manager at Wellstar. "We've gotten to the point it's natural to get support through the chatbot across a number of different platforms."

A bot that works out of the box

For many support organizations, the question is not choosing to automate but how to automate. The options are to either manually build out a solution using a conventional chatbot "toolkit" or find an option that works out of the box.

Moveworks by the Numbers

10K

Issues resolved by WALi

6.6K

Accounts unlocked

5.9K

Questions answered

"I've built bots, and I've bought bots," said Ross. "Unless you have a huge development team, I recommend you buy. That way, you can get all the expertise, the knowledge, the wisdom, and the talent of the people involved."

By working back from the end-user experience, it was clear to Ross from the beginning that simplicity was key. If employees could ask for help and get immediate answers, they would be able to solve their own problems and be less frustrated by complex processes.

While he wanted this super personalized, conversational experience, he also realized that creating a homegrown chatbot with this level of sophistication would require a monumental amount of work upfront, work his team was not equipped to manage. To do this, he'd need a partner like Moveworks.

Powered by the [Moveworks Intelligence Engine™,](#) WALi got to work in Wellstar's support environment on day one. The bot is constantly improving—understanding company lingo, automatically syncing with backend systems, and adapting to user feedback—so the IT team is free to focus on other priorities instead of constantly maintaining dialog flows.

WALi solves issues—no matter where they're reported

Getting help at work often involves a hodgepodge of communications that happen via chat, portals, emails, phones, system alerts, and walk-up help desks. Employees are forced to figure out when and how to use each of these different systems to get help at work.

Wellstar realized that to meet employees on their terms, it needed a solution that's the same everywhere. An employee should never need to think: What website do I need to go to? What portal do I use? What phone number do I call?

"Burnout is a big problem in the healthcare industry right now," said Kokotoff. "We have to provide equipment, technology, and support for our healthcare team members that don't create endless frustration."

To solve this challenge Wellstar needed to enable the same simple conversational support everywhere employees go for help. Making Microsoft Teams a major support platform was just the first step. Today, employees don't even have to leave their workflow to get help; they can just reach out to the WALi via the Teams app on their phone or desktop computer.

Meeting frontline workers with Moveworks for Web

Every company wants to enable employees to self-service their own support. The challenge is that everyone has their own habits and preferences. Introducing a new system doesn't help if no one uses it or if you're missing a massive segment of your employee population.

That's why Wellstar didn't stop after making WALi available on Teams. In October 2021, Wellstar launched another way for employees to engage with their bot: the ServiceNow portal.

Now, when an employee logs into the portal, they're immediately greeted by a chat window, where they can easily ask WALi questions with natural conversation. And crucially, the experience is personalized to the specific user since WALi automatically syncs the user's location, permissions, and conversation history across all channels. It's brought the full power of Moveworks to yet another space where Wellstar employees—especially the frontline workers who don't spend their days on Teams—have come to expect help.

"Our frontline workers—they're working a lot of hours. The hospitals are full. If it isn't easy to solve a problem, it's just instant frustration," said Ross. "We want to be able to solve their issues immediately, on first contact, regardless of the support channel."
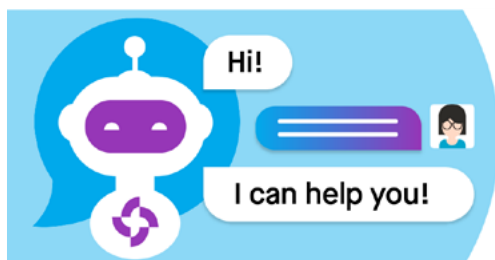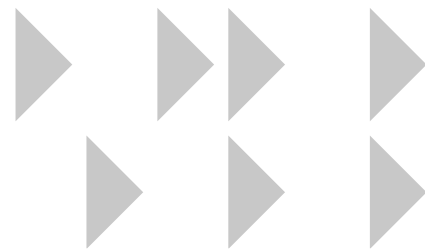
Say "Hi" to WALi in ▦ Microsoft Teams today!
Get IT help 24/7 at the speed of chat.
WALi is an AI-powered IT chatbot that assists with your IT questions and issues.
Examples to try:
"I forgot my password." "How do I connect to VPN?" "How do I start a conversation in Teams?"

Everyone's first stop: WALi

Today, almost half of Wellstar's support tickets are submitted through WALi in chat or via the ServiceNow portal. And almost immediately upon making WALi available on the portal, 73% of employees using Teams go to the bot first when they need support. This already hefty percentage is expected to rise as more and more employees experience how easy it is to get help with AI.

The next step is to move beyond the ServiceNow portal. By featuring the bot on a platform like Epic—an electronic medical record that healthcare professionals use every day—WALi will be able to help even more people get help at work.

Little improvements, big impact

You might think that this focus on the end-user experience has made life harder for the IT team, but the opposite is true. Since it's so easy for employees to ask WALi, there's been a significant decrease in the amount of time the team spends dealing with routine issues, like password resets and approvals. Kototoff notes:

"Keeping people from manually assigning basic tickets every day is a huge time saver. Little things like Moveworks answering, 'Hey, how do I change my password?' have been game-changing. We went from having 60% of our calls about password resets to 10%."

WALi has massively decreased work for the IT team by automatically managing basic approvals, reducing the number of button-clicking tasks by stepping in and routing asks to the correct approver. A by product of this approach, the bot has also helped to minimize wait times. Approvals now take as little as an hour and a half—instead of days.

Wait times will continue to drop as Ross and his team better understand what questions people are asking by exploring Moveworks' Performance Insight Dashboards. Here, Wellstar can see the knowledge gaps they need to fill and how automating more and more processes can make a real impact, saving everyone precious time.

"You don't know what you don't know," said Kokotoff. "Moveworks has helped us identify frequent problems our employees are having and rewrite over 300 knowledge articles so WALi can deliver increasingly better, faster solutions. Their team helped us to identify use cases that we hadn't even thought about."

Next gen internal comms

Take a step back and think about internal comms from the employee's perspective. What's important to them? Especially during rapid change, employees are much more receptive to clear, actionable communication, but most companies send mass emails, which notify everyone simultaneously, without clarification, next steps, or personalization.

With Moveworks for Employee Communications, Wellstar's leaders proactively send targeted, interactive messages that are the opposite of mass emails. The bot automatically sends messages to the relevant users on Teams, handles follow-up questions, and reports on engagement. Kokotoff found that campaigns via WALi far outperformed those sent via email, stating:

"Being able to proactively reach out to our remote users and say, 'Hey, your password is about to expire.' or 'Please fill out this survey.' has been impactful. Now, we can let team members know why this message is important and how it's going to help them, in addition to giving them actionable next steps and a place to ask follow-up questions."

In a single quarter, the team has delivered four major campaigns with Moveworks for Employee Comms, addressing targeted employee groups to help with onboarding, sharing news, and encouraging employees to offer their perspective on WALi itself.

Product Highlight

WALi 9:00 AM

Hi Ellen,

Share your Recruitment Experience with Wellstar!

Please take a moment to provide your unique perspective on our recruiting and hiring process. Complete the **4 minute** survey now!

Thanks in advance for your participation!

Ellen 9:02 AM
Filled it out! Thanks!

The best employee experience puts people first

Wellstar puts people at the center of everything it does. From giving patients specialized care to meeting frontline workers on the platforms they use daily, every community member gets the support they deserve.

Kokotoff and Ross have made a concerted effort to always think about the end-user first, instead of just clicking boxes. This approach is harder than the status quo, but it's certainly paid off. By investing time and energy in finding out how to really make a difference for their workforce, they were able to launch an innovative, AI-powered solution that genuinely helps their employees succeed and do their best work.

"The pandemic has completely changed how we work. We've learned that making it easier to get help is the key to supporting the diverse workforce we have now."

— Dianne Kokotoff, Executive Director of Enterprise Solutions and Automation, Wellstar

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