

“Choosing Moveworks was a no-brainer. It’s incredible that the AI handles the majority of employee requests so seamlessly, allowing us to focus on growth.”

— **Alex Rust**, Engineering Manager, Mercari

How conversational AI reduced ticket volume at Mercari US by 74%

MERCARI → [Case Study](#)

IT issues resolved
autonomously

74%

Mercari is a Japanese e-commerce giant

Mercari is an online marketplace that connects millions of people across the U.S. to shop and sell items of value no longer being used.

Built for the everyday shopper and casual seller, Mercari is constantly innovating to make exchanges easier, from smart pricing to faster payments and more shipping options. The company's ultra-simple user interface has made buying and selling quick and easy, leading to its continued success.

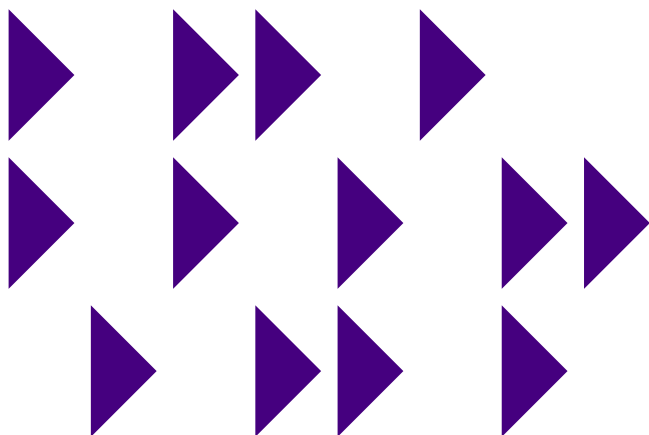
However, due to this rapid growth, Mercari's US operations faced the challenge of having enough support staff to keep up. For the IT team, primarily driven by Alex Rust, an engineering manager, the main goal was to rapidly scale user-friendly support operations without compromising compliance.

Rust knew that due diligence was critical to future operations. He was determined to find a solution to ensure the company's continued success: "Millions of people use Mercari. We just don't have time for IT hiccups."

How to move fast — without dropping the ball

At most companies, talented IT professionals are occupied with routine tasks, like de-provisioning software and resetting passwords. Overburdened with putting out small fires, agents need more bandwidth to make significant infrastructure changes. The result is ever-increasing technical debt: IT teams are forced to implement quick fixes to keep up rather than building structural solutions that pay off in the long run.

"When people needed help, they sent my team a Slack message," says Rust. "It wasn't easy to set up our new ITSM when we had a stream of informal messages. I needed to automate the little things."



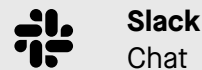
Challenges

- Increasing tickets prevent the IT team from addressing technical debt
- Supporting global employees 24/7 without growing the IT team

Results

- 94% of employees ask a chatbot first when they have questions, freeing the IT team to focus on higher-value projects
- 74% of IT tickets are automatically resolved with AI

Key Integrations



By automatically solving employees' minor tech issues, support teams can buy back more time for digital transformation, which, in turn, helps prevent many issues from arising in the first place. To take control of Mercari US's IT, Rust sought an advanced solution that could:

- 01 Resolve employee support issues conversationally
- 02 Help formalize a new chat-based IT ticketing system
- 03 Increase ROI for the company's existing support resources
- 04 Drive greater support automation across Mercari US

Launching Moveworks

In July 2021, Mercari US deployed its Moveworks chatbot. The bot uses advanced natural language understanding (NLU) to deduce — and then deliver — the best resolution to employees' IT issues, all within Slack's conversational and familiar interface.

Via the bot, Moveworks helps employees with a vast array of tech problems: resetting passwords, editing email groups, troubleshooting devices, and more. The bot has profoundly impacted Mercari US, immediately winning over employees by resolving their issues within a few seconds.

"When I saw Moveworks in action, the lightbulb went on," says Rust. "There are just so many routine tasks that IT admins do, and I knew automation was coming. I just didn't think it would be so soon. With Moveworks, everything is faster."

Today, the bot handles over 74% of issues completely autonomously. Moveworks' machine learning approach enables the bot to continuously deepen its knowledge of Mercari's IT environment, resolving more and more issues without intervention from the service desk.

Talk to Moveworks, get fast results, and move on

Mercari's team recognized the need for a chatbot that could [understand natural language](#) and engage with employees without pre-programmed scripts requiring ongoing maintenance.

Unlike toolkit chatbots, the Moveworks bot engages with employees conversationally with minimal IT oversight, freeing everyone from the need to remember specific keywords or dialog flows.

Employees were thrilled to have a chatbot that truly understands them, allowing them to ask questions however they like. As a result, the vast majority of employees — 94% — reach out to the bot first when they have questions instead of Slacking the IT team directly.

94%

Employees go to the bot first when they have questions

8K

Hours of routine IT work saved per month

By taking on a growing percentage of IT tickets, Moveworks allows Mercari to scale its operations while maintaining quality service.

“Moveworks allowed us to grow,” says Rust. “The Mercari team has grown, but my team is still just four people. Keeping up with that kind of scale isn’t possible without AI.”

Slack unlocks remote support

For remote-first companies like Mercari, providing support through Slack is crucial. With Mercari’s team working across different time zones — California, Japan, and everywhere in between — it’s essential to meet employees on their terms.

Moveworks’ [omnichannel approach](#) allowed Mercari’s team to offer support 24/7 through chat.

Rust says, “We aren’t an email-first company. Everything is on Slack, so asking someone to go to a portal or send an email may be the best practice, but it hurts productivity. It’s a painful process to retrain users. Moveworks was perfect. It makes sense to meet people on Slack.

Thanks to Moveworks, Rust’s team at Mercari didn’t need to retrain the workforce, and he could up-level team members to work on higher-level priorities. Rust explains, “If we didn’t have Moveworks, my team would spend much more time on basic tickets.”

Overall, Moveworks has enabled Mercari to provide support in a way that is tailored to their remote-first culture, improving productivity and user experience while allowing for growth.

AI-assisted approvals and provisioning

Moveworks has enabled Mercari to streamline compliance processes for IT and employees with secure access management policies and procedures in place. With Moveworks, Mercari has established workflows for access to dozens of apps, allowing for leveled permissions and approval tracking, which are critical for compliance.

Before Moveworks, employees would directly Slack the IT team for support, which posed productivity challenges. With Moveworks’ ticketing system, the IT team can automate workflows, and employees can receive help without leaving Slack.

Thanks to Moveworks, Mercari can ensure secure and efficient access management, where every approval is tracked 100% in the ticketing system.

One of the most impressive aspects of Moveworks is its level of automation and control for approvals and provisioning. With

just two clicks, employees can request access to applications and specify their desired level of access through a business justification process. Approvers can then review and approve these requests in seconds, ensuring that employees immediately get the access they need.

This level of control and automation is essential for audit purposes, as it allows for secure access management policies and procedures to be in place and access levels to be easily tracked and controlled. As the team continues to implement this system with more and more applications, they anticipate more “wow reactions” from both employees and compliance teams.



Moveworks 7:22 AM

Hi Christine,

@Landon is requesting access to Zoom –
(Tracked in ITHelp-3513)

ITHelp-3513

Landon Paul, Sales, FTE

landon@moveworks.us

Requested on Sep. 30, 2022 – 10:08 AM



Christine 7:22 AM

Sure

A cross-functional support solution

Moveworks has not only transformed IT support at Mercari but also has been embraced by other teams, including Finance and HR.

The tool’s ability to automate tedious tasks and help ensure compliance has made it an essential asset across multiple departments. With Moveworks, teams have taken ownership of their tickets, enabling them to track metrics properly and accelerate issue resolution.

Moreover, Rust and his team are interested in expanding [Moveworks’ triage capability](#) to enable the bot to divert requests to the appropriate team and assignment group, accelerating resolution for nearly all requests.

Looking ahead, the procurement team has shown interest in using Moveworks to streamline their workflows, and the tool is still in development for PO approvals for Netsuite. With its cross-

functional capabilities, Moveworks will become a company-wide solution that has simplified processes, saved time, and improved overall productivity.

Breaking language barriers with Moveworks

Moveworks has revolutionized supporting global teams. With features like support for multiple languages, including English, Japanese, and French, Moveworks can effectively communicate with employees worldwide, regardless of their native language.

Rust states, "I would love colleagues overseas to try out Moveworks. The conversational AI makes it easy to ask questions and get what you need."

With Moveworks, employees can get the support they need in their preferred language, leading to increased productivity and a better overall experience. The platform has helped break down language barriers and ensure all employees feel supported and heard.

Moving forward, the team plans to expand its language support and explore new ways to support a growing global workforce.

Moveworks helps Mercari grow

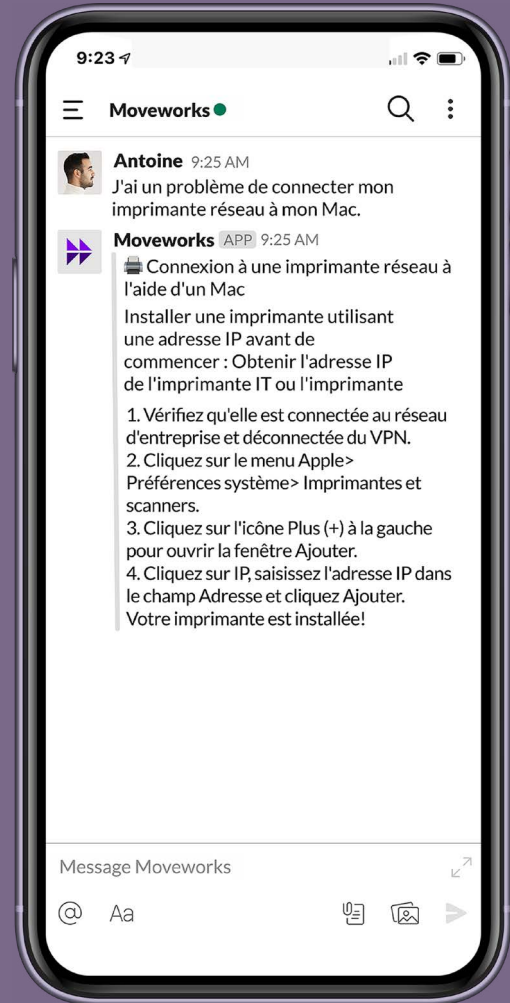
Mercari US' IT team, under the leadership of Alex Rust, has been a strong supporter and evangelist of Moveworks. The platform has already helped the organization improve productivity and compliance across departments.

The future of Mercari's partnership with Moveworks involves a continued focus on enhancing the customer experience and making employees' lives easier by providing 24/7 support. The platform's capabilities will be further expanded by integrating with additional domains across the organization and driving automation through integrations and APIs.

One of the exciting future developments for Moveworks at Mercari is the ability to offer support in multiple languages. The goal is for the bot to speak all the languages and provide comprehensive support to all employees, regardless of location.

With the help of Moveworks, Mercari is equipped to scale and expand across various departments, languages, and domains while continuing to prioritize customer experience and employee support.

Product highlight



Request a demo

moveworks.com/request-demo

