Seagen embraces the next evolution of IT support: Moveworks on Microsoft Teams

→ Case Study
Seagen adapts to sustain rapid growth

Formerly known as Seattle Genetics, Seagen is a global biotechnology firm that specializes in cancer treatments. It leads the industry in antibody-drug conjugates (ADCs), which, unlike traditional chemotherapy, target cancer cells without damaging healthy tissue. Founded in 1998, the company’s market capitalization has quadrupled over the last five years to reach approximately $27 billion—alongside its release of several new therapies.

But to unlock the productivity of a growing workforce, Seagen’s CIO Laury Miller knew that core processes like tech support had to become more efficient and scalable. With the conventional support model, employees’ tech problems take an average of three days to fix, since the service desk must address even routine issues by hand. Given the urgency of developing the company’s cancer treatments, Miller’s team began searching for an equally innovative way to provide IT help at scale, day or night, and in real time.

“We were a one-drug, one-location company for almost 20 years, so there wasn’t as great a need to mature our IT operations,” Miller said. “We’re now a three-drug, multiple-location company in high-growth mode, which makes modernizing and scaling our employee support a top priority.”

“The most visible part of what an IT organization does is support. You could have 700 amazing applications, and your employees won’t care if they can’t get their issues resolved and their devices to work.”

— Ken Treutlein, Senior Director of Workplace Computing, Seagen

The search to solve IT support

Of course, modernizing a multibillion-dollar company is easier said than done, particularly given the legacy systems that Seagen had in place. When Miller started her tenure at the firm, she was faced with an IT environment where “nothing was in the cloud” and “everything had to be manually updated”—making digital transformation a tall order. But beyond the challenge of implementing cloud services and AI-powered automation, Miller’s team also had to prove the value of such new technologies to a skeptical workforce.

Challenges

• Slow IT support constraining the productivity of highly skilled workforce
• Employees skeptical of new technologies like AI and enterprise messaging tools

Results

• Reduced the resolution time of IT issues from 2-3 days to just seconds
• Achieved widespread adoption of both Moveworks and Microsoft Teams

Key Integrations

Microsoft Teams Chat

ServiceNow ITSM

Okta IDAM

“Moveworks has reduced our IT service costs by over one million dollars per year. It definitely pays for itself — and then some.”

— Laury Miller, Senior VP and CIO, Seagen

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“Our organization handles all the tech for the company, including the science tech,” said Miller. “We’re an organization full of high-profile scientists and PhDs, and in the past, we had difficulty getting their buy-in on AI initiatives. As an IT team, you gain credibility for future initiatives when you fix the support process, so we started looking for an AI bot that would speed up support on day one.”

This focus on achieving immediate results with an AI solution led Seagen to three conclusions that guided the search:

- **A successful AI chatbot must understand natural language to avoid negative experiences, which cause employees to stop using the bot.**

- **Instant tech support would only be possible with end-to-end automation—in other words, without any involvement from the service desk.**

- **Moving the employee interface with IT to Microsoft Teams would facilitate much faster communication than emails and forms.**

### Dr. Botson cures the employee experience

In March 2019, Seagen deployed Moveworks—better known to the company’s employees as Dr. Botson. Moveworks is an AI solution that instantly resolves tech problems and policy questions: employees simply tell Dr. Botson what they need using conversational language, and the bot handles the rest. Now, IT issues from resetting passwords to requesting software licenses to troubleshooting devices get fixed right away, directly on Microsoft Teams.

“When I looked at ServiceNow’s Virtual Agent, I realized it wasn’t at the maturity level we needed to deploy it,” Miller commented. “I was immediately impressed with the more conversational interface Moveworks has created. It was able to understand the way our employees naturally talk about their IT issues.”

For Miller, one of the primary advantages of Moveworks was its ability to deliver end-to-end resolution, thanks to deep integrations with other systems at Seagen. By communicating with Okta, for instance, Dr. Botson can provision software without any button-clicking from the service desk—and without any delay for the employee who requested the tool. Multiplying that time savings by tens of thousands of tech issues, Miller says, has allowed Seagen to buy back 60,000 hours of productivity and over one million dollars per year.
From conversation to resolution

In evaluating a number of employee support tools, Miller quickly recognized the rarity of true **conversational AI**: an intelligent bot capable of engaging employees on their terms, without following a programmed script. Whereas other tools forced users “to write the words in one exact sequence in order to work,” Miller observed that with Moveworks, “people can get help by just talking normally.” And because Dr. Botson uses machine learning to determine on the fly what users need, it keeps pace as those users shift topics.

“The natural language approach definitely makes it easier to gain adoption, since most employees don’t use IT terms. Moveworks is the only solution I’ve seen that connects the symptoms employees describe to the right solution. That part is the secret sauce.”

— Laury Miller, Senior VP and CIO, Seagen

Evolving to the new normal of work

During the COVID-19 pandemic, when companies throughout the world transitioned overnight to working from home, Moveworks became a critical component of Seagen’s business continuity plans. Miller observed a “big increase in people leveraging Dr. Botson” as the demand for digital IT help increased, since her remote coworkers suddenly had to rely on unfamiliar collaboration tools to remain productive.

“Our employees were so used to going to the walk-up desk, that if we hadn’t already modernized with tools like Moveworks, we would’ve been in a world of hurt,” Miller recalled. “But we’ve actually seen an overall reduction in the number of tickets on our plate—despite the bump during work-from-home—because of Moveworks facilitating self-service.”

The Migration to Microsoft Teams

Among the most visible byproducts of remote work has been the rise of enterprise messaging tools like Microsoft Teams. For colleagues needing to stay connected from afar, Teams now serves as a virtual workplace, where all the people and resources relevant to a project are consolidated. Fast-paced businesses simply can’t run at the speed of email, which is why Seagen moved toward the Teams model of real-time communication.

“I’ve spoken to lots of CIOs who basically fell over when the pandemic happened. We didn’t. Part of what saved us was having Moveworks already enabled—when the demand for support spiked, the technology itself never failed. It was useful, it was intuitive, it was seamless. And as an organization, we didn’t have any downtime.”

— Laury Miller, Senior VP and CIO, Seagen
The Moveworks AI chatbot has given IT a face and name that employees recognize — Dr. Botson is now an extension of our support team. Having this virtual partner that continuously learns the needs of our employees helps drive a best-in-class IT experience.

— Ken Treutlein, Senior Director of Workplace Computing, Seagen

Answers to any question — instantly

Driving up adoption is just one of many ways that Moveworks makes Teams more valuable. Dr. Botson is currently addressing about 1,000 questions every month for Seagen employees. Moveworks’ Semantic Search maps these questions to the precise answer in the company’s knowledge base—providing just the right paragraph rather than linking to a long article.

When questions don’t have a strong answer, Moveworks Performance Insights Dashboards provide comprehensive visibility over such knowledge base gaps, which the IT team can then quickly patch. Thus far, Dr. Botson has ingested more than 3,000 externally created articles to supplement the company’s own knowledge base, meaning gaps get filled faster than ever. Ultimately, Miller’s goal for Dr. Botson is to answer any common question, whether related to IT or otherwise.

“The partnership with the Moveworks team impressed me the most,” Miller said. “The level of collaboration and investment from Moveworks helps us improve our knowledge base, identify gaps in our workflows, and answer the question, ‘what can we do that we aren’t doing already?’ The result is Dr. Botson’s resolution rate continuing to increase.”
Seagen adds AI to its DNA

Moveworks has reshaped every facet of the IT support process at Seagen. For employees, satisfaction with the IT team has skyrocketed, since Dr. Botson resolves a third of all tech issues autonomously. And on the operations side, Miller has found that the bot empowers her team to offload routine issues to “focus on more impactful work”—such as tackling the inefficiencies that Moveworks itself identifies.

But beyond the growing number of use cases that Moveworks handles directly, Dr. Botson has transformed the sentiment around AI in general. Miller noted that “when people realize they can resolve their IT issues without waiting for a human to help, they start to expect it in other areas.” That’s why, for Seagen, IT support is only the beginning of a powerful partnership with Moveworks.

“Moveworks allows us to prove to our executives not only that we can do the job, but also that AI has become a critical tool across the board. We expected the technology to benefit our team, but for the rest of the company, Moveworks has opened their eyes to what AI and machine learning can do.”

— Laury Miller, Senior VP and CIO, Seagen

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