**Espressive!**
Exceptional employee experiences

Espressive Barista—Our Virtual Support Agent

Automate Resolution of Employee Questions With AI

Espressive Barista brings the ease of consumer virtual assistants such as Amazon Alexa into the workplace, maximizing employee adoption and reducing help desk call volume.

- One place for employees to request and receive help
- High accuracy reduces help desk calls up to 60%
- Over 500M phrases delivers immediate value
- Increases value from existing content and learns on the fly
- Omni-channel employee adoption of 80% or more
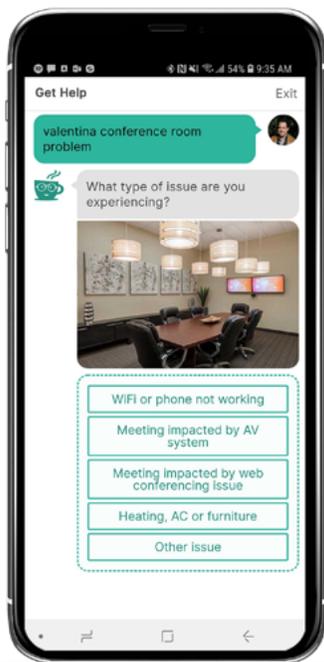
40 to 60% Reduced call volume

Barista provides employees with answers, proactively notifies them of outages or other important events, and continues to interact with them throughout the entire lifecycle of their requests. Barista also helps guide employees through workflow-based experiences with ease, such as new hire onboarding, password reset, vacation requests, and more.

80 to 85% Employee adoption

Barista enables help desk agents to focus on what matters most by automatically answering questions and resolving issues. If Barista opens a case, it is prioritized and routed to the right team with context. When outages occur, Barista automates detection and notification, and categorizes outage related tickets to a parent. Barista also simplifies catalog creation.

Why Employees Adopt Barista

Employees adopt Barista because they get what they want – a consumer-like app experience that is available on both mobile and desktop. With Barista, they have one place to go for all questions and get immediate, personalized answers. When Barista does engage an expert, Barista stays in the conversation through resolution. That gives employees time back in the day making them more productive and increasing their job satisfaction.

- Provides personalized answers to questions and resolution to issues
- Guides employees through workflow-based experiences
- Seamless hand-off to a live agent and stays in the conversation through resolution
- Provides easy to access contact information for your team
- Proactively notifies of outages or other announcements
- Provides an Amazon-like shopping experience

Why Help Desk Agents are Thrilled

Help desk agents are thrilled because their productivity goes way up and become focused on strategic work versus answering the same questions over and over again. Agents are no longer inundated with calls, emails, and tickets related to outages, and the time spent gathering context and rerouting tickets goes down as well. Catalog items are now easy for your employees to find and use, while receiving an exceptional employee shopping experience.

- Automates answering of questions and resolution of issues
- Automates outage detection and notification; tickets are categorized to a parent
- Machine learning predicts fields in ITSM such as category
- Tickets are routed to the right team with context
- Integrates into ServiceNow, Workday, Slack, Teams, and more
- Integrates into existing ITSM tools

Barista Changes Everything with Exceptional Employee Experiences

What does it mean when you are able to achieve employee adoption rates of 80 to 85% and reduce help desk calls by 40 to 60%?

Here's what it means to the CIO:

- Moving budget from repetitive questions to strategic initiatives
- Furthering the AI initiative for your enterprise
- Inheriting AI talent that you didn't have to hire
- Improved perception of IT and employee NPS
- Significantly reducing mean time to resolve (MTTR)
- Greater ROI on existing investment in ServiceNow

Barista Case Management – Easy but Powerful

Chances are IT has an IT service management (ITSM) tool that works for them but is too expensive and complex to deploy across the enterprise. Barista Case Management is an easy but powerful way for internal service providers such as HR, Payroll, Facilities, and Sales Operations to track employee requests, get visibility into trends while improving the experience and quality of support that they offer to employees.

With Barista, IT can keep using their tool, while the rest of the enterprise can use Barista Case Management. Barista is smart and can predict which team can handle a given request, so employees no longer need to guess which team can help. Barista does that for them.

Barista Case Management benefits include:

- Simple and fast for internal teams to use
- Focus on interacting with employees vs. filling out fields
- Easily set up new departments and teams in minutes

Barista Speaks the Language of Employees

Existing ITSM tools deliver AI capabilities as a toolkit. This means your existing ITSM developers will have to create conversation trees for every topic you wish to expose to your employees. Should they handle the top 10? Top 30? Research shows that when consumers interact with a chatbot that does not understand what they are saying, they abandon the tool. As a result, first-gen AI approaches have long deployment times and depend on continuously adding and updating knowledge base articles.
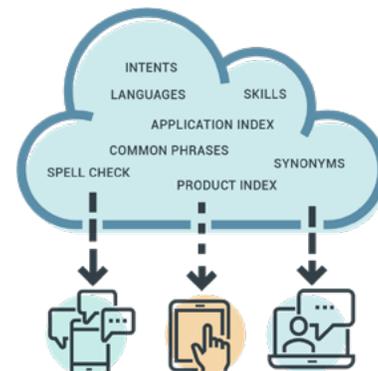
In contrast, the Barista Employee Language Cloud contains over 500 million phrases across 4 thousand topics on day one, enabling the fastest deployment on the market without hiring expensive AI talent or engaging professional services. The Employee Language Cloud incorporates leading AI technologies that enable Barista to understand what employees are saying in workplace language, provide a personalized response, and identify the correct team or department when a question can't be immediately answered.

Barista Learns In So Many Ways

Barista comes out of the box understanding the language of employees thanks to the Employee Language Cloud. But how does Barista get so many answers? First, Barista can ingest answers to the most frequently asked questions in your organization via a number of sources, including existing knowledge base articles (KBs). Second, Barista monitors the interaction between a help desk agent and employee in order to learn as tickets are resolved. This ensures Barista maximizes learning without any additional burden on your help desk team.

A common issue most AI technologies have when importing KBs is they require employees to use phrases that include the language from that KB. In the real-world, this doesn't work as your employees want to use their own language. When Barista ingests your knowledge base articles, Barista maps them to the Employee Language Cloud to ensure every possible permutation of an employee phrase for that topic is understood.

## Barista Reference Catalog – The Better Way to Create a Catalog and Shop

Traditional ITSM catalog creation requires design and coding skills, as well as knowledge about the ever-changing product landscape. Because of this, catalogs are often outsourced costing both time and money. After all of that, employees still complain that the shopping experience isn't easy, and they can't find what they need. There has to be a better way.
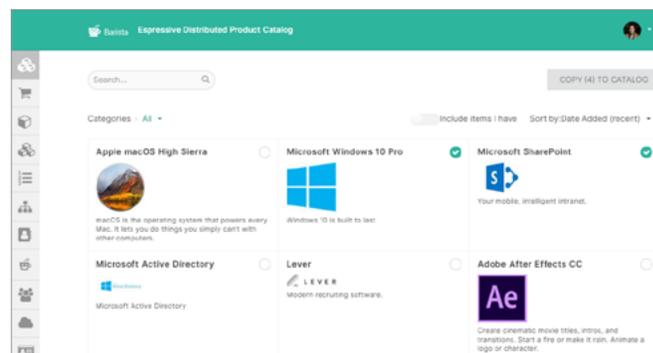
The Barista Reference Catalog offers tens of thousands of items, enabling catalog creation in minutes. Employees have an Amazon-like shopping experience which means they can find what they need online without your help. And when the product landscape changes you are automatically notified so the catalog is up to date. Barista also integrates into existing ITSM tools for fulfillment, so you maintain your investment and you get a great consumer-like catalog.

Customer Success – AI Talent Just Joined Your Team

When you decide on Espressive, we commit to your success. We focus our AI experts on ensuring that you get the best return on investment. Because of that, you don't need to hire expensive AI talent — it's part of the deal. And our commitment to your success is continuous. Unlike some vendors who walk away before you are ready, we are there when you become a customer and throughout the life of your subscription.
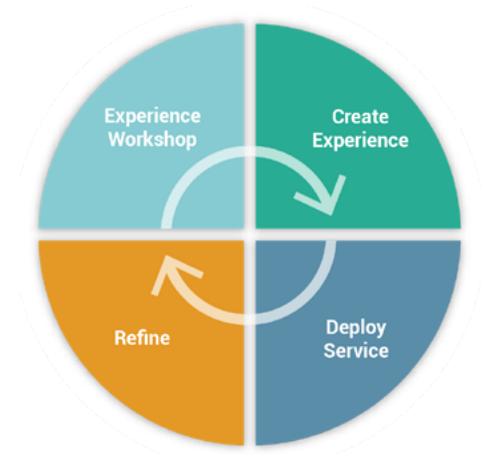
Omni-Channel Capability – How to Achieve Employee Adoption of 80% or More

We recognize that employees have been using email and calling the help desk to ask for help for years. Old habits are hard to break, and if you want to change established behavior you need a comprehensive omni-channel strategy. Omni-channel means Barista can be accessed via a number of different interfaces including email, phone, service portal widget, collaboration tools (e.g., Slack, Teams), web, and native apps. In fact, we built native apps for all mobile and desktop platforms because we heard from our customers it is easier for employees to access than remembering a URL. Imagine automatically redirecting your existing help desk email address to Barista, who automates resolution of issues via email and opens tickets when it cannot — you would be able to deflect the majority of those questions before they ever reach your help desk agents.
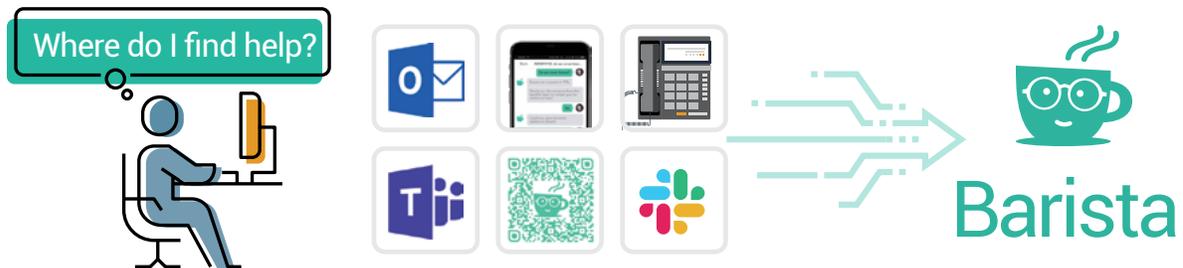
Barista Adoption Campaigns – Helping Your Employees Fall in Love

The number one thing to make or break your Barista launch is employee adoption, so we make that easy for you too. We offer a set of Barista Awareness Campaigns for you to choose from and then adapt the campaign to your brand. You pick from multiple vehicles including emails, tent cards, posters and more to ensure that your employees get excited to try Barista. We are committed to your success in every way, and helping your employees fall in love is one of our favorite things to do.