

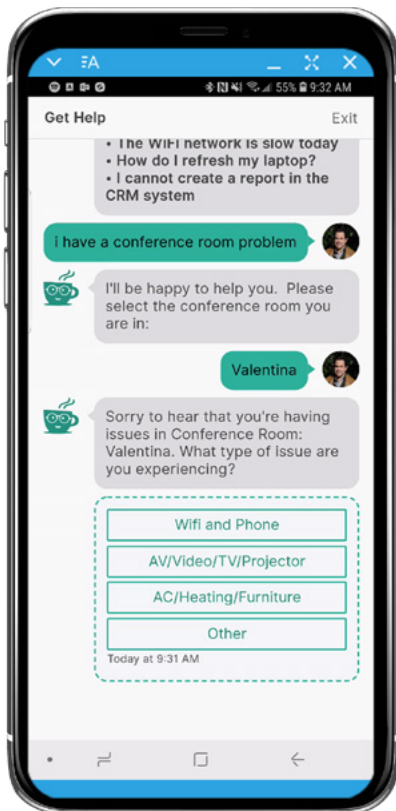
# Espressive Barista Integration with ServiceNow

## Get More Value From Your Existing ServiceNow Deployment

ServiceNow has focused on solving the problems faced by the service desk, which is likely why you invested in them. However, they don't deliver the kind of self-help experiences that employees have come to expect from their consumer lives. In fact, most organizations report that service portal adoption is only between 10 to 15%.

Espressive Barista, our AI-based virtual support agent (VSA), brings the ease of consumer virtual assistants, such as Alexa and Google Home, into the workplace, delivering a personalized user experience that maximizes employee adoption and reduces service desk call volume.

The great news is you can integrate Barista into your ServiceNow instance. Barista was designed as a mobile first app and uses state of the art artificial intelligence (AI) technologies, such as natural language processing (NLP), to deliver exceptional employee experiences. With Barista, you get more value from your existing ServiceNow deployment and your service desk staff doesn't have to change a thing.

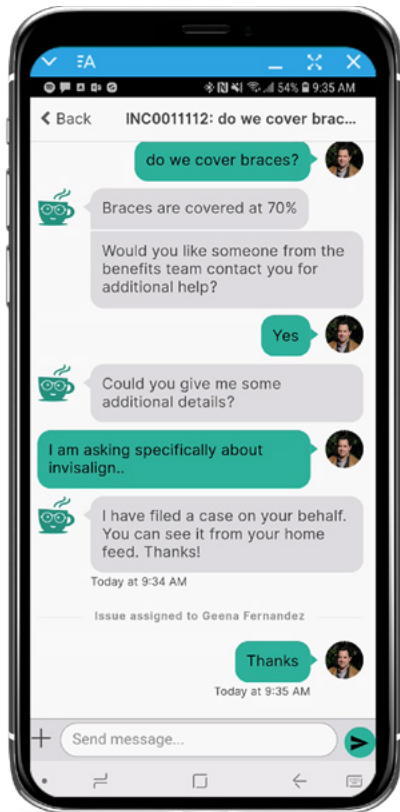


### 50 to 60% Employee Adoption

Barista provides employees with immediate 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 complex processes with ease, such as new hire onboarding, password reset, vacation requests, and more.

### 30 to 50% Reduced Call Volume

Barista enables help desk agents to focus on what matters most by automatically answering questions and resolving issues for employees. 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.



## Getting Help Just Got Easy

ServiceNow is a powerful tool that can be leveraged by multiple teams across the enterprise. However, with this flexibility comes complexity for your employees, as they generally do not understand the differences between the various ServiceNow tables—nor should they need to. This is a reason why most service desks report that their users create incidents for everything. In the world of ServiceNow HR, the problem is even more acute, as there are eight separate tables for employees to choose from.

With Barista, employees no longer need to understand the intricacies of your ServiceNow deployment. All they need to do is ask Barista for help, and Barista takes care of the rest. Behind the scenes, we use NLP and neural networks to understand what each employee needs, and machine learning (ML) in order to predict the right department (e.g., IT, HR, Facilities) and associated table (e.g., incident vs. request). With Barista, your service desk analysts can focus on what matters the most—closing tickets.

## Prediction That Works Like Magic

Barista self-customizes to your environment by using machine learning ML to learn from your historical ServiceNow data. When Barista opens a ticket on behalf of an employee, Barista uses this information to predict fields such as assignment group, category, CI, business service, and more. Departments such as HR, Finance, and Facilities will want to set up their own fields, and Barista helps them as well.

And Barista doesn't just rely on historical data—Barista is constantly learning and adapting by observing changes that your agents make in tickets, and by looking for patterns and changes in behavior over time. There is no additional charge for ML and prediction capabilities, your agents do not need to learn a new process, and no professional services hours are required. It just works like magic.





## Easy Catalog Creation with An Amazon-Like Shopping Experience

One click to export  
from ServiceNow

One click to upgrade  
to a professional look

One click to create  
consumer-like catalog entries

With Barista, you can deliver a great shopping experience to your employees that uses your existing investment in ServiceNow. The Barista Reference Catalog enables Amazon-like shopping on the Barista app or browser and integrates into ServiceNow.

With a single click, you can export all of the products in your ServiceNow catalog to Barista. Barista automatically understands all of the variables and questions that you may have set up in ServiceNow. And with another click, you can make them look more professional with images and product descriptions that look great across any device.

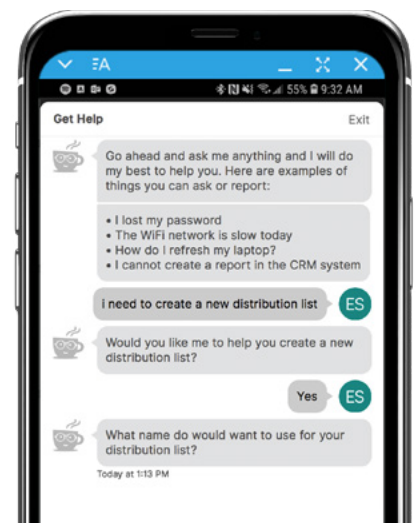
Going forward, adding new products is easy. You simply choose from thousands of products in the Barista Reference Catalog and, with a single click, you import them into your Barista Shop. When your employees shop and check out with Barista, Barista automatically creates the requested items in your ServiceNow instance and executes your fulfillment workflow(s).



## Maximum Adoption of ServiceNow Service Requests

You've spent considerable time and effort creating hundreds or even thousands of service requests, so you want to make sure your employees use them. Most organizations report, however, that the large number of service requests have resulted in service catalogs that are difficult for employees to navigate.

With Barista, you can easily export your service requests from ServiceNow. Once exported, Barista automatically learns the language of request, and exposes the service to your employees. Barista understands all of the questions and variables associated with every service request and will collect the necessary information before automatically submitting requests on behalf of employees in ServiceNow.





## Automated and Streamlined Outage Detection and Resolution

Barista recognizes patterns and alerts the service desk of apparent outages

Hundreds or thousands of tickets are categorized automatically to a parent

Barista can notify employees when the outage is resolved

Outages are extremely resource intensive for your service desk. Most organizations deal with the complexity of ITIL, such as associating children tickets to a parent ticket or even creating a problem record after the outage has been rectified. Barista automates all of that for you.

As employees report issues, Barista is constantly looking for patterns and will alert the service desk when Barista believes there is an outage in the making. Once the service desk acknowledges the outage, Barista automatically categorizes tickets as children to a parent ticket so your service desk is dealing with a single ticket—versus hundreds or even thousands. That way your team focuses on clearing the outage, not organizing tickets.

As additional tickets come in, Barista notifies employees that the problem is known and being handled so the service desk is no longer inundated with requests. And once resolved, Barista can automatically notify all who were impacted.

### Integration with All Gain and No Pain

Integrating a new service into ServiceNow generally means hours of work followed by training of your service desk team. That's not the case with Barista. You are up and running in no time, and the only change for your service desk team is that they no longer need to spend the majority of their day answering routine and repetitive questions.

- Achieve ServiceNow integration without Professional Services hours or deployment work from your team
- Requires no change in how your service desk team uses ServiceNow today
- Automatically leverages your catalog items, record producers, workflows, variables, and service requests
- Integration is bi-directional to incident, service requests, change, and support connect
- Works in conjunction with your portal and service catalog

**ABOUT ESPRESSIVE** Espressive is the pioneer in AI for enterprise service management (ESM), redefining how employees get help by delivering exceptional employee experiences. Barista, our VSA, brings the ease of consumer virtual assistants, such as Alexa and Google Home, into the workplace. Barista delivers a personalized user experience that results in employee adoption of 50 to 60% and reduced help desk call volume of 30 to 50%. Visit us at [Espressive.com](https://www.espressive.com) to learn more and [request a demo](#).

