Got a question for EvITa?

The AA’s chatbot, powered by ServiceNow Virtual Agent, has the answers to help mobile and office staff self-serve.

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### Job to be done
Implement chatbot to answer basic queries and provide 24/7 support to users

### Solutions to do it
- ServiceNow® Virtual Agent
- ServiceNow® ITSM Pro

### What we did
Created a multi-channel, fit-for-purpose chatbot to provide user-friendly support

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### Roadside assistance throughout the UK
Founded in 1905, the AA is the UK’s largest motoring organization. It provides emergency roadside assistance and breakdown cover, vehicle insurance, loans, and travel advice to its 15 million members. It employs approximately 7,500 people, including both office staff and its mobile workforce.

### Providing 24/7 support to staff
The AA provides 24/7 breakdown cover for customers and insurance services through its contact center, but the IT internal service desk is only open until 8pm.

> “We needed 24/7 IT support to match our users’ working hours without having to staff a hotline,” explains Katie Jansons, IT Service Manager for The AA.

Patrol staff have mobile devices to help them better serve customers at the roadside. Without round the clock IT support, however, small IT issues could impact the user’s ability to do their job.

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EvlTa provides

- **24/7** support
- **135** unique biweekly users
- And went live in **2 weeks** from decision to release

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ServiceNow worked with us to make our implementation a success. Getting it right from day one was key to promote user adoption.

**Katie Jansons**
IT Service Manager
The AA
A virtual agent for common queries

The company decided to implement a chatbot to help staff self-serve for common queries. EvITa is underpinned by ServiceNow Virtual Agent and provides first line responses for IT and HR issues, such as password resets and how to report sickness.

The IT team worked to identify common issues and configured EvITa with information and links to help solve issues without having to reach out to the service desk.

Solving problems faster

Approximately 135 unique biweekly users now have better access to information and can solve issues faster, meaning less downtime and fewer calls to the service desk.

EvITa’s user-friendly interface and relevant responses have resulted in positive user adoption. The chatbot is accessible via mobile and is being released on the company’s intranet to keep users updated on appointments.

Streamlining homeworking during COVID-19

Rolling out the chatbot in April 2020 proved to be a smart business decision, and when the COVID-19 pandemic hit, it helped office workers to set up their kit at home quickly and easily.

“Lockdown was a really good example of the value of EvITa – we could provide IT and health advice to workers to keep them productive without overloading the service desk,” comments Katie. “ServiceNow means we can have more valuable interactions and optimize support to keep the team happy and productive 24/7.”

Now you know how work can work better.