

Product Brief

At a Glance

Deliver conversational, mobile self-service that simplifies IT interactions and reduces support workload.

Key Benefits

- Broader service adoption
- Increased productivity
- Reduced support costs
- Improved IT image

Key Features

- Service Point self-service experience
- Intelligent automation
- Service storefront
- Collaborative self-service
- Federated search and instant access

Service Management

Service Point Self-Service

A modern self-service experience should make sophisticated ITSM feel intuitive and straightforward. Service Management delivers this through Service Point, a conversational, search-centric interface that lets users find answers, request services, and interact with IT from any device with minimal friction.

Overview

Service Management with Service Point provides a modern, consumer-like front end to mature ITSM. Using natural language processing, Service Point enables business users, power users, and decision makers to access knowledge, collaborate, resolve issues, request services, and manage IT assets through a single, intuitive interface. This business-centric focus broadens service adoption, improves productivity, reduces support costs, and elevates IT's reputation.

Business Challenges

- **Changing user expectations.** As service management matures and processes become more complex, users still expect a simple, search-driven experience, similar to that of consumer apps, on any device.
- **Overburdened IT staff.** Routine activities like password resets, ticket status checks, and standard requests still depend on service desk analysts when self-service and knowledge are limited.
- **Misaligned collaboration tools.** Generic collaboration platforms are not integrated with ITSM data, forcing users to switch between tools and channels that focus on conversation rather than resolution.

Solution Overview

Service Management addresses these challenges by delivering a modern, search-centric self-service and mobility experience through Service Point. Users can follow communities and topics, collaborate with peers and experts, and get help in a way that feels natural and conversational. ARIA, a virtual analyst chatbot, uses NLP to share knowledge, check ticket status, reset passwords, and handle other routine requests, enhancing self-service while offloading analysts.

From a single screen, users can chat with support, open tickets, request catalog services, and track progress. The mobile app extends this experience to smartphones and tablets, offering the same collaborative self-service capabilities and a consumer-style storefront of available services, while leveraging native device features, such as the camera and location, when opening issues.

Key Features

- **Service Point self-service experience.** Search-centric, NLP-driven interface that presents a unified face of IT to all users.
- **Intelligent automation.** Uses NLP, historical data, and analytics to categorize requests, surface relevant knowledge, and streamline common tasks.
- **Service storefront.** Consumer-like catalog that offers one-stop access to help, assets, and services.

Related Products

Service Management is a comprehensive solution that includes the following related products and solutions:

- **Business Service Insight.** Measure and report on service-level performance against business expectations.
- **Client Automation.** Manage and automate software deployment, configuration, and inventory across endpoints.

- **Collaborative self-service.** Enables users to ask questions, engage experts and peers, participate in discussions, and use chat to resolve issues.
- **Federated search and instant access.** Aggregates results across sources (for example, portals, collaboration platforms, knowledge, ticket history) and embeds self-service into existing sites such as SharePoint.

Key Benefits

- **Broader service adoption.** A consumer-like storefront and intuitive self-service make it easy for users to engage with IT and use standardized services.
- **Increased productivity.** Users, analysts, and managers can access services, workflows, knowledge, and assets in one place, reducing time spent searching for help.
- **Reduced support costs.** More users resolve issues on their own, lowering ticket volumes and freeing analysts for higher-value work.
- **Improved IT image.** A single, compelling interface positions IT as responsive, modern, and user-focused.

Critical Differentiators

- **Unified, streamlined user experience.** Hides the complexity of mature ITSM processes behind a clean, conversational interface that is easy for all user types to adopt.
- **Search-centric collaborative self-service.** Combines NLP-powered search, communities, and knowledge to help users resolve issues and request services quickly.
- **Deeply integrated and mobile.** Embeds self-service into portals like SharePoint and delivers full capabilities on mobile devices, leveraging native features such as camera and location.
- **Support for all key stakeholders.** Serves business consumers, power users, decision makers, analysts, and managers with tailored capabilities in a unified experience.

Summary

Modern users expect fast, intuitive, and personalized experiences from their IT services, and traditional service desk interfaces rarely meet that bar. Service Management's Service Point self-service and mobility capabilities transform how users engage with IT by combining NLP-driven search, virtual analyst assistance, collaboration, and mobile access in one experience. By empowering users to find answers and manage issues on their own—while giving IT better tools to monitor, moderate, and learn—organizations can improve satisfaction, reduce costs, and present a truly consumer-grade face of IT to the business.