



Zensar's Service Definition Document AI Powered Next-Gen Service Desk

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1 Service Overview

Zensar's Agentic AI Powered Next-Gen Service Desk represents a shift from reactive models to an autonomous, AI-Native operations. Delivered through a global delivery model encompassing offshore, nearshore and onsite support, our agents provide highly contextualised and personalised assistance tailored to end user needs and business processes. Unlike traditional automation, this service utilises Agentic AI-self-governing digital agents capable of proactive decision-making and independent execution of complex workflows. The service is anchored by a Digital Employee Experience (DEX) foundation, which provides real-time insights and performance data to resolve issues before they disrupt the user. By integrating with enterprise ITSM platforms, the solution ensures a seamless transition from autonomous resolution to intelligent escalation.

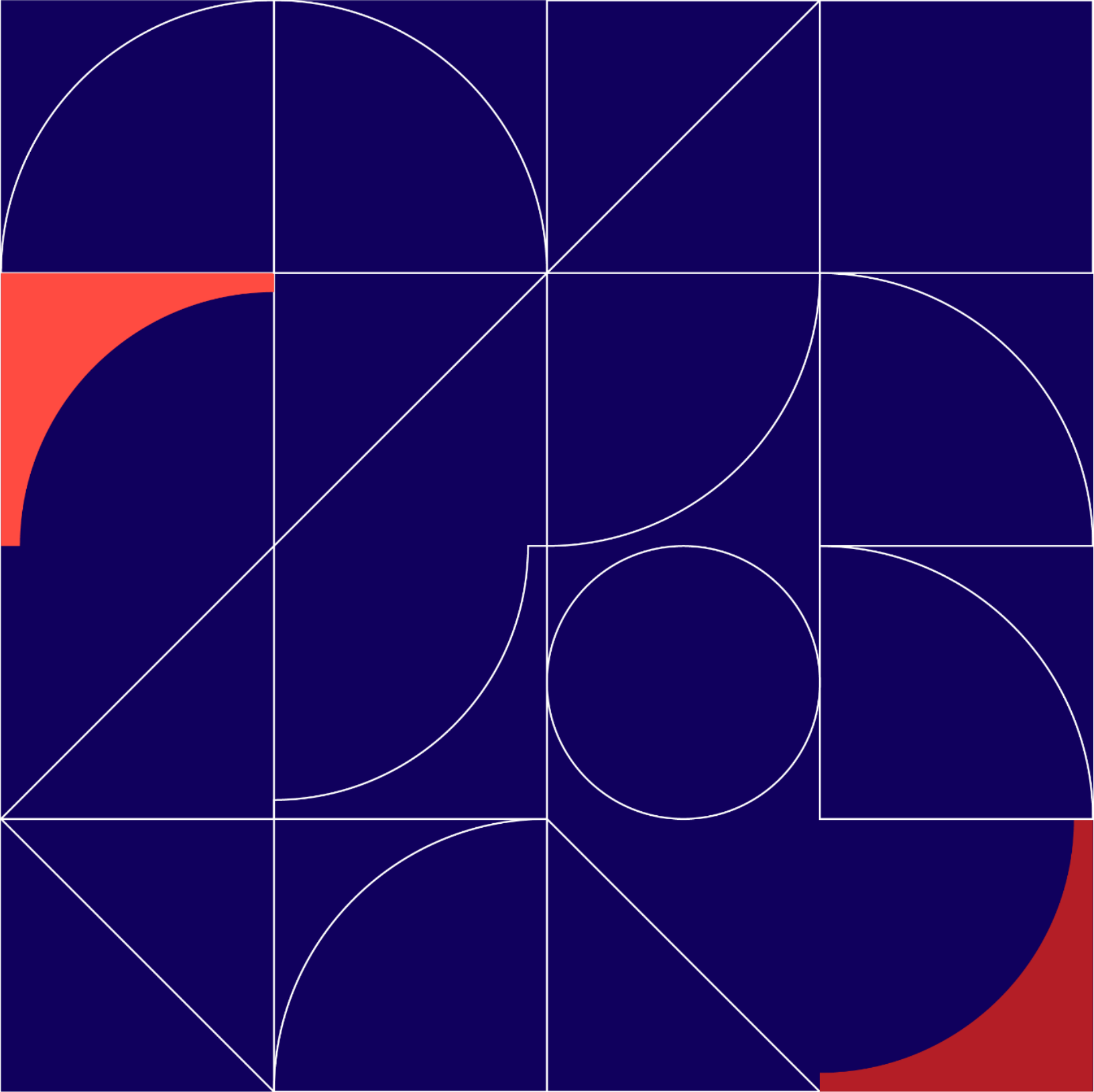
2 Value Proposition

- **Empowered Users:** Through Agentic AI-based conversational tools, users are empowered with intuitive self-help to resolve issues, fulfil service requests and provision services independently.
- **AI-Native Operations:** Our agents leverage AI and automations to reduce Mean Time to Resolve (MTTR), increase First Contact Resolution (FCR) and significantly elevate the overall user experience and CSAT scores.
- **Reduced Support Volume:** Deflects and eliminates up to 80% of general queries through autonomous self-help and service fulfilment.
- **Proactive Resolution:** Leverages predictive algorithms to forecast failure risks and trigger remediation before downtime occurs.
- **Experience-Led Outcomes:** Transitions from traditional SLAs to Experience Level Agreements (XLAs) that measure user satisfaction.

3 Service Features & Capabilities

- **AI-Native Operations:** Operations designed to augment end users & workforce with AI-capabilities to elevate support experience.
- **Conversational AI Assistant:** Provides 24/7 multilingual support for incident resolution and automated service fulfilment.
- **Knowledge Base AI:** Facilitates autonomous knowledge generation and harvesting to ensure support agents and users always have the most accurate information.

- **Smart Site Support:** Includes intelligent physical touchpoints such as self-help kiosks, IT vending machines to provide high availability support.
- **Persona-Aligned Support:** Tailoring support workflows and service customisations dynamically based on employee personas, ensuring service adoption.
- **Self-Healing IT:** Automatically detects and remediates issues such as slow system performance or device health anomalies via automated workflows.
- **AR-Driven Support:** Utilises Augmented Reality (AR) and Mixed Reality (XR) to provide hands-free smart assist for onsite and field troubleshooting.



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