

# AI-POWERED HELP DESK AUTOMATION FOR A RETAIL TECH COMPANY

## Client Overview

Company: ShopLink Technologies

Industry: Retail Tech / E-commerce Enablement

Location: Austin, TX

Size: 300+ employees | 24/7 global workforce

Challenge: Overloaded IT help desk team, long wait times, and inconsistent ticket resolution quality.

## The Problem

ShopLink's internal help desk was flooded with repetitive L1 support tickets — password resets, printer issues, VPN access, software installations — accounting for over 60% of their daily volume.

## Key issues included:

SLA violations due to delayed response times


High IT staff churn and burnout

No ticket deflection or self-service options

Inconsistent knowledge base and lack of ticket triage logic

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## The Solution by AI4IT Services

- We implemented a fully integrated AI-powered IT Help Desk with chatbot automation, L1 ticket handling, and smart workflows.
-  Key Deliverables:
- AI Chatbot Deployment: Built a branded help desk chatbot (web + MS Teams) trained on internal SOPs and knowledge base.
- Automated Ticket Resolution: Used AI logic to auto-resolve common issues (VPN, MFA, system access, app installs).
- Smart Routing: Classified and escalated L2+ tickets based on intent detection, priority tagging, and past resolution patterns.
- Ticketing System Integration: Connected with ServiceNow and Jira for seamless tracking and reporting.
- Self-Service Portal: Designed a user-friendly dashboard for FAQs, workflows, and auto-triage.

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Metric	Before	After
Average Ticket Response Time	5+ hours	~30 minutes
Resolution Rate (L1 Tickets)	~40%	85% auto-resolved
IT Staff Burnout Risk	High	Reduced by 70%
Monthly Ticket Volume	3,000+	1,200 (auto-handled remainder)
Employee Satisfaction (IT Support)	3.2 / 5	4.7 / 5

### Client Testimonial

"AI4IT's help desk automation was a game changer. We didn't just cut response times — our IT team finally got breathing room to focus on innovation."

— Head of IT Ops, ShopLink Technologies



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## Technologies Used

AI/ML: Open-source NLP models, GPT-style chat flows

Ticketing: Jira Service Desk, ServiceNow

Integrations: Slack, MS Teams, Google Workspace

Automation Tools: Power Automate, Zapier (for workflows)

Knowledge Base: Custom + SharePoint synced articles

## Services Provided

- ✓ AI-Powered Help Desk (L1 Automation)
- ✓ Chatbot Design & Deployment
- ✓ IT Workflow Optimization
- ✓ Self-Service Portal Build
- ✓ Help Desk KPI Dashboards

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