



“At Hearst, we don’t stand still. AI helps us move forward and meet even our most ambitious plans without overextending our resources. With Moveworks, we’re well prepared to meet the future.”

— David Kaczerski, Director of Global ServiceDesk, Hearst

Hearst needed fast support to stay on top. Moveworks delivered.

H E A R S T → [Case Study](#)

57% | of support issues resolved autonomously

Hearst has been on the media frontlines since 1887

135 years ago, William Randolph Hearst launched what's now one of the biggest global, diversified information, services, and media companies in the world.

Today, the breadth of activity within the modern Hearst corporation is unparalleled. The landmark diversified information, services, and media company is responsible for managing a unique portfolio of businesses across 40 countries.

For David Kaczerski, director of Hearst's Global ServiceDesk, the top priority is ensuring that everyone has what they need to do their job the moment they need it. But at the same time, he understands that, like many support departments, he doesn't have unlimited resources:

"Hearst's diverse businesses don't sleep. We need to be able to support our people 365 days a year, 24 hours a day. We also want to do this efficiently from a cost perspective, so that the talent on my team can focus on progressive and interesting work."

Hearst embraces AI to stay on top

Hearst is a behemoth of a company, and yet it has remained at the top of the diversified companies food chain decade after decade. How? Put simply: speed. To withstand the test of time, Hearst has had to act like a startup and move faster than all of its competitors.

That said, speeding anything up is always easier said than done. Hearst's support environment is complex due to a long history of acquisitions. Each new organization added to the company's portfolio brought dozens of disconnected systems that sometimes confused colleagues and frustrated the support agents who dealt with the same core issues over and over again.

"We decided to stop being reactive. No more kudos for fixing the same problem 10 times," said Kaczerski. "We wanted to prevent common problems and allow employees to help themselves. AI was the only option."

With the challenge before them in mind, Kaczerski and his team determined that a successful AI solution must:

1. Understand support's language and systems
2. Require minimal ongoing maintenance
3. Optimize support for self-service
4. Keep employees engaged

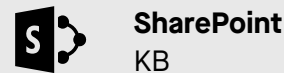
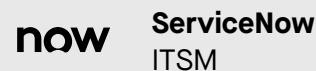
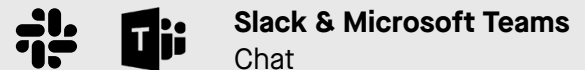
Challenges

- Supporting a global workforce by optimizing IT and financial resources
- A complex support environment with multiple businesses and systems challenging a smooth user experience

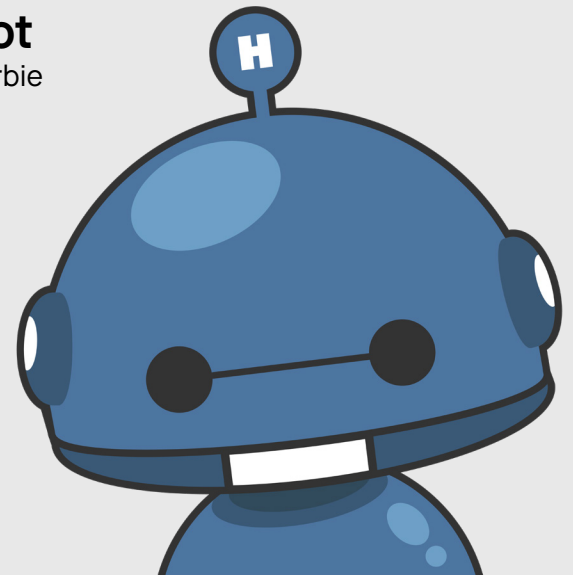
Results

- Used AI to resolve 57% of support issues autonomously
- Simplified the support process for employees — optimized their productivity and markedly improved the user experience

Key Integrations



Bot
Herbie



Hearst says hello to Herbie

In June 2020, Hearst launched its Moveworks bot, Herbie. Moveworks is an AI platform that can quickly resolve employee problems. When an employee spills water on their keyboard or doesn't know how to properly submit an expense report, they can reach out to Herbie on either Microsoft Teams or Slack and get the help they need 24/7.

Today, Herbie resolves 57% of all employee support requests in minutes. The result is that over 1,200 employee questions per month are answered instantly, saving the company tens of thousands of hours of productivity.

As Hearst implements more Moveworks skills, such as routing issues to the correct assignment group with [AI-powered triage](#), company employees are more empowered to use self-service to solve their everyday issues. In other words, as Herbie delivers more solutions, support teams can allocate more time to meaningful work — not busy work.

That amount of impact at that speed is practically unheard of for a company as large as Hearst. In fact, most digital transformation projects fail. Launching a typical chatbot involves tons of people and resources to set up and promote the new tool. But what's amazing about Moveworks is that it's almost plug and play. It started solving problems right away at Hearst.

"We wanted AI-powered solutions to take root in our org, but we didn't realize how fast it could happen," Kaczerski said. "Herbie blew us away right out of the gate. We started with simple automation, improving self-service, but now we're automatically provisioning software, sending targeted communications and freeing up hands to work on higher-level projects."

"Moveworks takes care of 57% of our support requests. I can't overstate how important that is for my team and our colleagues."

— **David Kaczerski**, Director of Hearst's Global ServiceDesk

Moveworks by the Numbers



57%

of support issues
resolved autonomously



300

accounts unlocked
per month



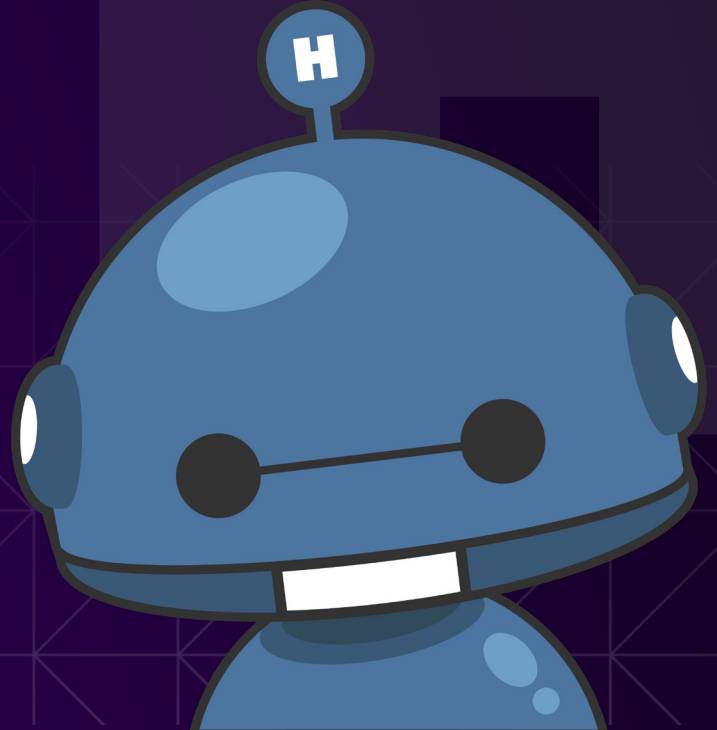
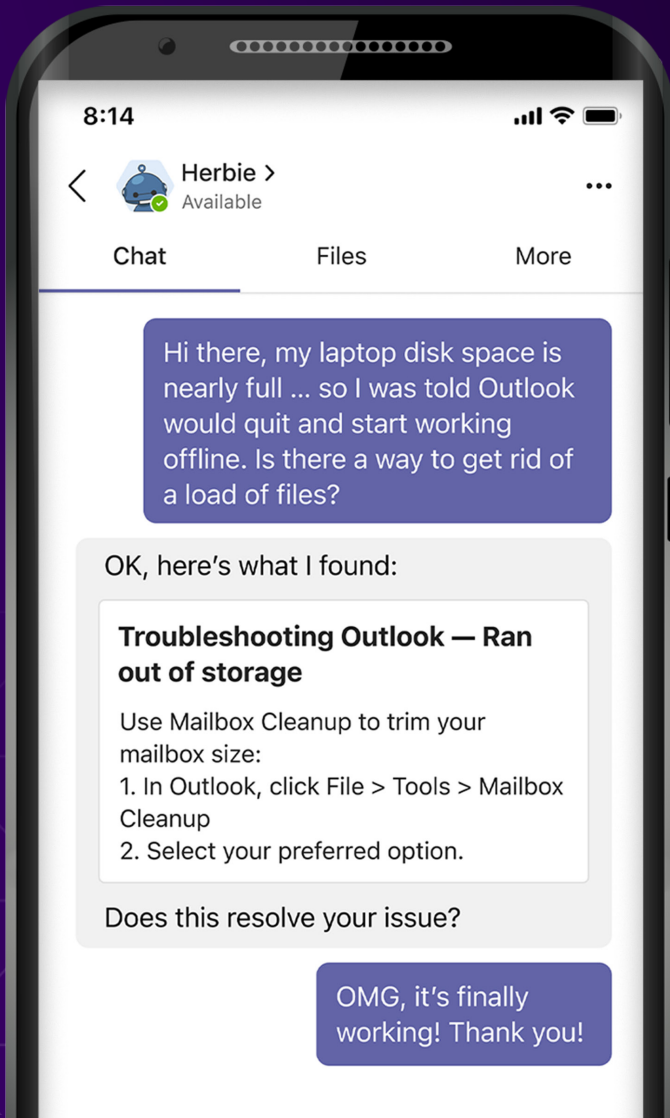
500

forms filled
per month



4K

articles served
per month



Herbie goes beyond IT

Hearst's IT team was initially drawn to Moveworks because of the company's deep focus on understanding IT-specific jargon and terminology. But because a global business such as Hearst has to deal with a lot of complexity, other teams — such as Finance — have also started using the Moveworks bot for two key reasons.

First, Herbie doesn't need training, admin, or manual scripting. Instead, the bot [evolves with Hearst's support ecosystem](#), automatically handling hundreds of changing use cases and improving over time. Some teams are even looking to Herbie as a replacement for their own aging chatbots that require a lot of maintenance to keep running.

"We didn't have the staff to create and manage a bot ourselves. We've tried that in the past," said Kaczerski. "We knew from experience that it would be better to leverage the knowledge

and experience of a company as progressive and competent as Moveworks."

Second, Herbie [aggregates data](#) across disconnected back-end systems, personalizing support to a user's location, permissions, role, and more. This means, for example, that the bot knows that an employee living in New York should see the printing guide specific to New York versus another location.

"Before Herbie, a support agent could spend hours consolidating information from different systems," said Andrew Leach, continuous service improvement manager at Hearst. "With the bot, employees can get exactly the information they need in half a minute, just by asking. Level-zero support has taken on a whole new meaning. It opens up our team for career advancement by allowing them to take on new and more diverse responsibilities."

The knowledge base of the future is powered by AI

A well-organized knowledge base is an incredibly powerful tool at a company as large as Hearst. This is why Lisa Boldi, director of user enablement, was dedicated to maintaining the company knowledge base even before Herbie arrived on the scene.

When Hearst decided to go with Moveworks, Boldi only had to make a few minor tweaks for Herbie to start bringing these articles to life. Employees can ask for what they need [conversationally](#), and the bot can surface personalized and actionable resources in seconds because of its deep integrations with enterprise software. The bot surfaces almost 4,000 knowledge base articles a month, answering colleagues' questions instantly.

"We really want to empower users to be self-sufficient and to find the answers to their own problems," said Boldi. "Herbie helps us put users first."

On the user-enablement side, Boldi leverages user experience surveys and Moveworks' [Performance Insights Dashboards](#) to find out employees' most common tech issues and troubleshooting questions. The dashboards provide a comprehensive performance analysis of individual Moveworks skills. Shedding light on the most requested knowledge articles, it's much easier for company leaders like Boldi to fill in content gaps.

"Success hinges on our ability to constantly improve our service delivery," said Boldi. "My team meets regularly to analyze the data, to see what's working and what's not. The more Herbie can do, the more time our support agents have to work on less mundane and more vital tasks."

Knowledge gap: Top unanswered questions

How do I securely set up my home Wi-Fi?

How do I request a new monitor?

What are the guidelines around WFH?

How do I review or edit my payroll direct deposit information?

How often can I upgrade my laptop?

How do I add people to a Slack channel?

"The ROI of Moveworks is clear. We've saved hours and hours of time, decreased resolution times, improved productivity, and received considerable positive feedback from employees. With Herbie, we have a solution that removes bottlenecks."

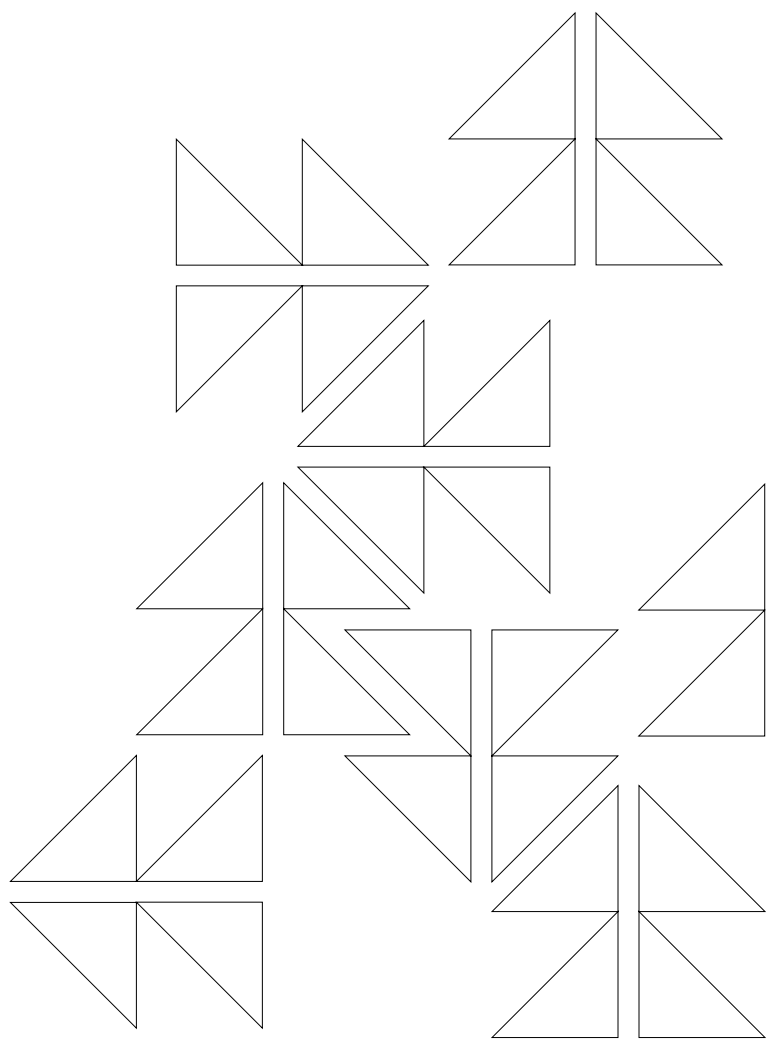
— **Andrew Leach**, Continuous Service Improvement Manager, Hearst

The change Hearst needs. Now.

Hearst deployed Herbie right when COVID-19 began. And the time was right. With 15,000 employees suddenly working from their homes all over the world, communicating change from afar and keeping the entire organization, and all of its global subsidiaries, on the same page was crucial. Email wasn't going to cut it.

Enter [Moveworks for Employee Communications](#). Hearst can now send targeted, interactive messages via Herbie that are considerably more efficient than mass emails. The bot automatically sends messages to the relevant users in chat, handles follow-up questions, and reports on engagement. Herbie even allows Hearst to schedule messages at a certain time for employees in different time zones.

"I assume people ignore emails, but I know people engage with Herbie," said Boldi. "In 2020, every single employee had to become a Zoom, Teams, and Slack expert overnight. The first communication we sent was about how to work from home effectively, explaining how to run a good meeting on Teams and how to properly connect to the VPN. Sending that timely message with Herbie was a game-changer."



Moveworks → in action

One of our biggest pain points is the sheer number of mundane questions IT has to deal with. The number of emails we get and the time it takes to respond to them is astounding.

Because of our success with Herbie, we decided to disable email support for one of our divisions. It was about as seamless of a transition as you hoped for.

To ensure everything was going all right, we paid close attention to any users who reported a negative experience with the bot. That way, we could reach

out, conduct a quick Q&A, and fix the problem immediately. This pilot went so well that we're hoping to shut down email support for the rest of Hearst over the next couple of months.

The potential time savings for our IT team are jaw-dropping. I can't wait to see what the team can do when they're not doing mundane request fixes.

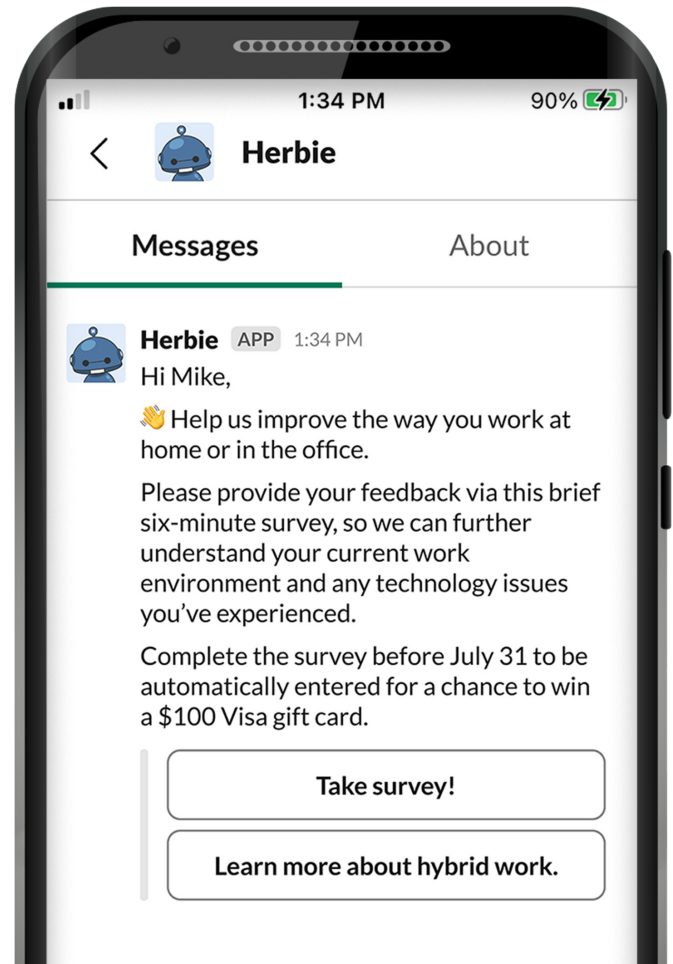
— **Andrew Leach**, Continuous Service Improvement
Manager, Hearst

Hearst meets the future head-on

For Hearst, success is all about adaptation. Hearst continues to thrive because it has adapted to the ever-changing landscape of the media industry. One of the company's greatest strengths is that it still has a startup mentality. Innovative approaches to old problems are welcomed, not spurned.

Embracing this mindset Kaczerski and his team were inspired to look out of the box when it came to reinventing the company's IT experience. Investing in tools like Moveworks has allowed Hearst to not only meet the needs of its core audience, but also transform its internal processes to meet the needs of the 2020s.

"Whatever the world throws at us next," Kaczerski said, "we'll be able to take it on."



Request a demo

moveworks.com/request-demo