

# Serviceaide Success Stories — OnStar



Overwhelmed by the amount of data that the OnStar system generates in China, Shanghai OnStar Telematics sought to identify and implement a service desk solution capable of handling large data volumes.

The company selected Serviceaide's Intelligent Service Management (ISM) solution and quickly saw significant improvements in performance across the entire OnStar business unit in China.



## THE CHALLENGE

OnStar is a subsidiary of General Motors that provides subscription-based communications, in-vehicle security, emergency services, hands-free calling, turn-by-turn navigation, and remote diagnostics systems. OnStar is available in 95% of General Motors vehicles sold in North America. The OnStar system is provided in China by Shanghai OnStar Telematics, a subsidiary of OnStar.

OnStar's platform collects massive amounts of data every day, placing huge demands on the organization's IT operations and maintenance systems. This data deluge impacts the ability of other departments at OnStar to perform the tasks they are required to do. This resulted in a tremendous amount of issues being reported to the corporation's IT organization each day.

## ORGANIZATION



## HEAD OFFICE

Shanghai, China

## SERVICE PROVIDER

Digital China Corp

## SOFTWARE

- ✓ Intelligent Service Management
- ✓ Luma

## BENEFITS

- ✓ Workflows from over 20 departments were integrated onto a unified work platform
- ✓ Full and complete reports published in customized templates daily
- ✓ Dramatic decrease in the amount of issues requiring IT support



## THE SOLUTION

After evaluating a variety of different service management software, OnStar chose Serviceaide's Intelligent Service Management (ISM) solution to meet the demands of managing issues related to the OnStar platform. ISM integrates with a wide variety of third-party applications and this enables multiple departments at OnStar to have their issues managed from a single platform.

Serviceaide's ISM solution runs the OnStar IT Service and other important business functions. ISM can access and merge data without the need to write a line of code. For instance a user can extract data with

real-time connectivity, automate data modeling and cleansing, easily find the business data or make informed decisions based on up-to-date information.

ISM can generate complete data reports of OnStar service daily, creating multiple reports from different templates allowing the data to be viewed in different dimensions. Users can log in to the system to view the data in customized reports according to their organizational roles. Users can access ISM from any browser and also through its mobile app—providing end users the convenience of accessing the data from any location.



## THE RESULTS

ISM was implemented at OnStar within a month. The workflows of over 20 departments were integrated on a unified work platform.

Shortly after implementation some complex cross-departmental collaborative processes were shortened from seven days to only two days.

The number of service requests increased significantly in just four days and the daily work order volume

continued to grow. After a month of usage, the total service request volume approached an all-time high.

The operational team can access various types of incremental or full reports which are generated from over 60,000 data points collected from business departments such as claims and cases.



## THE FUTURE

The next step is the introduction of Luma the AI enabled Virtual Agent from Serviceaide which was custom-built for service management. It leverages natural language processing and machine learning technology to enable end users to report issues in a conversational manner. Most importantly, many of the issues can be resolved without any human involvement. Luma uses popular messaging tools

such as MS Teams, Slack, and Skype for Business to increase the adoption of self-service requests and resolutions.

OnStar plans to combine Luma with ISM to help reduce the time needed for problem resolution and increase customer satisfaction.

### About Serviceaide

Serviceaide is re-creating Service Management with the power of Artificial Intelligence. Serviceaide delivers solutions that have configurable ticket management, ITIL certified processes, scalability, data connectivity, artificial intelligence, and a virtual support agent. All with a low administrative burden and cost of ownership. For more information, visit [serviceaide.com](https://serviceaide.com) or request a demo.