

How Western Digital set the Standard for AI-Powered Employee Support

Western Digital. → [Case Study](#)

“Every issue Moveworks resolves means more time for us to focus on important projects. Multiply that impact by thousands of resolutions per month, and it’s clear why Moveworks has been a game changer.”

— **Steve Phillpott**, CIO, Western Digital

Western Digital®

Challenges

- Providing real-time IT support to about 65,000 employees
- Dramatically reducing the external help desk's workload

Results

- Instantly resolved thousands of IT issues per month
- Automated the equivalent of 25 help desk agents

Key Integrations



Microsoft Teams
Chat



ServiceNow
ITSM



VMware Workspace ONE
IDAM

“Moveworks lets people get the help they need in seconds rather than in days, with no incremental costs. Whether you’re looking at economics or employee experience, there’s no better outcome.”

— **Steve Phillpott**, CIO, Western Digital

The next evolution of data

In an era defined by digital information, few companies are as synonymous with data as Western Digital. Decades after pioneering early floppy disks and calculator chips in the 1970s, Western Digital has cemented its global leadership in data storage, powered by a workforce of roughly 65,000 employees.

As advancements in artificial intelligence render “big data” critical across all industries, the company provides the infrastructure necessary to turn big data into breakthroughs. For context, the world’s first hard drive—the IBM 305 RAMAC, created by a division of IBM that Western Digital later acquired—weighed 2,140 pounds and could only hold about 5 megabytes, or the modern equivalent of one song. To accommodate big data, meanwhile, the company today produces a broad range of storage solutions, including hard drives with up to 20 terabytes of capacity.

Western Digital’s commitment to data-driven innovation extends not only to its products but also to its internal processes—with IT support at the top of the list. Other enterprises take an average of three days to fix employees’ tech issues, limiting their productivity while overwhelming the help desk. That’s where Phillpott recognized the potential of AI to further differentiate the business: using Moveworks to resolve IT issues instantly.

From legacy systems to gold standard

Like any company of similar size, Western Digital faced substantial obstacles on its path to better support its employees. A workforce spanning the entire world, for instance, means that urgent IT issues arise day and night, rendering real-time support a challenge. Ultimately, to set the gold standard for efficiency and experience in the workplace, Phillpott’s team decided that automation had become essential.

“We’re doing automation projects really across the board,” commented Todd Stewart, vice president of Global Infrastructure and IT Operations at Western Digital. “But for those projects to have impact, we need to be just as focused on supporting our end users. That happens through education, communication and Moveworks.”

Adding to the complexity of Western Digital’s IT operations was its history of mergers and acquisitions. Stewart noted that—after integrating three different Fortune 500-sized companies—the result was 65 separate login systems, which caused “extreme” password fatigue for employees as well as constant work for the help desk. But while some CIOs might have hesitated to implement AI and machine learning in such a complex environment, Phillpott found that doing so proved to be a crucial step in the right direction.

“Machine learning, by definition, is an iterative process; it’s a journey,” said Phillpott. “What I’ve learned is that every day you wait to start that journey with Moveworks is a wasted opportunity to transform how your business works.”

Beginning the AI journey

In April 2019, Western Digital officially launched the Moveworks AI chatbot—known to the company’s employees as DigiBot—on Microsoft Teams. Right away, Western Digital’s employees were able to self-serve a wide range of IT issues in just seconds, straight on the Teams collaboration hub, with no intervention from the help desk.



To get support, all employees need to do is describe their issue to DigiBot in natural language, just as they would to a help desk agent. Moveworks handles the rest: leveraging advanced natural language understanding (NLU) to determine what the employee wants, then triggering a back-end workflow to resolve the issue in real time. From accessing software to ordering hardware, answering troubleshooting questions to resetting an expired password, DigiBot turns frustrating IT problems into non-events.

“Before Moveworks, we were manually addressing about 60,000 IT tickets each month,” Phillpott said. “Today, we’re down to approximately 40,000 tickets and falling. There’s no way that happens without genuine AI.”

Rapid implementation, lasting impact

“Implementing an AI solution can take months, years, or never get off the ground at all, which is why we wanted to deploy Moveworks in eight weeks. Seven weeks later, DigiBot was live.”

— **Steve Phillpott**, CIO, Western Digital

For Phillpott and Stewart, the potential of AI to streamline Western Digital’s operations became clear even prior to launching DigiBot. During the team’s evaluation process, Moveworks provided a comprehensive AI Readiness Assessment, which included AI insights into both its knowledge base and its employees’ most common IT issues.

Highlights

65K

Employees at Western Digital

25

Full-time help desk agents’ workload performed by Moveworks

3K

Account access issues autonomously resolved per month

Product Highlight

“Once we saw the AI Assessment with a heat map of all our tickets, we knew this was something we needed,” Phillipott recalled. “We realized Moveworks could do more than resolve tickets autonomously—it could also identify the gaps in our existing knowledge articles and spot the inefficiencies with our workflows. It’s given us an understanding of where to concentrate our efforts that we didn’t have before.”

These concentrated efforts, in areas such as knowledge creation and identity management, are incrementally increasing support efficiency across the organization, which, Stewart observed, has resulted in “continuous improvement for Moveworks’ metrics.” Over the last year-plus, he’s witnessed a gradual but profound transformation:

“We’re a crazy-sized organization, so change isn’t easy,” he said. “But as we’ve added more DigiBot use cases over time—fixing an area here, a process there—it all adds up. Machine learning allows us to approach these dynamic challenges in an agile way.”

Empowering a remote workforce

Although AI had already proven to be a powerful force multiplier for Phillipott’s team before the COVID-19 outbreak, it was during the switch to working from home that DigiBot became indispensable. Faced with a massive uptick in demand for tech help, the team relied on Moveworks AI to answer employees’ questions and resolve their requests autonomously—freeing up time to focus on urgent infrastructure changes.

“When we first evaluated Moveworks, we were immediately intrigued by the possibilities, and we set our goals high. Just two months after deploying the bot, we were able to reduce managed service support costs, while also improving the employee experience.”

—**Todd Stewart**, VP of Global Infrastructure of IT Operations, Western Digital

7:25 AM

By the way, I can not use Cisco Jabber now.



DigiBot 7:25 AM

Ok, just checked our knowledge base, here are the closest answers I could find:

I'm having issues with CISCO Jabber

Let's reset your Jabber client on Windows. Here's how:

1. Launch **Software Center** from the start menu (and ensure you're on the corporate network)
 2. In the Application category, run the **Troubleshooting-Cisco Jabber-Client Reset** script
- IMPORTANT:** Resetting Jabber will delete all your chat history and client preferences, but your contact list will remain intact.

7:25 AM

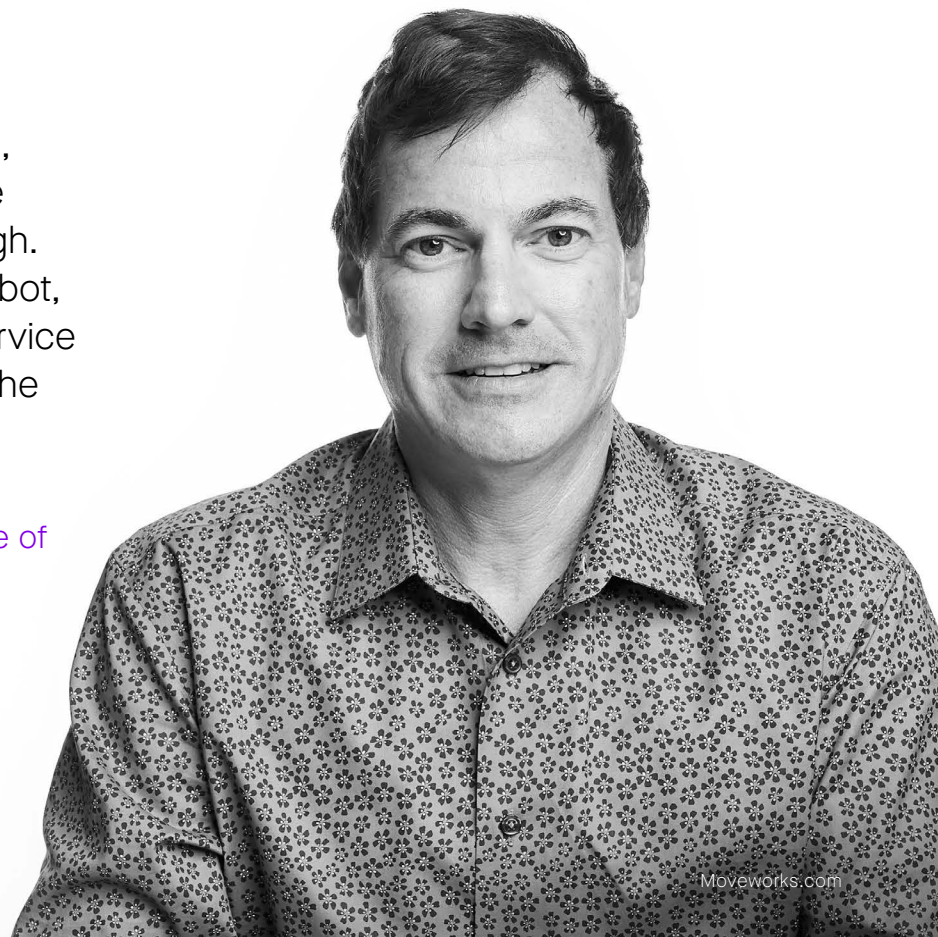
Thank you. I can use Cisco Jabber now.



DigiBot 7:25 AM

Awesome! Glad it helped! 🎉

💡 Type 'help' to learn what else I can do



“Five years ago, we couldn’t have scaled our IT capabilities 3-5X overnight, the way we did during the switch to work-from-home with tools like Moveworks. First and foremost, the bot helped absorb the huge surge in demand for support—ensuring that our IT organization didn’t melt down at this critical time.”

— Steve Phillpott, CIO, Western Digital

For employees, DigiBot on Teams was both an easier and a faster route to IT support during the transition to work-from-home. The number of active Moveworks users jumped by 180% in the first month of the COVID event, which signaled an enduring shift to DigiBot and away from the IT help desk walk-up bar.

“Working from home means employees have to be more self-sufficient when they encounter tech issues because an IT person isn’t standing right beside them to help,” Stewart said. “That’s why our employees’ usage of Moveworks has skyrocketed since COVID-19 began. The bot provides the IT help they need, regardless of where they are and when they ask. That experience is quickly becoming our new normal.”

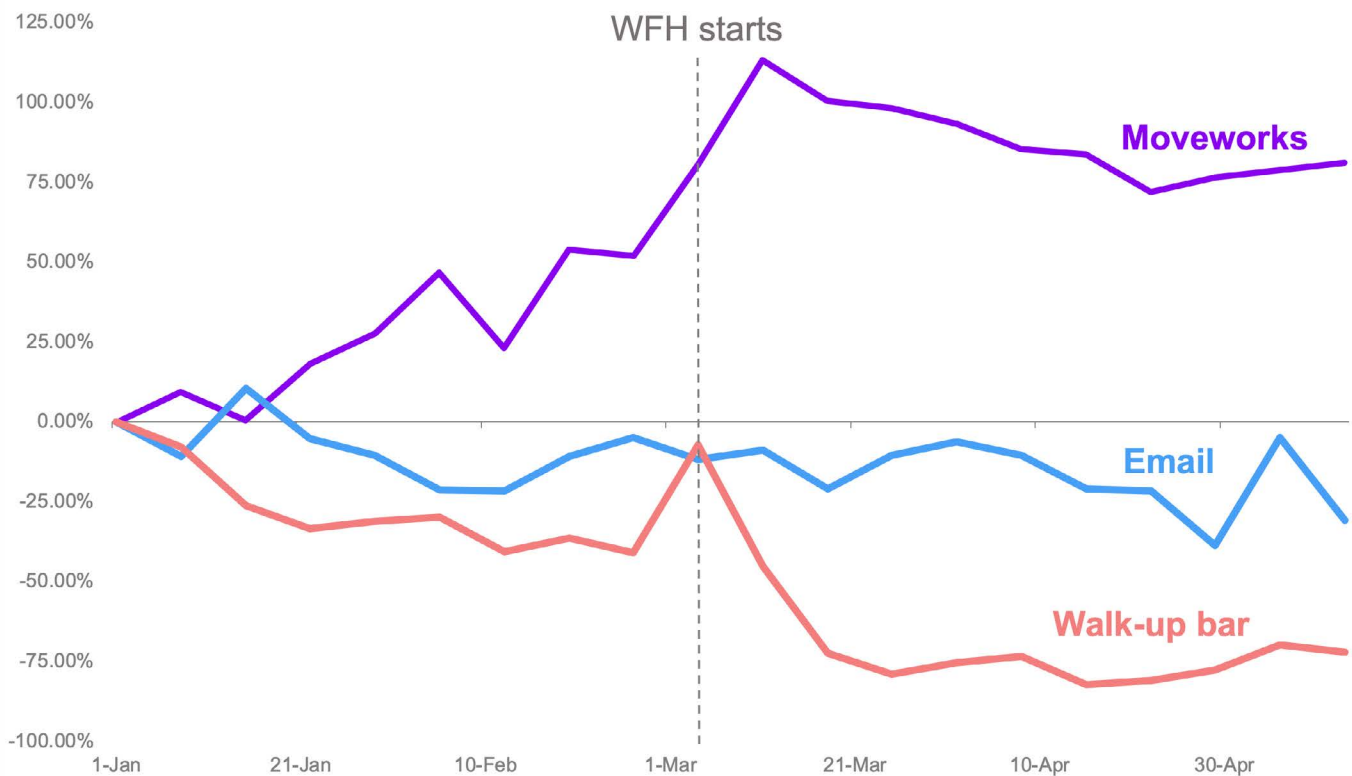
The transition to Teams

The “new normal” emerging at Western Digital goes beyond just resolving IT issues and answering questions with DigiBot. Employees have also embraced Microsoft Teams as a one-stop shop for remote collaboration—essentially a virtual workplace. In fact, following the switch to work-from-home, the majority of knowledge workers at the company have newly become Teams users, fueled in part by DigiBot.

“We made sure that DigiBot is the first thing users see on Teams, because it’s such an important use case for the platform,” Phillpott said. “We’ve definitely seen great synergy there: DigiBot drives up adoption of Teams, and Teams drives up adoption of DigiBot.”

In particular, Western Digital has found success with Moveworks’ broadcast capability, which enables its IT team to send messages via DigiBot to employees targeted by location, position, department, seniority and more. Unlike mass emails, which are often irrelevant to some recipients and tend to get lost in the inbox, DigiBot’s broadcasts reach the right employees in a readily consumable format. Best of all, DigiBot can answer the questions that such broadcasts raise in real time.

Western Digital's workforce switches to Moveworks



Employees chose Moveworks to replace the walk-up bar while working from home, rather than sending more emails to IT. DigiBot delivers the same interactive and instant support experience as a walk-up bar—but no matter where employees are located.

"We send out weekly updates through DigiBot with advice on setting up the home network, connecting to the VPN, staying safe during COVID and more," Phillpott said. "These broadcasts bring new people into Teams, and once they start using the platform, they keep coming back."

Blueprints for a better workplace

25% IT issues resolved autonomously

Thanks to the combination of human ingenuity and artificial intelligence, Western Digital has redefined what success looks like for an IT organization, allowing its employees to eliminate the tech support delays that slow down most other companies. This gold standard set by Phillpott, Stewart, and the Western Digital team applies to more than just the front-end support experience with DigiBot. On the back end, the company has shed legacy processes that one would expect of a firm with a long history of M&As. For example, it has reduced the total number of login systems from 65 to just 1.

Moving forward, Phillpott foresees Moveworks helping streamline other processes across the enterprise. He noted that Western Digital's ethics and compliance group has approached him to request access to DigiBot's broadcast capability, while the HR team is considering adopting Moveworks to resolve employees' HR support requests with similar speed.

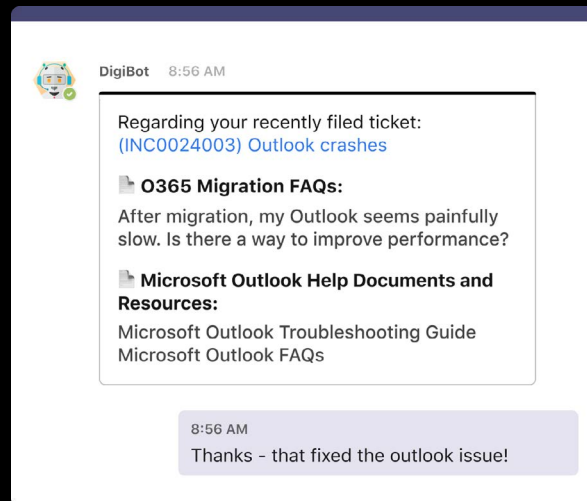
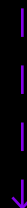
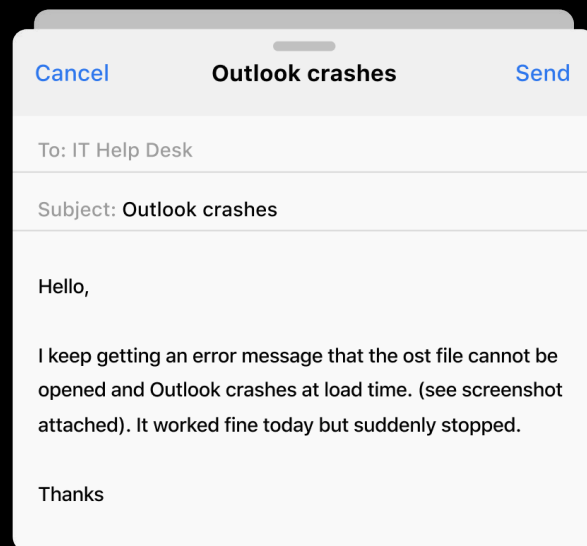
"Ultimately, we'd love to have a single support channel across all our lines of business, whether it's legal or finance or HR," Phillpott said. "The key is the platform concept, and that's the direction we see Moveworks moving."

Already, Western Digital has reached 96% employee satisfaction with the service desk—a number that surprises anyone familiar with the traditional model of IT support. "And given that Moveworks learns and gets better the more our users talk to it," Phillpott said, "our journey with DigiBot is only getting started."

"CIOs tend to focus on what AI can't do. But my recommendation, based on the results we've achieved, is to focus on what AI can do. Because—at least when it comes to Moveworks—what it can do is incredible."

— **Steve Phillpott**, CIO, Western Digital

Product Highlight



Request a demo

www.moveworks.com/request-demo

