MATRIX42

Customer Support Reinvented In 6 Months

A Case Study in AI-Driven Service Management

Sanna Asti
Vice president, Matrix42 Customer Support

MATRIX42

15 Years of Growth Created a Complex Reality

Two systems. 15 years of evolution. Too much complexity.

Different processes, data models & terminology

Manual steps, handovers & workarounds

Fragmented ways of working

Inconsistent customer & support experiences

MATRIX42

15 Years of Growth Created a Complex Reality

Two systems. 15 years of evolution. Too much complexity.

The challenge was not
simply replacing two systems.
It was transforming a fragmented
operating model.

MATRIX42

Our Vision: One Global Support Experience

One platform. One way of working. Built for AI.

With Matrix42 ITSM & **Neo** we set out to create:

- **One** global support platform
- **Simple,** consistent processes & data
- **Fewer** manual activities & handovers
- AI embedded into the **way we work**
- A **seamless** customer journey

MATRIX42

Our Vision: One Global Support Experience

One platform. One way of working. Built for AI.

We did not want to recreate the past in a new tool. We wanted to build the foundation for the future.

MATRIX42

We Designed for the Customer & AI

The question behind every decision: Does this make the customer experience better and AI more successful?

We did the following:

- Designed the processes **before** configuring Matrix42 + Neo
- **Simplified statuses,** classifications & responsibilities
- Defined **purposeful,** consistent data
- **Removed** historical exceptions & unnecessary steps
- **Preserved** legacy knowledge without migrating legacy complexity

MATRIX42

We Designed for the Customer & AI

The question behind every decision: Does this make the customer experience better & AI more successful?

AI does not fix fragmented processes & inconsistent data. It amplifies the foundation it is built on.

MATRIX42

We Went Live With a New Way of Working

On time. Simplified. AI-ready from day one.

One global platform with Matrix42 Neo

One shared process & data foundation

Significantly **fewer variations,** steps & handovers

AI activated from the beginning

AI is already supporting everyday work.

MATRIX42

We Went Live With a New Way of Working

On time. Simplified. AI-ready from day one.

We did not simply go live with a new tool. We went live with a new way of working.

MATRIX42

From AI Assistance to AI-Powered Resolution

AI helps us to:

- **Recognize patterns,** urgency and wider impact. Initiator of major incidents
- **Connect knowledge** across different sources
- Bring **relevant context** into the investigation
- **Support resolution** and customer communication
- Turn successful resolutions into **reusable knowledge**

MATRIX42

From AI Assistance to AI-Powered Resolution

AI + Human Expertise

Connected knowledge can come from Matrix42 **Neo**, Azure DevOps, SharePoint, Teams, Confluence & legacy support knowledge.

AI is not just helping us work faster. It is helping us **understand, resolve, communicate & learn.**

MATRIX42

From Transformation to Intelligent

What comes next: Context-aware customer self-service

AI can increasingly understand the customer's:

- Product & service entitlements
- Technical environment
- Operational status
- Relevant knowledge & support history

MATRIX42

From Transformation to Intelligent

The ambition: Move from ticket handling toward intelligent resolution.

What we learned

1

Design the service before the tool
Start with the customer outcome, not the configuration.

2

Build the foundation for AI
Simple processes, purposeful data & clear ownership matter.

3

Leave complexity behind, not knowledge
Preserve valuable history without allowing it to define the future

MATRIX42

THANK YOU