

# Create an engaged and productive workforce through IT self-help

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# Introduction

Currently, organizations are experiencing a demographic shift as their workforces span several generations and come from diverse backgrounds. The current workforce demands more flexibility and quick resolutions driven by the inclusion of a new, tech-savvy generation. Additionally, the dynamics of the digital workplace are being reshaped by the emergence of a hybrid work culture. To achieve business outcomes in this complex environment and to attract and retain talent, it is imperative for organizations to increase employee engagement as it reflects the involvement and enthusiasm of their workforce. According to Gallup’s State of the Global Workplace report<sup>1</sup>, engaged business teams drive positive outcomes within organizations.



Gallup’s meta-analysis of more than 183,000 business units across 53 industries and 90 countries finds that teams in the top quartile of employee engagement achieve 23% higher profitability than those in the bottom quartile<sup>2</sup>.



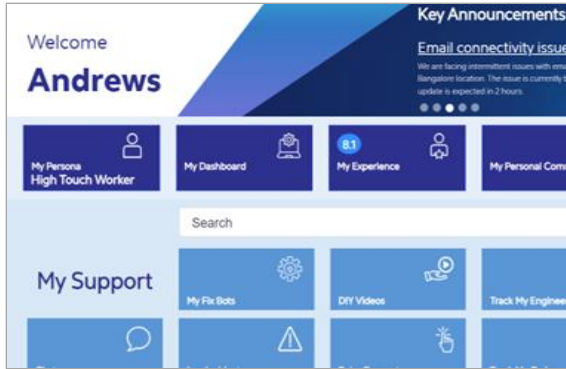
## Enhance engagement through employee empowerment in the digital workplace



Nowadays, IT plays an essential role in every organization to collaborate efficiently and run the operations. But traditionally, employees are highly dependent on techs for IT support. They may face a long wait on calls or chats to get in touch with an agent or multiple emails or delays in tech dispatch—especially at remote locations—seeking problem resolution or even an answer to a question. This impacts productivity and creates frustration and dissatisfaction, as employees are looking for a quick resolution and seamless support.

In this scenario, empowering employees to resolve their own IT issues through self-help options can drive engagement levels and improve the employee experience in the workplace while reducing costs and the strain on IT support personnel. Intuitive and automated self-help solutions enable users to find solutions or access resources to get answers on their own without requiring human assistance. Let us explore some of the self-help options that can be implemented in the workplace for employees.





## User-friendly, intuitive self-service portal

As a result of the ever-growing complexity of business systems and technological advancements, employees' expectations to get IT support are changing. Instead of dealing with dispersed knowledge and siloed internal systems, employees look for an engaging experience.

**The self-service portal is a unified, intuitive and user-friendly portal that addresses all IT needs of employees, enhances engagement by providing a tailored experience and helps organizations retain talent.**

- Enables self-service through quick-fix bots, DIY videos and self-password resets
- Persona based customization and omnichannel access anywhere anytime
- Offers a self-service catalog with automated workflows to request items and services, log issues Provides intuitive AI search for knowledge on demand
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Cognizant is implementing this self-service portal for clients across industries to provide ecommerce style consumer grade experience. One of our global logistics client has empowered end-users through this solution and enhanced their experience.



## Smart onsite digital solutions

When it comes to hardware issues or setups, or even consumables like headsets, keyboards, mice and speakers, employees are currently highly dependent on onsite IT teams. However, today's global work environment requires after-hours support and quick turnaround times for end-users at remote locations.

**Smart lockers, vending machines and virtual tech bars provide flexibility and ease of access to end users or to collect a new device or a loaner. Users can benefit from:**

- 24/7 availability of IT devices/peripherals within office premises
- Live video calls with a remote agent anytime
- Device or consumable checkouts, loaner equipment swaps, or exchange of shared devices/tools between shifts as per users' convenience

Cognizant is installing and managing these smart appliances for several global clients. One of our world leading athletic apparel and shoes manufacturing and retail client has achieved faster resolution and increased flexibility through this solution resulting in elevated end user experience.



## Elevate user experience through digital experience management tools

Transaction based reactive support results in high turnaround time and frequent issue re-occurrences which increases user down-time and creates dissatisfaction.

**Digital experience management (DEM) tools proactively monitor the real-time device health and performance while enhancing self-service capabilities, which improves digital experience and employee productivity.**

- Enables automatic data retrieval about user's devices/applications
- Suggest one-click fixes or provide detailed step-by-step guidance for a potential issue
- Promotes self-heal through real-time monitoring and automated workflows

Cognizant is implementing and managing DEM tools for our clients with a constant focus on developing new use cases to drive self-help. One of our global life sciences client has observed a significant impact on user sentiment and improved productivity levels through this solution.



## Reimagine interactions through gen AI-infused virtual assistants

A human-based service desk requires employees to wait in a long queue to contact an agent or exchange multiple emails, even for simple issues, which impacts productivity and creates frustration among employees.

**Conversational AI-enabled chatbots or virtual assistants provide self-service and auto-heal capabilities to end-users, which help increase productivity and employee engagement.**

- Provide human-like interaction through intelligent conversations, contextual knowledge and persona-aligned responses
- Guide users through troubleshooting steps, provide instant answers to questions and, if required, can involve human agents seamlessly

Cognizant is implementing this solution for multiple clients across verticals to enable end-users with self-service capabilities and provide faster resolutions. One of our global oil and gas client has improved resolution rates and provided autonomous user experience through these always available contextually aware chatbots.



## Revolutionize self-help knowledge base through augmented reality

A comprehensive knowledge base with articles on IT issues, software usage and troubleshooting steps helps users resolve their own issues, but it can be time consuming and difficult to understand.

**A codeless AR-enabled knowledge solution provides interactive and experiential tutorials with access to 3D knowledge and video models on mobiles anywhere.**

- Allows new employees to learn quickly, accelerating the onboarding process
- Enables easy access from company-owned, personally-enabled or bring-your-own mobile devices, both online and offline
- Provides marker and markerless trigger of 3D AR experiences

Cognizant has implemented AR solutions in numerous client environments to drive self-help and delight end users. As a standard practice, we are including AR solutions in our proposals as these solutions are integral to how we operate in the future.



## Equip workforce through AR-enabled remote support

Generally, employees have to wait for onsite personnel to visit and fix their issues or help with any new device setup. At times, it takes days for IT personnel to visit users, especially in remote locations, which increases downtime and impacts the business.

**AR-enabled remote support allows a remote engineer to see what the user is seeing by invoking a real-time camera sharing session on the user's mobile browser, which reduces the resolution time.**

- Leverages AR technology to guide customers through visual cues or annotated on-screen instructions
- Enables users to self-fix issues or self set up new devices or peripherals, leading to reduced dependency on the onsite IT team



## Implementation strategies

A successful implementation of self-help solutions requires a structured plan, which includes:

**Detailed assessment of IT environment to define roadmap:** A comprehensive analysis of the current IT infrastructure to identify gaps, gather input from key stakeholders to understand the business goals, and develop a detailed roadmap, including timelines, resources and milestones.

**Design and strategy development:** Design the architecture of the new system, considering scalability, security and performance to create deployment plans. This includes resource allocation, risk management and contingency plans to ensure seamless integration with existing systems and processes.

**Deployment of solution and validation testing:** Execute the deployment plan by installing and configuring new hardware and software components with minimal business disruption, as well as conducting thorough testing to ensure the solution meets all functional and performance requirements.

**Manage and monitor the solution:** Implement ongoing management and monitoring processes for operational efficiency and conduct user training sessions to drive adoption.

Cognizant follows a collaborative approach throughout the journey and co-creates innovative solutions that allow customers to implement the appropriate solution to meet the business objectives in a cost-effective way.



## Conclusion

IT self-help capabilities possess a transformative power to enhance employee engagement and create a productive workforce in today's hybrid work culture.

Cognizant can help you equip your workplace with digital self-help solutions through its WorkNEXT™ stack and enable you to build a reliable, integrated and human-centric workplace.



## Learn more

For more information, please visit us at <https://www.cognizant.com/worknext>

1. [State of the Global Workplace Report](#)
2. [3 Key Insights into the global Workplace](#)



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