Solving the service skills and knowledge gap challenge with generative AI

70% of service leaders expect to face significant challenges due to the loss of critical, deep-seated technical knowledge, as experienced field technicians and support agents leave the workforce.

Industry trends

1. **Aging workforce:** As seasoned service professionals, especially field technicians, retire from the workforce, there is a lack of younger workers seeking a career in these roles, creating gaps in technical expertise and a loss of IP.
2. **Increasing churn rates:** Customer service employees aren't staying in their roles long enough to gain deep expertise. Most contact centers, for example, experience average annual turnover rates of up to 60% each year.[1]
3. **Rise of remote:** Call and support agents now work remotely[2] more often than not, and are looking for more flexible work models, amplifying challenges with training, onboarding, and knowledge transfer.

Challenges

1. **IP leaving the building**: Critical institutional knowledge and field tradecrafts reside with the individual and are not easy to capture and curate, often getting lost when seasoned professionals leave.
2. **Increased cost to serve:** Higher churn rates mean having to frequently train new hires, leading to a vicious cycle of more time and money being spent on training, only to have these employees depart prematurely.
3. **Reduced productivity:** With varied data sources and multiple tools in use, new agents and technicians can struggle to find necessary information, resulting in longer resolution times and frequent escalations that impact productivity and overall service quality.

Transformative AI solutions

Bruviti's specialized AI solutions, designed specifically for equipment service management, deliver powerful, secure, deployment-ready AI solutions that tackle these challenges head-on, transforming obstacles into outcomes.

Challenge	Bruviti AI solution
Loss of critical IP	**Knowledge IQ**: By capturing comprehensive data on repairs, parts, and warranties, institutional knowledge that resides with an agent gets recorded. This ensures IP retention and a 360-degree data capture for your equipment.
Increased cost to serve	**Training and installation guides:** By utilizing AI to create step-by-step guides and co-pilot systems that fill expertise gaps, training new hires becomes faster and more economical.
Reduced productivity	**Expert virtual assistants:** AI virtual agents and assistants make information retrieval simpler and faster. The volume of inbound calls that need to be handled manually reduces, making it a viable solution for part-time workers.

Next steps

Today, 85% of service organizations are considering or have already budgeted for investments in AI.[3]

Applying Bruviti AI solutions to address the service skills and knowledge gap will quickly impact the bottom line and strengthen the ability to adapt to future workforce changes and market demands and therefore should be a top consideration for investment.

Furthermore, deployed in the right way, this specialized AI can be continuously built upon, expanding and enhancing knowledge and intelligence to deliver proactive and predictive solutions across service operations, with the ability to identify and mitigate issues faster and better than ever before. Discover how the power of AI can transform your service operations—get a live demo today.

Sources

1. McKinsey – Customer care: The future talent factory
2. Forbes – How Remote Work Has Changed The Call Center
3. TechTarget – Beyond the GenAI Hype