

AkzoNobel

“Xara, our Moveworks Copilot, is helping us paint a better and a brighter future. It’s helping us align with our vision of providing top notch customer experience along with sustainability and reducing our carbon footprint.”

— Malabika Mukherjee
Architect for Automation & Touchless, AkzoNobel

AkzoNobel is painting a world of possibilities with 25,000 of its employees leveraging AI

AkzoNobel → [Case Study](#)

Languages supported
in 150 countries

100+

AkzoNobel has been at the forefront of innovation

Founded in 1792, headquartered in Amsterdam, and with a presence in 150 countries, AkzoNobel has been supplying the innovative paints and coatings to color people's lives — for more than 200 years. Their portfolio of brands include Dulux, International, Sikkens, and Interpon.

From painting the deep underground, homes, and offices to cities, towns, and even outer space, AkzoNobel uses its deep expertise to sustain and enhance everyday life. The paint manufacturer, always striving to deliver colorful outcomes to its customers and create happy experiences for its employees, took note when ChatGPT took the technology world by storm.

Their CIO immediately understood the need to bring in generative AI capabilities to the organization to fuel employee creativity and productivity. AkzoNobel embarked on a digital transformation journey with a vision to enhance their product experience, improve business processes, and elevate how people fundamentally work.

Gearing up for automation and transformation at enterprise scale

With an inherent belief that AI has the potential to reshape the industry and give AkzoNobel a competitive edge, the leadership created a framework for AI automation. This approach has been founded on the pillars of product transformation, customer experience, and business transformation and all potential use cases are mapped against these three parameters and assigned relative weightages.

In order to boost employee productivity and create operational efficiency, the paint manufacturer wanted to give its workforce one central place — a single screen and a single window — to access information and automate basic tasks. With close to 35,000 employees spread across 150 countries, they didn't want to overwhelm their employees with too many chatbots.

"We wanted to limit it to Microsoft Teams to give the end user both control and flexibility," explains Malabika Mukherjee, Architect for Automation & Touchless at AkzoNobel. "We did not want to overpower or overwhelm people with a bot popping up on every platform."

In addition to enterprise search and automation, one of the primary use cases was to provide its employees with safe and secure access to ChatGPT. With these clearly defined goals, AkzoNobel explored the various AI solutions on the market to find the right fit that could pave the way for the automation, search, and transformation at enterprise scale.

Challenges

- Employees struggled to find the right information across disparate systems in their language of choice
- Access to ChatGPT involved a risk of exposure of sensitive information and company data

Results

- >25K employees (which translates to 72% of the total workforce) are now actively leveraging Moveworks for enterprise search across business applications, thereby improving productivity
- With Moveworks, AkzoNobel is able to provide safe and secure access to ChatGPT to all its employees

Key Integrations



Teams
Chat



Sharepoint
Knowledge Base



Azure AD
SSO

now

ServiceNow
ITSM

Xara



Xara: Enterprise search and automation made easy

AkzoNobel assessed at least four other vendors for an AI-powered solution before selecting Moveworks for its agentic AI capabilities, integrations scalability, and company vision. They were impressed by “the native skills, security compliance, and the solid encryption process of Moveworks.”

In evaluating Moveworks, AkzoNobel also reached out to an existing Moveworks customer, Broadcom — a company of similar size facing similar challenges of search and automation. The conversation with Broadcom, particularly the FTE data point alone almost finalized the deal. “When most solutions required a dedicated team of 25-40 full time members, Broadcom was able to pull it off with just half FTE,” shares Malabika.

Soon after, the team at AkzoNobel got a clearance from security, compliance, and the various works councils from different countries in Europe which in itself “speaks volumes” given its stringent rules and regulations.

In December 2023, AkzoNobel rolled out Xara, the Moveworks-powered bot, on Microsoft Teams and Malabika was “blown away” by the speed of deployment for the native skills.

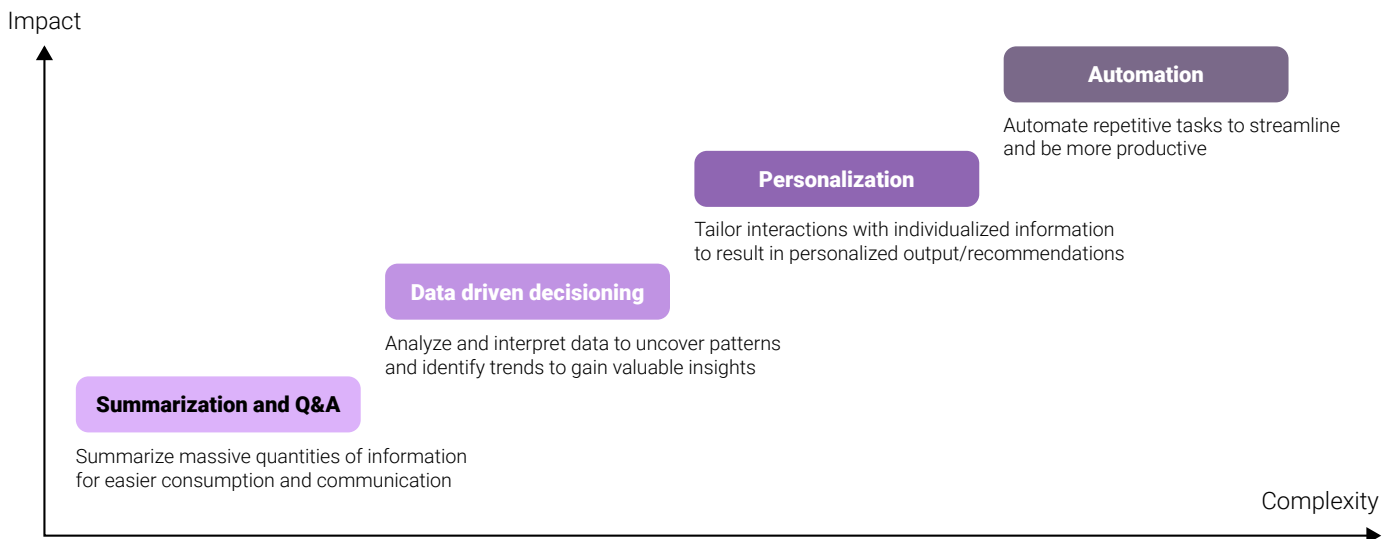
Xara was able to greatly simplify search and automation within the enterprise. From accessing ChatGPT through Xara, the Moveworks bot, and ServiceNow ticketing to creating distribution lists for campaigns and proactive password reset notifications, it served a slew of use cases. Xara even unlocks a vast repository of marketing assets scattered across systems with Moveworks’ powerful enterprise search capabilities.

Xara’s agentic AI capabilities powered by the Moveworks Reasoning Engine allow it to parse employee requests, devise intelligent plans, and execute actions to get the work done. Additionally, Employee Experience Insights or EXI has been a runaway success at AkzoNobel. The operations team has complete end-to-end visibility now — they’re able to drill down to ticket level information, track critical indicators of employee experience, and filter by department, cohort, and timeframe.

Xara has been able to deliver impressive results since its launch including a 40-50% reduction in MTTR, a CSAT score of 87%, and an enterprise wide adoption of 72% which translates to more than 25K employees — all within an eight-month period.

Generative AI use cases

Categories of use cases with generative AI solutions



The impact vs complexity may vary on the nature of the use cases. Above is a more generic view.

Safe and secure access to ChatGPT

One of the most pressing considerations that led AkzoNobel to Moveworks was its ChatGPT use case.

“Being a paint company with heavy R&D involved, we were heavily using ChatGPT for ideation, strategy, and driving innovation,” explains Malabika. “However, the public version of ChatGPT came with limitations and risks of data exposure. Going for the enterprise version was the next logical step for us.”

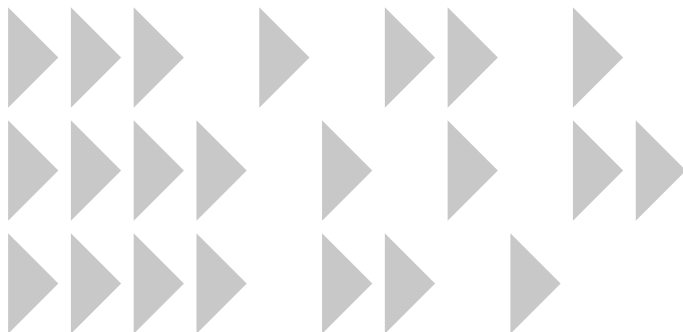
Moveworks has an enterprise tier agreement with OpenAI to ensure proper data usage, and OpenAI does not retain or use any data to train or improve their models. This aligned well with the company’s goals and now with enterprise guardrails, the employees are able to access ChatGPT through Xara from within Microsoft Teams itself.

Integration with ServiceNow ticketing

The ServiceNow ticketing integration allows Xara to create tickets in the ServiceNow system and perform various ticketing actions. Moveworks can be easily embedded into the ServiceNow portal by using a simple JavaScript code.

Furthermore, Moveworks has the ability to enhance ServiceNow functionality by automatically resolving frequent issues and employee requests. This is made possible by the copilot’s ability to ingest and index support resources from across the platform including service catalogs, knowledge bases, and various task tables. This frees up the team for high touch support and focus on improving self service resources.

In essence, Xara serves as the one-stop-shop for instant help within the Microsoft Teams environment, thus making its employees more productive.



72%

Adoption rate within the enterprise

100+

Languages supported across 150 different countries

>200K

Knowledge base articles served over a eight-month time period

Innovating with Creator Studio

With robust out-of-the-box capabilities and more than 50 new features and enhancements, the Moveworks Creator Studio has become an integral tool for enterprises seeking to harness the power of AI-driven automation. It's the platform that empowers enterprises to build AI workflows at scale.

Creator Studio has allowed AkzoNobel to fully automate tasks like printer configuration, reloading Outlook, resetting a Windows password or updating a mobile number.

"Xara can now do things on the user's behalf using Moveworks Creator Studio. These use cases are growing in adoption. In general, more end to end automation, the more loved the use case is," informs Malabika. "The top three Creator Studio use cases include ChatGPT, Windows password reset, and going passwordless with the Microsoft mobile phone sign-in."

Delivering impact and driving transformation

Today, more than 25,000 employees at AkzoNobel trust Xara, the Moveworks Copilot, to help them find information, automate tasks, and take action. The CIO's transformation initiative is boldly advancing with more than 72% of its global workforce being served in their language of choice.

With more than 100 languages supported over 150 different countries, the team at AkzoNobel is able to considerably reduce its carbon footprint. Instead of creating content in different languages, they can now do translations dynamically in the eight official AkzoNobel languages.

Furthermore, the customer satisfaction (CSAT) score stands at an all-time high of 87%. There's also been a significant impact on mean time to resolution (MTTR) with a majority of support tickets raised within Xara. This has led to a 40-50% reduction in MTTR which has resulted in huge productivity gains.

"With more than 50 use cases live in production, I can say with confidence that agentic AI has arrived. With the Moveworks Copilot, the possibilities are limitless!"

— Malabika Mukherjee

Architect for Automation & Touchless, AkzoNobel

In a short span of eight months, the adoption has been nothing short of stunning. Packed with practical lessons for organizations trying to up their adoption quotient, there's inspiration to be taken from the AkzoNobel story.

Xara's adoption journey: Lessons learned

With over 9,000 employees using Moveworks on day one, AkzoNobel could not have asked for a better opener. Its adoption journey is one for the books — 25,282 active users with a 8-10% month-over-month growth rate, 49,323 issues supported, 233,145 knowledge based articles served, and 1,600+ service requests raised.

All of this was made possible by a stellar adoption strategy that included leadership buy-in, a well thought out bot name, playbooks, instructional videos, office hours, employee notifications via lock screen prompts, and of course creating a "wow factor around the ChatGPT use case."

"We strategically started on our Moveworks journey by building excitement about the number one organization ask: the ChatGPT use case. In addition to educating the employees about the safe and secure access, we got the leadership involved," informs Malabika. "We built up the momentum and parallelly started posting stories on our Intranet: Xara is coming."

As a lead up to the launch, the company ran fun campaigns and started an AI myth buster series with the leadership where every single week, a leader would pose a myth question like: "Is AI a hype that will fade away?" or statements like: "AI will revolutionize our work and career choices." Through the week, they encouraged engagement, participation, and at the end of the week they would provide an answer, busting the myth citing credible sources like Gartner or Harvard Business Review. This generated a ton of curiosity amongst their global workforce.

In addition to this, they created a bunch of fun videos, quizzes, and collateral to educate the employees in collaboration with their learning and development function. Their efforts paid off when an incredible 9,000 employees checked out Xara on the launch day, and there has been no looking back since. Once employees found utility, they stuck to it. The team still does "Meet and Greet with Xara, Xara Inspire Sessions," proactively answers questions, constantly creates material, and educates employees about new use cases.

Xara adoption journey

December 2023 - July 2024

25,282 active users (8-10% growth MoM)

49,323 issues supported

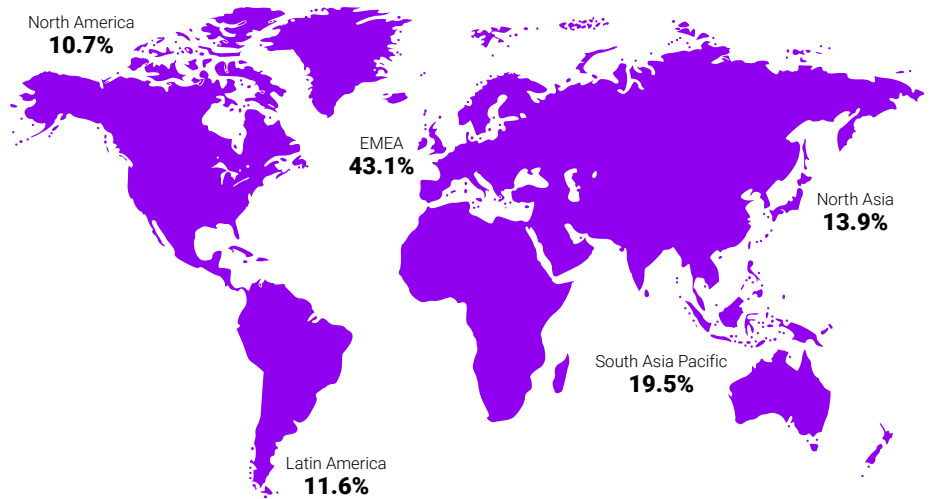
233,145 KB articles served

1600+ service requests made

48+ use cases live in production

8+ use cases in development

3+ use cases released in July 2024



Usage per location / Total Xara usage

Top five languages apart from English: ZH - Chinese, ES - Spanish, PT - Portuguese, FR - French, NL - Dutch

Painting a better and a brighter future

Xara is delivering on the CIO's vision of going beyond application boundaries, connecting systems, driving transformation, and eventually simplifying the customer experience. The paint manufacturer hopes to take its adoption to 80% by the end of FY 2025 and paint a future of infinite possibilities, through the democratization of AI. Employees who had to previously call agents just to locate a knowledge base article, can now self-serve.

"When we talk about our overall vision of painting a brighter and better future, the element of customer experience and sustainability comes in," explains Malabika. "Xara, our Moveworks Copilot, is helping us drive both — customer experience as reflected in our all-time high CSAT and sustainability as reflected in dynamic translations."

Talking about sustainability, AkzoNobel does not need to over index on content creation in a dozen different languages, thereby reducing their carbon footprint. Plus, the FTEs that are employed only because they speak a certain language can now focus on higher value tasks. Malabika recalls an example of an employee who spent 90 minutes every single day replying to 20+ emails around one topic: "Who should I email if my spectrophotometer does not work?" Xara kicked into action, pointed folks to FAQs, and took the toil out of work.

AkzoNobel is well on its way to painting a better, brighter, and sustainable future with Moveworks, an AI Copilot for all employees.

Request a demo

www.moveworks.com/request-demo