



tsia
STAR Awards
2025

2025 TSIA STAR Awards
Featured Application

Hewlett Packard Enterprise Virtual Support Agent (VSA)

Overview

Evolving from a fundamental solution for order and quote inquiries, HPE Virtual Support Agent (HPE VSA) has transformed into a powerful self-service and support platform. Its intuitive user experience, consistent quality, and ease of access have driven its expansion from just 2 categories to over 10 functional areas.

HPE Virtual Support Agent delivers a unified, consistent support experience across all industry-preferred communication channels. This omnichannel presence ensures seamless interaction for a diverse user base. Since its launch, the platform has seen remarkable growth in both unique users and message volumes, underscoring its rapid adoption and undeniable value. HPE Virtual Support Agent serves a broad spectrum of external users like partners, distributors, resellers, and end customers to internal teams such as Sales, Front Line Care (FLC), Account Operations Managers (AOMs), Quotes and Order Management teams. This extensive reach ensures that each user persona receives support precisely tailored to their unique requirements.

I. Innovation and Creativity

HPE Virtual Support Agent stands out by serving multiple vital business areas, offering innovative solutions that transcend traditional support models:

- **Transactional Data Insights:** HPE Virtual Support Agent provides instant access to crucial data related to quotes and orders, even enabling users to raise a case or connect with live agents directly within the platform.
- **Knowledge Centre:** It offers guided support and comprehensive documentation, along with detailed process information across various functions, fostering cross-functional learning and efficiency.
- **Digital Assistant for Frontline care agents:** Virtual Support Agent is a consolidated solution that extracts & synthesizes data from multiple tools, empowering Front Line Care Agents to efficiently address partner queries.

Developed through intense collaboration with cross-functional teams, the Virtual Support Agent excels at extracting, summarizing, and contextualizing information from numerous applications.

What Sets HPE Virtual Support Agent Apart:

Traditional support models forced users to navigate a fragmented landscape of disconnected systems to track orders, check shipments, or retrieve invoices. This led to slower resolutions, inconsistent experiences, and significantly increased workloads for Front Line Care teams. The Virtual Support Agent dramatically streamlines this process by offering:

Real-time Dynamic Translation: Overcoming language barriers instantly, users can chat in the language of their choice; HPE Virtual Support Agent takes the heavy lift of translating the language dynamically.

Sentiment-Aware Responses: HPE Virtual Support Agent senses the user's negative sentiment and offers support for users immediately.

AI-Powered Insights: The Virtual Support Agent generates intelligent responses by drawing from multiple data sources, thereby reducing manual effort for Front Line Care agents in analysing and sending a response back to partners.

Its unified interface ensures a consistent tone and service quality, while the automation of routine queries empowers human agents to focus on more complex, high-value issues. This potent combination of AI, personalization, and omnichannel access elevates the Virtual Support Agent far beyond the limitations of traditional reactive support models.

II. Impact and Results

Driving Tangible Business Outcomes

The VSA has delivered extraordinary measurable outcomes from its Quote-to-Cash (Q2C) journey.

- **6X Growth in Unique Active Users:** This significant increase powerfully demonstrates user trust and adoption of the Virtual Support Agent as a reliable and preferred support channel.
- **50% Increase in Case Deflection Rate:** HPE Virtual Support Agent's robust self-service capabilities have enabled users to resolve their queries instantly, leading to a substantial reduction in the volume of cases requiring manual intervention from the Front-Line Care support team.
- **50% Reduction in Average Query Resolution Time:** Multi-system data integration has enabled the Virtual Support Agent to deliver faster, more accurate responses, cutting average resolution time in half.

- **From 24-Hour Turnaround to Instant Support:** Previously, partner queries often took up to 24 hours for resolution. With the introduction of HPE Virtual Support Agent's live chat feature, responses are now delivered in real-time, dramatically enhancing the partner experience and support efficiency.

III. Customer-Centric Approach

HPE Virtual Support Agent is thoughtfully designed with a strong customer-first mindset, continuously evolving based on real user needs and feedback. Through proactive engagement—including monitoring fallback queries and analysing usage patterns—HPE Virtual Support Agent adapts swiftly to emerging requirements. A prime example is the introduction of an email-based system for bulk invoice downloads within the bot flow, implemented after frequent user requests, significantly enhancing user convenience. Beyond its functionality as a self-serve tool, HPE Virtual Support Agent has grown into a comprehensive 'Get Support' channel in the Quote-to-Cash process. Its ongoing development is aligned with business goals through continuous engagement with leadership, ensuring it consistently delivers tangible value to business, partners and internal teams.

Execution and Implementation

To elevate the partner and customer experience across the Quote-to-Cash process, we followed a structured, user-centric approach. We actively gathered feedback from partner forums, Front Line Care teams, and Account Operations Managers to identify recurring challenges. This input was analysed to map user journeys and uncover high-impact friction points. Through cross-functional collaboration with business, UX, and IT teams, we co-created intuitive, scalable solutions requiring minimal onboarding. Each enhancement focused on self-service, consistency, and efficiency. The result: reduced support ticket volumes and a smoother, more satisfying Quote-to-Cash experience for all users.

Next Steps

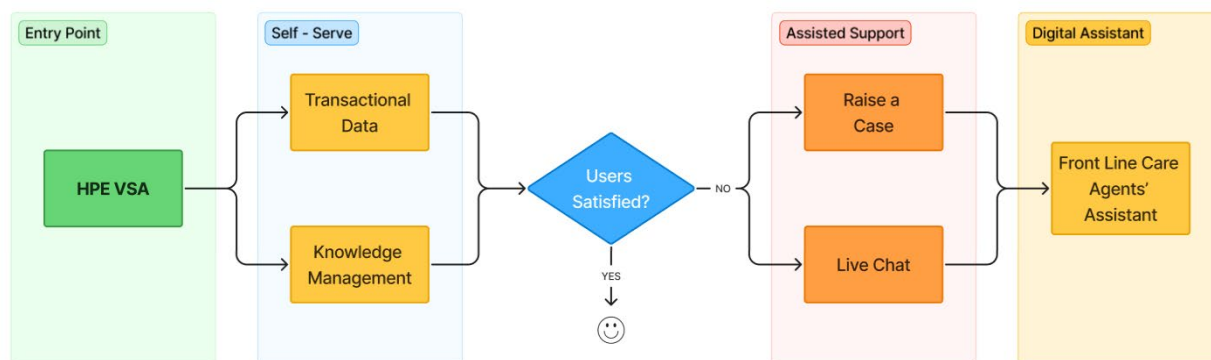
To further amplify HPE Virtual Support Agent's impact, we plan to expand its capabilities by integrating even more functional categories. We also aim to deploy the webchat across all partner-facing platforms. This strategic move will solidify HPE Virtual Support Agent's role as the indispensable go-to tool, enabling partners to quickly identify and engage with it for real-time assistance.

Conclusion

HPE Virtual Support Agent exemplifies the principles of customer satisfaction, collaboration, and bold innovation. With its AI-driven, omnichannel design, it reduces friction, improves service speed, and scales support across business lines. It has redefined what an internal support chatbot can do.

HPE Virtual Support Agent is not just a support tool—it's a digital transformation engine that embodies HPE's core mission: to accelerate what's next.

HPE VSA STRATEGY



© Copyright 2025 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

All third-party marks are property of their respective owners.



For more information, visit the
TSIA STAR Awards Winners Page