



Delivering an Intelligent IT Support Chatbot for Berry Global

Our collaboration with IBM Client
Engineering

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Project Overview

Berry Global Group



Project Overview

Who is Berry Global?

- *Global leader in plastic packaging and engineered materials*
- *Specialists in the production of:*
 - Consumer Packaging
 - Engineered Materials (industrial or commercial applications)
- *240+ locations around the world*

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Goal: to improve employee IT support experience and reduce service desk load on team

Core Objective: to enhance the speed, consistency, and accessibility of IT support for all employees

Joint Approach: Co-creation with IBM Client Engineering using an agile, '**jumpstart**' model

Our Result: A fully functional WatsonX Assistant that provides immediate guidance to employees and reduced IT service desk workload



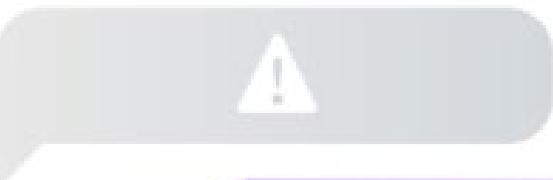
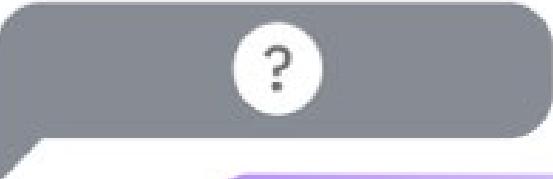
Why WatsonX Assistant?



Why WatsonX Assistant?

Goal & Core Objective: to improve the employee IT support experience, reduce service desk load on team and enhance the speed, consistency, and accessibility of IT support for all employees.

- Delivers consistent, round-the-clock support that improves employee experience and reduces pressure on service desk teams
- The technology allows us to leverage integrations and extensions to transfer information to and from the interface of the assistant
- Offers a flexible, scalable architecture that can grow as new IT processes, domains, and automation opportunities emerge





Introduction to the CE Jumpstart



Jumpstart Breakdown

A jumpstart focuses on delivering value to the client within 4 weeks or less

1. Workshop & discovery

IBM, partner and client collaborate using design-thinking methods to define use cases, explore challenges and prioritise what to tackle first

4. Low-commitment for client

The Jumpstart approach acts as a low-risk way to test how technologies like cloud, AI, automation etc. could solve business problems without committing heavy budget/time upfront.

2. MVP Build

Based on the defined use case, IBM and partner builds a minimal viable product or POC

3. Rapid iteration & feedback

The pilot is tested with real users, feedback is collected, refinements are made. Weekly playbacks are provided to the client to see the dev progress.



Week 1

- Inception (project kickoff)
- Use case discovery
- Design of chat flows

Week 2

- Chat flow design playback
- WatsonX Assistant development
- First playback

Week 3

- Development/user experience enhancements
- Advanced integration implementation
- Second playback

Week 4

- Development/user experience enhancements
- Final playback
- User testing
- Knowledge transfer



Workshop Discovery

Together we built a picture of common IT issues and prioritised those which arise **most frequently** and have the **highest impact**.

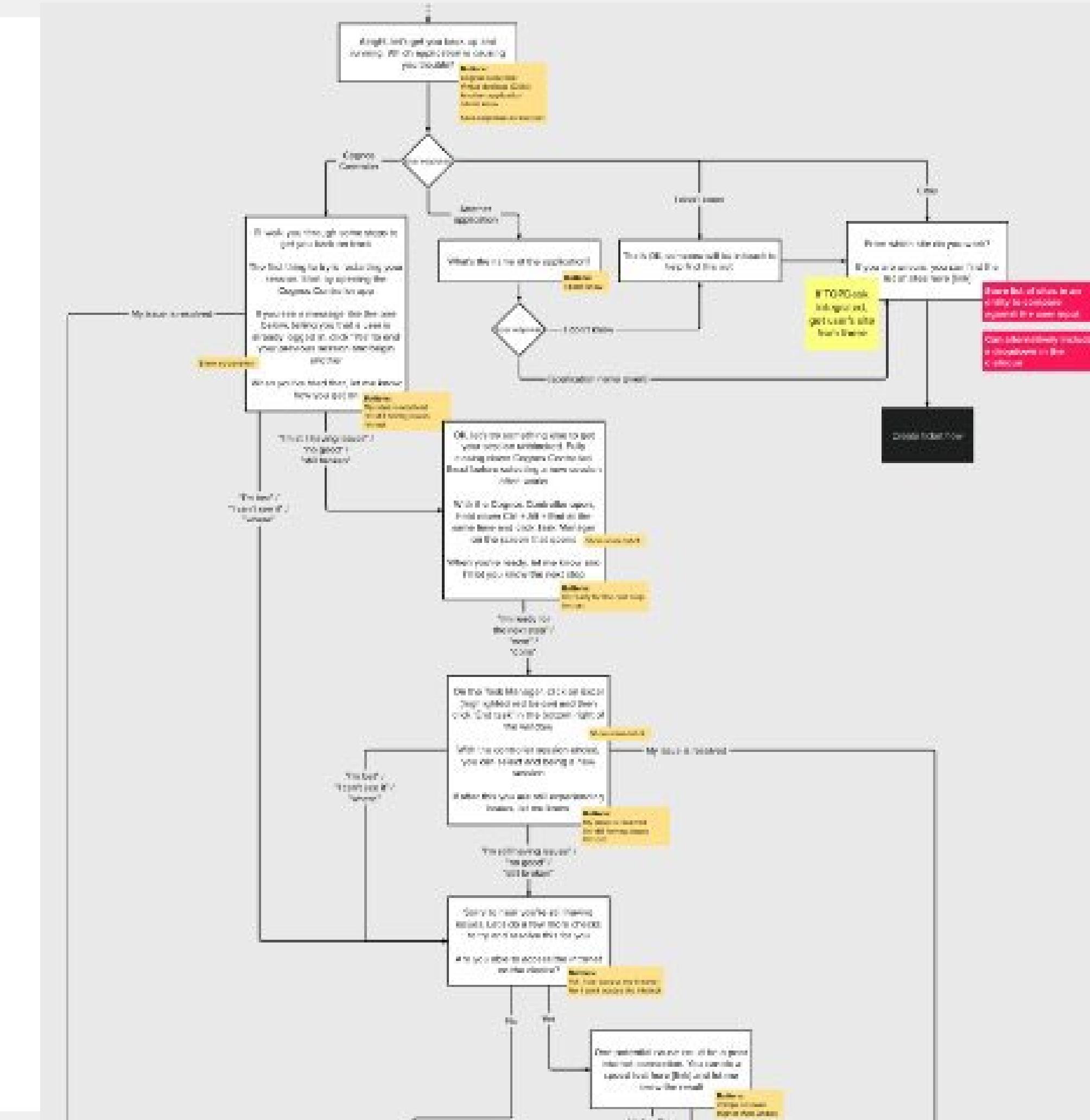
- Unlock periods (finance function)
- Frozen sessions (Cognos controller)
- Ticket status requests and ticket creation
- Guest WiFi requests





Design & Development of Confirmed Flows

- Initial **flow outline** sessions with Berry to understand resolution steps per use case.
- Collaboration with IT Support SME to see where we could drive most value.
- Once flow designs had been approved, development of the assistant began and project completed within the following 3 weeks





Conclusion: IBM Client Engineering Jumpstart Outcome

- Successfully accelerated project delivery through a structured, co-creation-driven approach
- Established a scalable foundation for future enhancements and broader adoption
- Demonstrated the effectiveness of a collaborative innovation between Sempre and IBM

Next Up: Pat D'Arcy on an introduction to Client Engineering and was of working