

ASOS' IT knowledge base coverage expanded from 30% to 90%

SYSTEMS	ServiceNow
USE CASE	IT Service Management
NUMBER OF CONVERSATIONS	20,000
KNOWLEDGE BASE	400 articles

HIGHLIGHTS

30% of inbound queries are covered by the Living Playbook and will be answered automatically by Edra's AI agent.

Surfaced updates to 50% of the knowledge base and suggested 200 new topics based on the conversations it ingested.

Projected to create positive ROI in three months.

The problem

ASOS is a leading British fashion retailer serving more than 17 million customers across 150+ countries. Their IT service desk relied on manual triage. Users submitted tickets in ServiceNow and waited for a human to triage and then respond, resulting in high operational costs, long wait times, and a process that couldn't scale with global growth.

ASOS maintained 400 knowledge base articles as a source of truth for resolving issues. But keeping that documentation current, consistent, and easy to navigate became harder over time. Routing tickets to the right agent added another layer of complexity as the organisation scaled. As automation became a priority for the team, they first needed to understand their process and create a knowledge base that reflected reality.

The solution

Edra connected to ASOS' ServiceNow instance and ingested 20,000 historical tickets alongside the existing knowledge base. Within days, Edra surfaced a Living Playbook of ASOS' IT service management process with updates for 50% of articles and 200 new topics that had never been captured. These updates resulted in 90% of tickets being covered by Edra, up from 30% using ASOS' old knowledge base.

In the future, inbound tickets will route first to Edra's AI agent. If the topic exists in the Playbook, the agent resolves it automatically through ASOS' existing systems. If it's a new or complex issue, Edra triages to the right team, effectively acting as a reliable L1 support layer.

Now, 30% of inbound tickets are projected to be answered through the Living Playbook without human intervention. That number will grow daily as Edra continues learning from ASOS' teams and refining the Living Playbook.

"Edra has given us a more dynamic understanding of how we can unlock more value from our service desk. We can now evolve our knowledge base continuously, identify new topics as they emerge, and automate a meaningful share of tickets directly through the systems we already use. It's opened up a clear pathway to scaling our support model and improving the experience for our teams."