

⚡ Jira Service Management ✖ Confluence

Espressive BaristaGPT Integration with Jira Service Management

Automate Your Service Desk While Increasing Your ROI

Jira Service Management is an end-to-end IT service management (ITSM) solution developed by Atlassian. It is built on the Jira platform, and therefore works with other popular Atlassian products such as Jira Software and Confluence.

Due to the depth of their ITSM platform, many organizations invest heavily in Jira and want to find ways to increase the value of their investment. One way this can be done is by integrating their ITSM solution with an AI-based self-service capability, such as a virtual agent. A virtual agent utilizes AI, automation, internal knowledge, and live data to solve issues—making it easy for employees to get IT help without calling the service desk.

For organizations that want to fast-track a generative AI-based virtual agent into the hands of their employees, Espressive BaristaGPT integrates seamlessly with Jira Service Management. Our AI-based virtual agent leverages multiple types of AI to solve employee issues—including generative AI, retrieval augmented generation (RAG), safe access to live web answers, and access to generative capabilities, similar to what ChatGPT provides today. In addition, our best-in-class integration framework enables Barista to utilize third-party systems (including Jira workflows and processes) to automate the resolution of employee questions, issues, and requests.

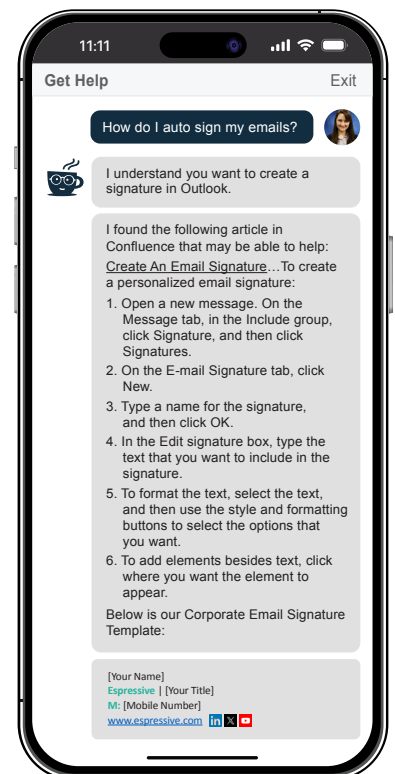
Unlike most virtual agents on the market, the Espressive BaristaGPT solution is an agentic platform that requires little to no administration. The concept of building “workflows”, conversations, etc., doesn't exist on the platform as it learns dynamically from your data and integrated systems.

Integrating BaristaGPT into an existing Jira deployment creates a more unified experience for employees that will in turn, maximize ROI.

Key Integration Highlights

OUT OF BOX INTEGRATION

BaristaGPT works with Jira Service Management right out of the box, integrating with an existing ITSM solution without any complex deployment requirements from the service desk team. And with bi-directional integration, if BaristaGPT doesn't know an answer, a ticket is automatically generated and routed to the appropriate service team for a seamless handoff from BaristaGPT to service desk agent—without the employee having to ever leave BaristaGPT.



SUPPORT FOR CONFLUENCE

All content created in Confluence can be leveraged by BaristaGPT to answer employee questions. To do this, BaristaGPT integrates with Confluence and pulls all the articles available from a dedicated space, then parses and indexes them so they become searchable by the system. When updates are made to articles, BaristaGPT will sync content—either on a scheduled or on-demand basis—to incorporate any changes. (E.g., any added articles will be added to BaristaGPT; articles modified, deleted, or retired will be modified, deleted, or retired in BaristaGPT as well.)

Afterwards, when an employee asks a question that can be answered by internal knowledge, BaristaGPT will search all available articles for the answer and provide a snippet that contains the relevant information to the employee. BaristaGPT will also include a link to the full article located in Confluence. Lastly, BaristaGPT ensures that all access controls defined on a document or space are preserved when answering employee questions.

Every BaristaGPT tenant is ready to support Confluence Cloud Server. For organizations that require an on-prem version, this can be customized by our Customer Success team.

KNOWLEDGE ARTICLE CREATION

BaristaGPT can look at how agents resolve tickets and how they chat with end users in order to create new knowledge articles in Confluence. BaristaGPT leverages generative AI to review ticket and transcript data and then proactively decide which tickets contain valuable new insights. This capability dramatically speeds up the time it takes to expose new content to end users and further deflect tickets.

AUTOMATE WITH EASE

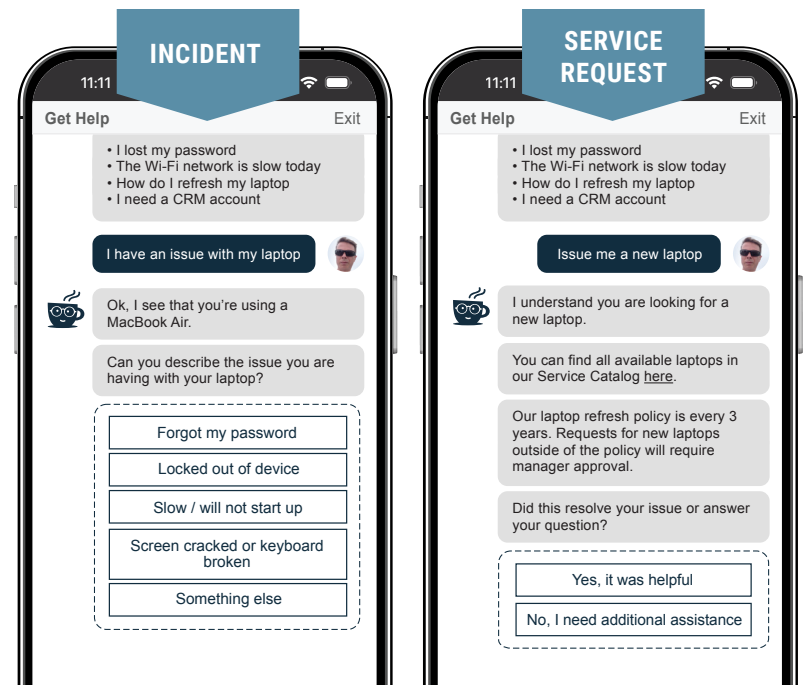
BaristaGPT leverages a ReAct (Reasoning + Acting) framework that empowers organizations to integrate with virtually any tool that exposes a REST API—without the need for complex development or maintenance. Unlike traditional integrations that require extensive coding, ReAct dynamically interacts with APIs in real time, allowing BaristaGPT to:

- Retrieve and update data from external systems (e.g., Jira, ServiceNow, Workday, Confluence).
- Trigger automated actions based on employee requests or workflow conditions.
- Orchestrate multi-step workflows across multiple applications, eliminating manual intervention.
- Adapt to API changes without requiring manual updates, ensuring long-term reliability.

With ReAct, BaristaGPT extends beyond static integrations, enabling enterprises to seamlessly connect their ecosystem of tools while reducing IT overhead. Whether it's ticketing, HR, ITSM, or enterprise collaboration platforms, BaristaGPT can interact, automate, and deliver—without limits.

REQUEST CLASSIFICATIONS

BaristaGPT can distinguish between an incident and a service request. When Barista creates a ticket for employees, the request is automatically prioritized and routed to the correct service agent for resolution.



BARISTA ON COLLABORATION TOOLS

For organizations that have invested in Jira Service Management and a collaboration tool (Slack, Microsoft Teams, Google Chat, etc.), BaristaGPT can be integrated into both. The BaristaGPT app enables employees to get immediate answers to their questions 24/7, create and update tickets, and receive surveys and announcements from inside the collaboration tool where they already work. In addition, all features that BaristaGPT supports for Jira (e.g., smart ticketing, access to Confluence knowledge), can be utilized in the BaristaGPT app in a collaboration tool as well.

BaristaGPT is **omni-channel accessible** and designed to pair with and strengthen your existing communication channels.

BARISTA WIDGET FOR PORTAL

The BaristaGPT widget can be embedded to any portal, webpage, intranet, and SharePoint site, including organizations that utilize the Jira customer portal. The widget allows employees to launch a chat window by clicking on the BaristaGPT icon located on the portal site. This enables employees to get immediate answers without having to leave the portal.

BARISTA SMART TICKETING

Barista Smart Ticketing eliminates the need for service desk agents to classify, assign, and prioritize tickets. Instead, BaristaGPT uses advanced machine learning (ML) to build a predicative model from customer historical tickets, newly created tickets, and agent actions. From there, AI is utilized to predict and populate ticket fields, including Labels, Priority, etc. Tickets are correctly assigned to the right team from the start, reducing mean time to resolution (MTTR).

TICKET STATUS & MANAGEMENT

For many service desks, nearly 25% of employee inquiries are simply requests for ticket updates—monopolizing agent bandwidth with repetitive questions. With the BaristaGPT seamless integration with Jira, employees can get real-time updates on their tickets instantly, without ever needing to contact an agent. This reduces service desk workload, accelerates response times, and improves employee satisfaction by providing the information they need, when they need it.



ESPRESSIVE is pioneer in automating digital workplace assistance, redefining how employees get help by delivering exceptional employee experiences. BaristaGPT, our conversational, AI-based virtual agent, takes on the role of the service desk agent, bringing the best of human experience with the best of artificial intelligence. BaristaGPT automates resolution of employee questions with personalized experiences that result in employee adoption of 80 to 85% and reduced service desk call volume of 50 to 70%. Visit us at [Espressive.com](https://www.espressive.com) to learn more and [request a demo](#).