

Ask RV Tech: A New Front Door for Enterprise Support

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For many RV Tech employees, getting support has meant jumping through multiple hoops: information lived in one place, tickets went through another, and it was often up to the employee to know which team owned their question. In theory, the Guidepost we inherited was meant to be a single front door, but in practice, teams leaned on Slack for day-to-day work and support questions began to spread across DMs, group chats, and channels like wildfire. For the teams on the other end of it, support became much harder to coordinate.

By the end of 2025, teams across the org came together to reimagine the entire post-Guidepost support model around one goal: *one front door for RV Tech enterprise support, built in a platform employees already use every day and able to evolve at the speed of our joint venture.*

That work started with **#ask-it**, the AI-powered IT service desk in Slack that launched in July. It proved the model: a conversational agent built on scalable workflow AI, support built on Jira Service Management, and a governed knowledge base, in the place employees already work. It also set the foundation for what came next. **Ask RV Tech**, which launched in September 2026, is the evolution of that foundation. It's a single place in Slack where employees can ask a question and get an answer or the right help, without needing to know who owns it. Travel & Expense joined IT as the first teams on the platform, and People recently followed.

We sat down with **Aly Huelman**, Sr. Director of People; **Josh Biniecki**, Director of HR Business Partner & People Operations; and **Nathan Bliese**, Sr. Manager, People Operations & AI Strategy, to talk about how it came together and what was different about bringing People into the model.

Bringing People Into Ask RV Tech

While the front door is the same for every team, bringing People through it took extra care. Four considerations set it apart, and each shaped how the agent was built:

- The first was **sensitivity**. Questions about pay, benefits, and leave are things employees need to get right, and many are personal. So the team built Ask RV Tech as a private Slack app, where the conversation stays between the employee and the agent.
- The second was **accuracy and response**. A wrong answer carries significantly more weight for People topics than almost anything else, so the agent was built to stay quiet on a list of excluded topics rather than guess. The team also built in emergency detection to cover all use cases.
- The third was **personalization**. Benefits and policies differ by location and worker type, and managers need information their teams don't, so the agent was built to know who is asking.
- The fourth was the **content** itself. "With this great power we have with AI, some of the more basic things become more important again," Nathan said. "The information our tech is going to pull from needs to be clean." Working with the People team, he helped take the knowledge base from about 20 validated articles to more than 400 that are reviewed, owned, and tagged by location.

Early Signals of Success

With the content in place and the guardrails built in, People went live, and hundreds of questions have already been answered instantly, along with help filing tickets with the right team. For Aly, the difference is stark. "Finding answers to your People questions was just a painful process in the past," she said. "You had to go to Guidepost, which was clunky. You had to use search that oftentimes didn't give you what you needed. Then you had to open a ticket, which took days to respond to." The goal now is that "for as many questions as we can, you get an immediate response versus having to go somewhere else."

Just as important is what the team can now see. Before, ticket data was the main signal, and by the time someone filed a ticket it was usually a last resort. Now the team has a clear view of what employees ask about most and where content gaps remain. "We knew it wasn't good, and we couldn't really see exactly where to fix it," Nathan said. "Now we're in a spot where I believe it's better, and we have a lot of access to continue to improve it."

What's Next: More Productivity, Personalization, and Proactiveness

The architecture of **Ask RV Tech** was intentionally built to scale. In Q4, our **Procurement, Governance, Risk and Compliance (GRC), Legal, Facilities**, and **EHS** teams are targeted to join the support model. Beyond that, the leaders see Ask RV Tech moving in three directions.

The first is from **answering to doing**, helping employees see a task through rather than just explaining it. "Transactional activity that doesn't really apply to your job should be invisible," Nathan said.

The second is from **general to personalized answers**, with more awareness of who you are and what you've asked before.

The last is from **reactive to proactive**, the agent becomes a mini-assistant for all of us.

Josh calls this release "the beginning of the journey, 1.0." The principle stays the same either way. "Employees don't need to know anything other than 'I have a question, and here's where I go,'" Nathan said.

Special Recognition

This launch would not have been possible without the teammates working behind the scenes. Our executive sponsors, Aly Huelman and Ben Howell, set the vision and cleared the path. On the build side, our in-house IT implementation team for JSM, Confluence, and business process, Marilyn Pruitt and Jeramie Villalobos, brought the Atlassian foundation together, while our in-house AI development team, Brandon Tarr, Venkata Lakshmi Narayana Kadiyala, Seva Medvedovsky, and Nicolas Alcaraz, built the agent itself. On the People side, our entire People team, reviewed our previous Guidepost forms and processes while also owning the content that makes the answers possible, and our new People L1 team, Alexandria Reyes-Cerri and Malhar Brahmabhatt, are on the front line as employees start asking questions.

We also want to give a big shoutout to all the employees who jumped in to be our testers during the #ask-IT rollout. Your valuable feedback helped shape how our **Ask RV Tech** agent works today.

Thank you to everyone who supported this launch!



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