



How to enhance your enterprise with automation

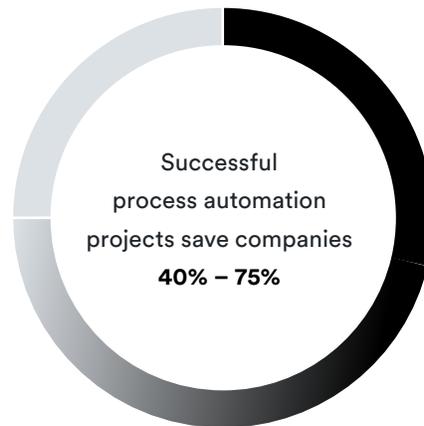
Discover the five benefits

83%

83% of enterprises are already using an automation platform or plan to implement one into their business processes, according to a survey by OVUM.

Many business leaders are familiar with robotic process automation (RPA) where robots can perform simple rules based tasks. Now they're educating themselves on intelligence process automation (IPA) to automate more complex tasks with AI. There are numerous benefits associated with adopting low risk, non-invasive IPA, but enterprise organizations often have trouble weighing the cost and resources of IPA implementation against the ROI they expect to see from it.

How can IPA benefit your enterprise?



Early adopters are proving that the ROI is worth implementing IPA. According to KPMG, successful process automation projects save companies 40% - 75%, with payback that varies between several months and several years. IPA can typically be completed quickly without disturbing existing processes and systems and continuously provides benefits for enterprises long after implementation.

Organizations see major cost savings by automating their business processes

1 Bottom Line Impact

The immediate impact from implementing IPA is an increase in productivity. Labor productivity is the total output divided by the total input. By eliminating inefficient processes, companies achieve a higher output while putting in the same resources.

Automation reduces the amount of tasks your employees need to do, by eliminating the tedious and repetitive ones from human handling, thus increasing productivity. Employees have more time for critical job duties and complete their responsibilities quicker and to a higher quality.

Example: Customer service replies

Say a customer service team typically take 24 hours to respond to a message due to the repetitive data entry tasks they're also required to complete. By automating the data entry work, customer service reps would be able to reply to customers faster and with more attention.

As productivity and speed increases, company capital goes farther, leading to cost savings. Through automation, companies spend the same amount of money on their workforce but employees get more done. For large enterprises, small improvements make a huge impact.

Example: Sales process automation

Assume your sales team is 85% efficient with a \$1.5M quota so they reach \$1.2M per year instead of their goal. If IPA increases the efficiency by just 10%, your company could see a \$200k difference in revenue.

Eliminating boring work tasks increases employee satisfaction and engagement

2 Employee Engagement

According to research by Gallup, 71% of workers are unengaged from their jobs. Employees that perform boring, repetitive tasks all day are less likely to enjoy the work they're performing and are more likely to leave a company. Automating tasks that lead make employees unengaged with their work can reduce a company's turnover rate.

Cutting down these tasks give employees more time to complete work they enjoy. Eliminating the monotonous tasks gives them much more time to contribute value to the company in meaningful ways.

IPA enhances employee decision making by providing critical insights into data patterns. Empowering humans with better decision-making skills leads to employees feeling more successful and satisfied with their jobs. IPA enables employees to achieve their career goals and benefit the company.

Example: Lead scoring

AI prioritizes incoming customers for sales outreach based on various weighted qualification criteria. Sales teams can then dramatically increase sales by engaging with the most qualified leads. which is when an intelligent system prioritizes incoming customers for sales outreach.

Employees spend less time on busy work and more time attending to customers

3 Customer satisfaction

American companies lose \$62 billion every year due to bad customer experiences (CX). Of those companies that make an effort to improve their CX, 84% report an increase in revenue. With less busy work, employees can dedicate more time to customer service. Customers have much more access to service because calls and messages are answered more quickly, competently and compassionately. Employees are more attentive and the customer's interactions with the company more enjoyable.

Customers that have a positive experience with a brand or company have more positive feelings, thoughts and behaviors toward that business leading to long term brand loyalty.

Additionally, after a positive experience with a company, 65% of customers would recommend a company to others, leading to higher net promoter scores.

Automation makes reaching organization's service-level agreements (SLAs) much easier and may allow an organization to adjust its SLAs to better serve customers.

Example: Increase reply speed

If a current SLA is to respond to customers within 5 business days, automation has the potential to reduce turn around to one day. Faster replies and service make for happier customers.

4 Accurate data, accurate insights

More tappable data for better predictions and analytics

According to IBM, 2.5 quintillion bytes of data are created everyday. 80% of that data is unstructured data, meaning that it's invisible to traditional analytics tools, therefore useless.

IPA (though not tradition RPA) can read and understand unstructured data, giving businesses access to previously hidden data, which can be processed and used for predictions. IPA adds benefit by fueling business insights from new and increased access to this data which impacts forecasting and allows businesses to make more educated decisions.

Example: Logistics and supply chain data

Logistics and supply chain companies collect lots of unstructured data, such product production or shipping wait times. IPA can pull this unstructured data from various systems and sources to predict consumer demands. Logistics businesses can use this to optimize their processes and meet customer's everchanging demands.

5 Logistics and Supply Chain

Automation further secures sensitive enterprise data and assists with complicated compliance regulations

U.S. companies are hit hard after a data breach, with losses per company averaging \$4.13 million.

According to a 2016 survey by Accenture, 73% of the surveyed compliance officers believed that automation could be a key enabler in compliance within the next three years.

Security automation increases the safety of confidential data by preventing data breaches.

IPA solutions perform tasks within security applications that typically would be performed by a human, minimizing human handling and viewing of sensitive customer/client data. Automation leads to faster response to threats, better and analyses on potential threats and more accurate predictions with machine learning technology.

Automation helps businesses ensure that they're in compliance with regulatory rules and organizations.

Government regulations place heavy burdens on industry to meet legal guidelines and government agencies themselves have complex regulatory mandates as well. Automation can ensure your organization, whether it be public, private or for profit is complying with all regulations without pulling your human workers away from other tasks.

AI automation does this in a few ways:

- Generates audit trails for changes made during product development or with legal documentation.
- Ensures that role-based access measures are met by allowing limited access to certain data to authorized groups.
- Creates documentation about how a company or machine made a decision.

These are tasks typically performed by a compliance officer. When handled by an automation system, these tasks are done more efficiently and with much higher accuracy than when performed by a human.

Example: Mortgage lending

Banks must ensure that bankers are not discriminating against applicants but also must reduce their loan risk. IPA can create an audit trail of events that happened with a person's loan application, ensure that only authorized users with the proper credentials can access that person's sensitive data and create a document that shows how the bank came to its decision approving or denying the loan.