

# Your personal automation assistant

## Approachable integration

---

Robin can send task lists by email or be customized to fit a human worker's routine.

## Meet Robin

Automation Hero offers both attended and unattended automations, meaning a human steps in to review work when the process is attended. And when that's the case, Robin, your personal automation assistant, is there to help.

Robin is a powerful AI that acts as an approachable integration between AI and humans. It can send out a task list in a simple email or it can be customized to integrate in some other way with a human worker's daily routine. Without development help, you can also design a task list for Robin, changing priorities on the fly using a drag-and-drop function. Because it doesn't require development, it's a good way for most of your workforce to interact with Automation Hero.

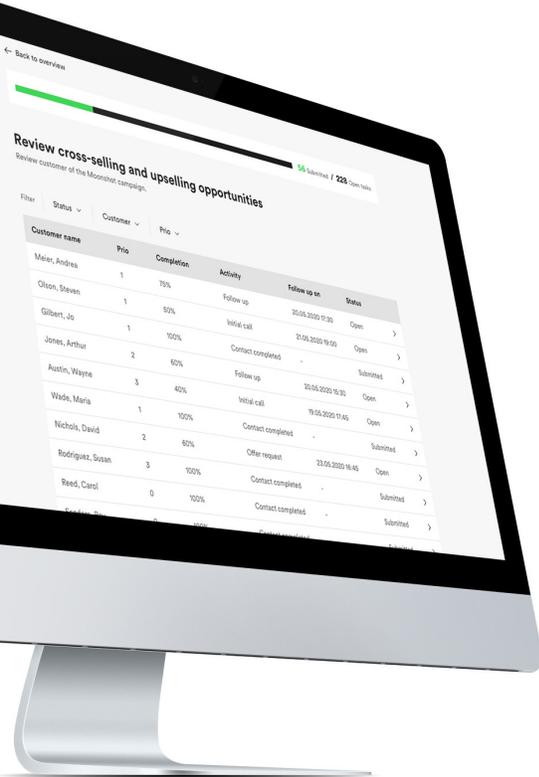
## Tackle projects large and small

Robin can help you manage everything from boring to-dos to more complex, subtle tasks.

Perhaps your company has been looking for a better way to manage invoices. We can help you automate the transfer of information from each invoice, like dollar amounts, dates, or vendors, into an invoice capturing system. Then Robin helps you keep tabs on which invoices have been processed — along with any problem cases, like a vendor name that doesn't match, or an illogical date.

## Humans in control

Users can review, correct, or delete information and approve final automations.



Robin can also assist with more long-running goals. Let's say, for example, your company wants to focus on retaining customers. You add this item to your list: (1) call clients with highest likelihood of churn.

You or your manager can design "skills" for Robin that include filtering client lists for churn risk. You can set parameters showing a particular behavior — frequent account logins, or infrequent ones — that indicate the customer is likely to drop their service. That behavior is a trigger for Robin to serve up the contact in your daily call list, pushing it to the top of the list or noting that it's higher priority than other contacts.

Maybe you want to focus on cross-selling and upselling. You already know that any client who's bought one premium product is more likely to buy another. So you simply build that new rule into Robin's Skill Editor, and the assistant will email you a list showing potential contacts with the highest likelihood for that new sales opportunity.

## More Robin benefits

- Humans stay in control: users can review, correct, add or delete information, and approve before any automation is carried out
- Feedback from human input can merge with training data used for AI models, to improve model accuracy over time
- Request human input when automations don't reach a predetermined confidence threshold
- Add or delete team members who can check in to see which tasks have been completed
- Friendly interface with AI and automation throughout a company
- No-code form allows easy composition of the look and feel of Robin's task lists

## What is Automation Hero?

Automation Hero's end-to-end automation platform for the modern enterprise combines screen scraping, structured and unstructured data processing, machine learning, and the human workforce. It's an operating system for automation — intelligently automating everything from simple tasks to complex business processes. This improves information worker productivity and drives more successful, optimized business outcomes. Its powerful backend focuses on three key areas: eliminating repetitive and time-consuming tasks, automating common asks and augmenting employee decision making.