Bits In Glass
Unlock Your Potential

7 ways leading companies are using RPA

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INTRODUCTION

Back-office tasks are a necessary part of any business's operations. Answering phone calls and emails, entering data into various systems, pulling reports, and helping customers online are all essential tasks for running your business.

But just because a job is necessary doesn't mean it's engaging to perform. Human workers can quickly become disengaged when completing these routine tasks, which opens the door to mistakes and ultimately risks for the business.

Repetitive tasks like directing calls to the correct department and responding to emails or website queries from customers can waste valuable time. They're required to run your business, but they can be tedious and time-consuming when performed manually by the human members of your workforce.

Automation can help by redirecting your team members to more fulfilling and higher-value tasks.

RPA DEFINED

Robotic process automation, or RPA, is a form of intelligent automation technology that uses robots and software systems to perform the mundane, repetitive tasks previously executed by humans.

Bots maneuver through a user interface to collect data and manipulate applications the same way their human counterparts do. They can interact with customers on your website and automate directing customers to the correct department when they have a question or concern.

RPA technology makes it easy to build, deploy, and manage software "bots" or "robots" that can emulate human behavior when interacting with your systems, data, and customers. These bots can be trained to read and understand what they see on a computer screen, extract the necessary data, and perform appropriate actions to resolve issues.

More than 90% of CEOs agree that RPA meets / exceeds compliance expectations
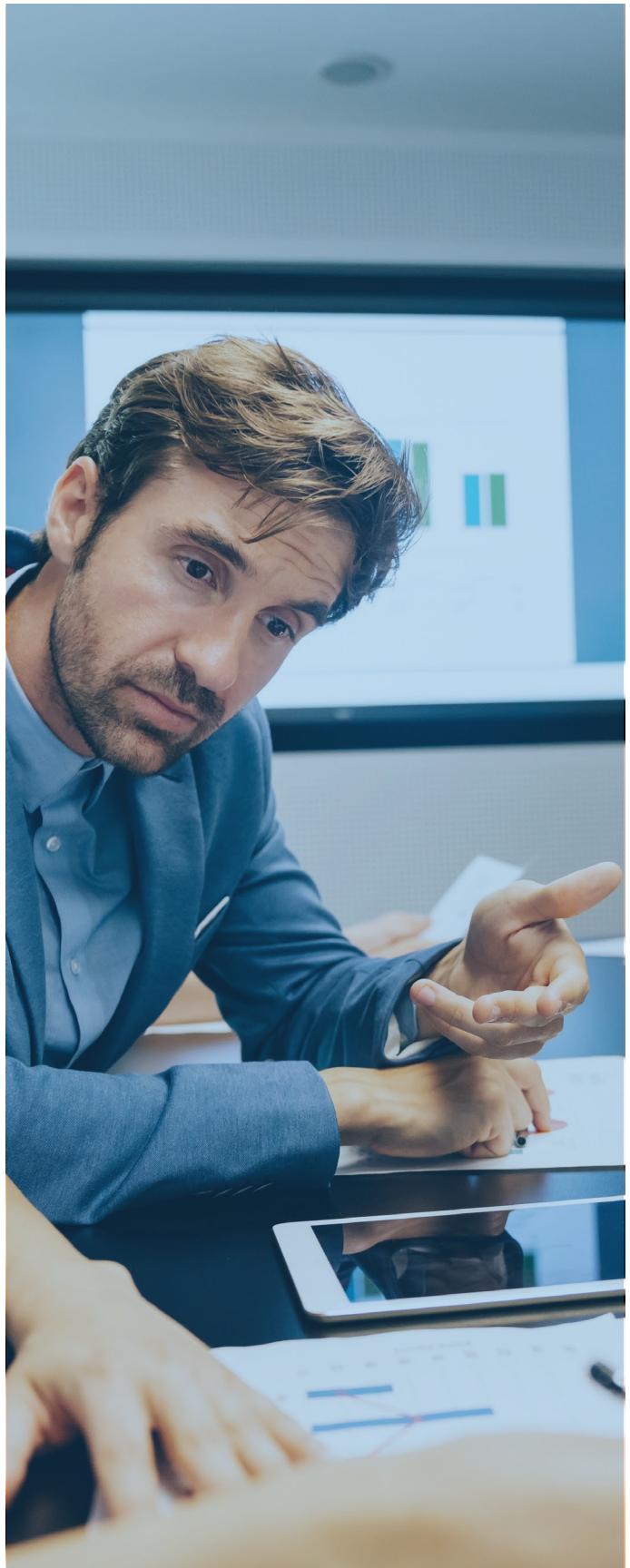
RPA BENEFITS

Intelligent automation saves businesses money, producing cost savings between 40 and 75 percent. RPA bots are efficient at performing routine tasks, while learning and evolving as they work. Software bots can work 24 hours a day, 7 days a week, 365 days a year, and adapt to fit your growth goals.

RPA streamlines workflows to make your organization more flexible, profitable, and responsive. Employees and customers are more engaged, which ultimately boosts your bottom line.

While these are among the most notable advantages, they're not the only ones. Here's some other RPA benefits:

- **It accelerates your digital transformation**
  Many CEOs were not prepared for the shift to digital operations prompted by the COVID-19 global pandemic. It became apparent to business leaders that they needed to kick their digital transformation initiatives into overdrive. RPA is one of the most effective ways to speed up the transformation process while avoiding bottlenecks and points of failure.

- **It affords greater resilience**
  RPA is scalable, making it ideal for matching your company's workflow needs. You can easily add bots to match increased workloads and reduce them later.

- **It offers higher accuracy**
  Humans make mistakes. RPA reduces manual errors by more than half.

- **It improves compliance**
  More than 90% of CEOs agreed that RPA meets or exceeds expectations for better compliance.

- **It frees up time for employees**
  They can complete higher-value tasks that are more rewarding and require human logic and emotion.

This only scratches the surface of the value of RPA. Let's take a deeper dive into the seven ways leading companies are leveraging RPA right now.

CUSTOMER SERVICE

Increasing customer engagement and boosting satisfaction levels are ongoing goals for most businesses.

RPA is shaping the future of customer service, ensuring consumers receive the recognition and care they deserve while streamlining costs to keep overhead in check.

The right combination of modern technologies makes it possible to achieve a higher level of customer care while automating the routine tasks that are labor-intensive and time-consuming, thereby producing cost savings.

Two areas primed for RPA are call centers and email operations.

Call centers

Call centers are the heart of any customer service initiative. They're staffed with people ready and able to solve issues and answer questions about your products and services.

44% of organizations already use some form of call center automation to improve efficiency and free up human workers for tasks that require creativity and judgment that automated bots are not equipped to handle.

One of the most common ways businesses use RPA in their call center is by having bots kick off the process with automated commands for the customer to select from, like "press 1 for billing, 2 for technical support," etc.

When used in this way, RPA can standardize and speed up agent work and integrate applications to reduce errors. It also frees up your agents to focus on tasks that impact customer relationships.

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65% of businesses rely solely on email for communicating with customers
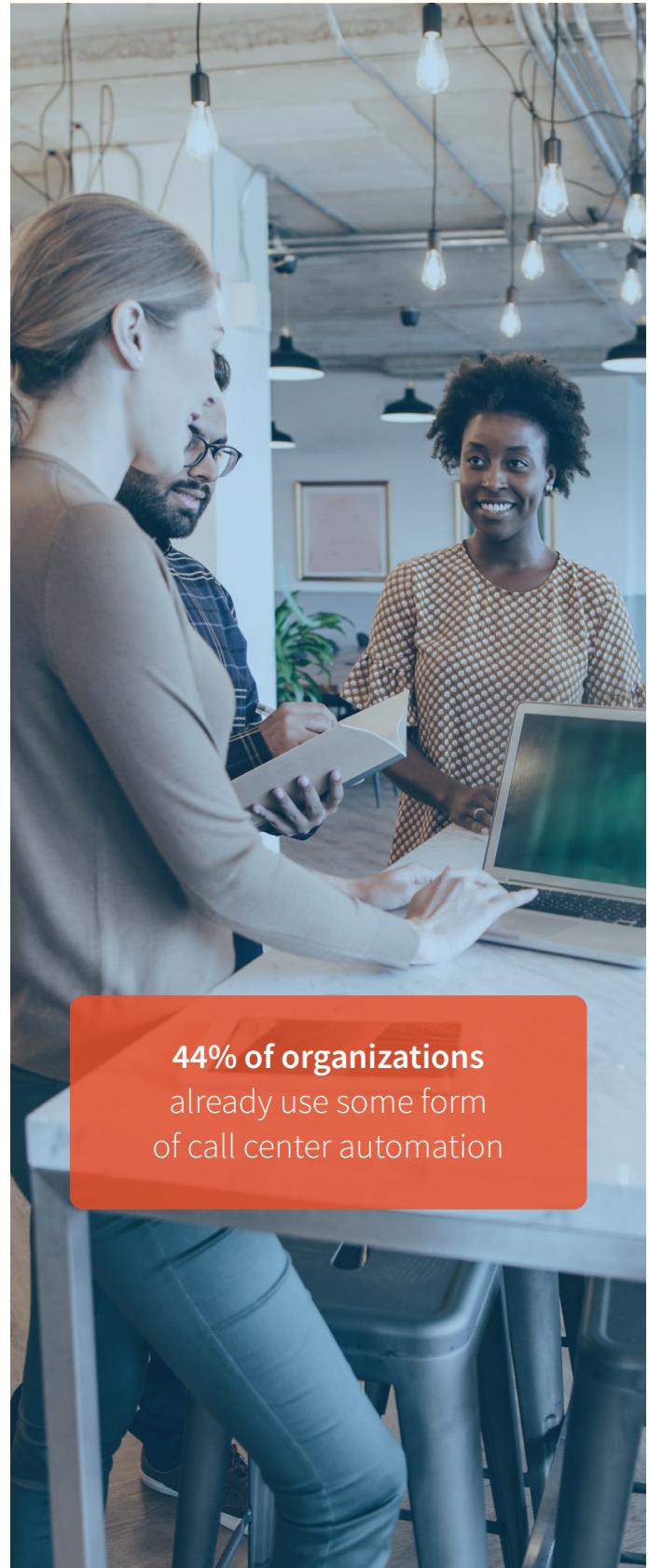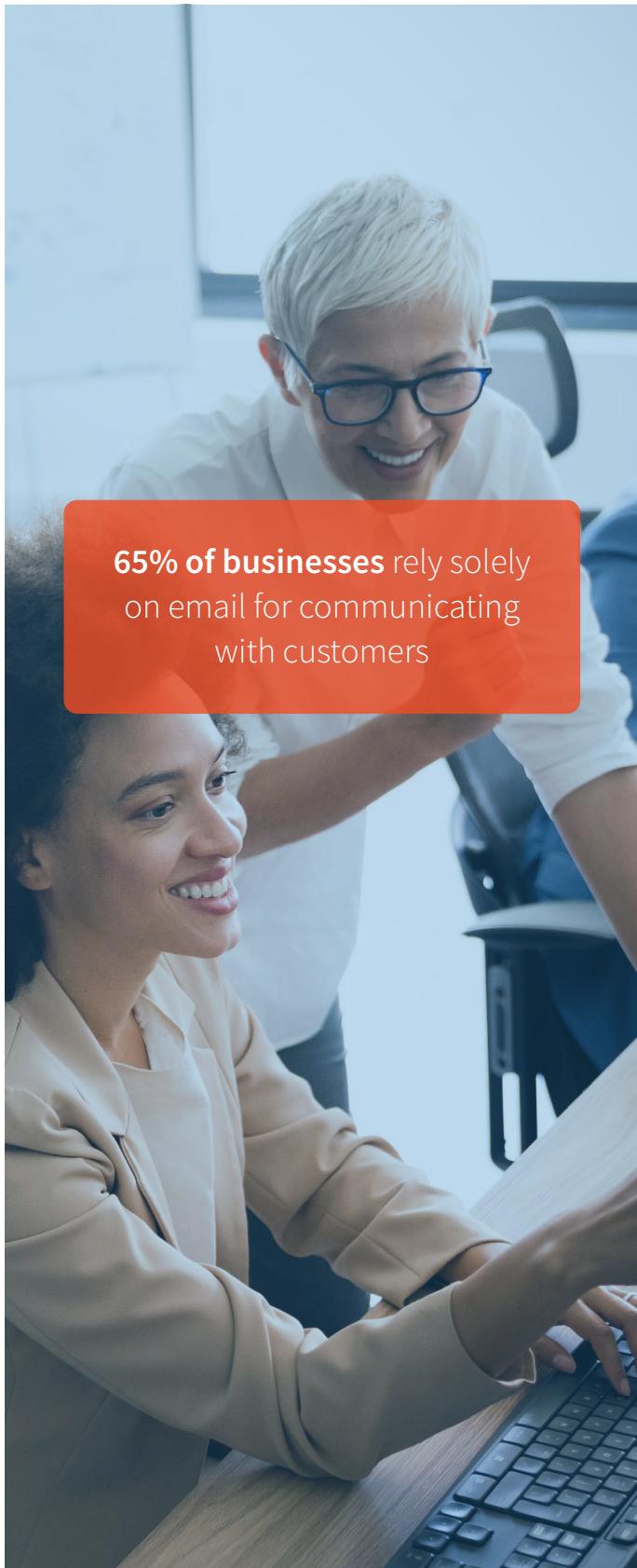
Monitoring and queuing emails

Emails are another common task that can be relegated to bots. For many global businesses, 65% rely solely on this method of contact with customers and other stakeholders.

Businesses can quickly and efficiently automate aspects of email operations, like receiving email claims from customers. RPA enables bots to handle the mundane tasks while human agents focus on communications that require their expertise.

IT service desk requests, customer queries, emails (including those with necessary attachments), and reports are all tasks RPA can handle.

TWO

KNOW YOUR CUSTOMER (KYC)

For regulatory complaince, KYC is a financial process for understanding detailed customer information.

Capturing and analyzing data from disparate systems is a major part of providing quality customer service. It helps businesses to know their customers, right down to how often they engage with their brand online and/or when the last time they purchased a product or service was.

Businesses may use surveys, forms, invoices, and other documents to track critical data. Analyzing it and compiling it into useful information that drives sustainable growth is time-consuming. This is where RPA bots prove invaluable.

When paired with Optical Character Recognition (OCR), bots can take these kinds of documents, capture the information, and convert them into an editable and searchable format for easier digestion.

This allows businesses to use all data collected to improve customer engagement and develop new products and services based on feedback.

CLAIMS PROCESSING

Pushing paperwork is one of the most mundane tasks a business can assign to a person. Processing insurance claims is one such chore. Failure to meet a customer's expectations for standards of service during this sensitive process can hurt your credibility.

Two of the biggest expectations from customers for insurance claims processing are accuracy and speed. There are several challenges to meeting these two demands when processing insurance claims manually. The most detrimental is the increased risk of errors when relying on humans to input data. Others include:

- **Data retrieval**
  Manually sorting through applications, processes, and software to find the data needed to process claims can be time-consuming.

- **Disparate input media**
  Failure to integrate electronic and paper documents and images can impact accountability.

- **Legacy applications**
  Outdated applications may not interface well with updated solutions, making it difficult to accurately retrieve all required documentation.

Using RPA for insurance claims processing ensures all claims submissions, including photos, are classified and placed with the right inquiries. It streamlines the entire insurance claims process from end to end. RPA integrates with all applications and systems and is scalable. When implemented correctly, RPA can:

- Automate claim verification with configured rules
- Claim capture from all channels
- Extract multiple data
- Integrate all relevant data sources
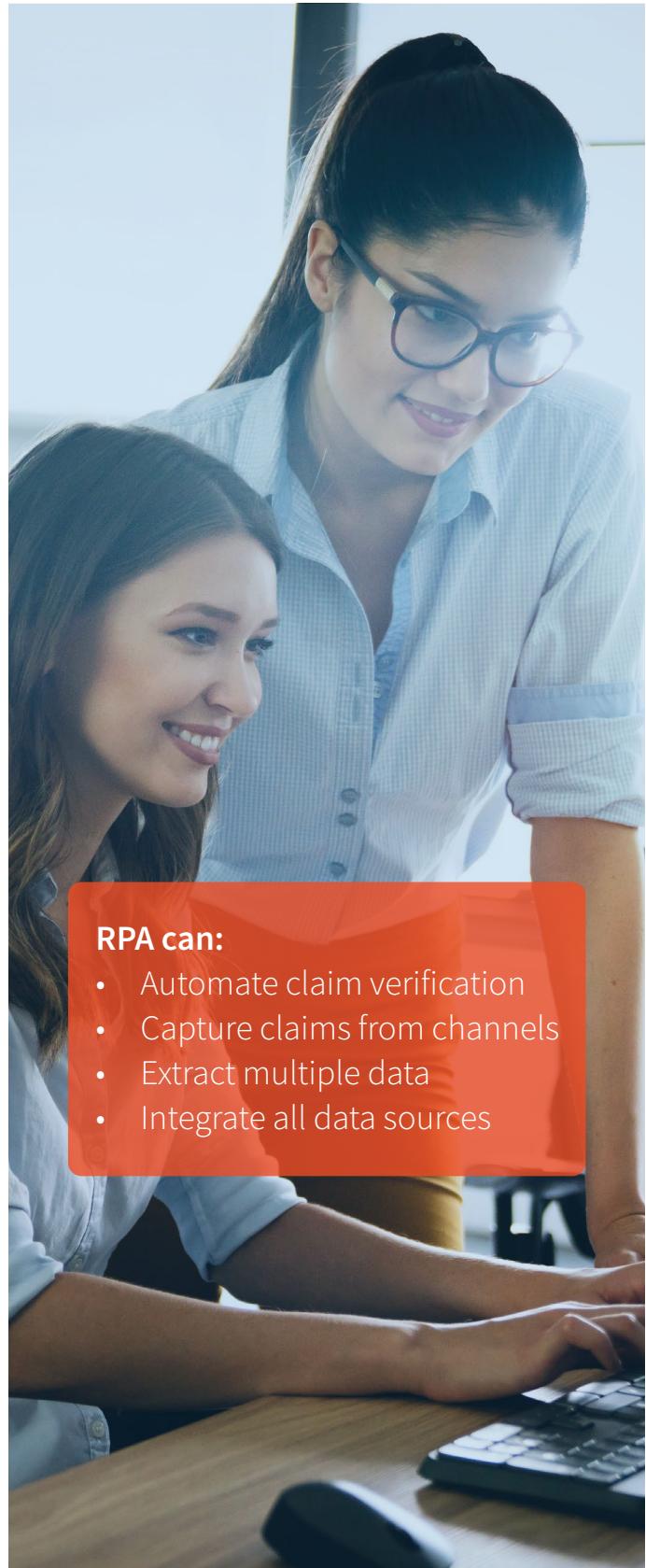
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STAKEHOLDER ONBOARDING

Suppliers, vendors, partners, agencies, etc. are part of any successful business, whether they're part of your external or internal operations. Automating the onboarding process for stakeholders can save you time and money.

As part of the onboarding process, most businesses use various systems to research, qualify, approve, and make payments to current suppliers and vendors. Training all new partners on your organization's systems and compliance protocols can be cumbersome.

Using RPA to streamline the onboarding process eliminates the need for outdated spreadsheets and other manual processes that are prone to errors.

From issuing an offer to guiding new employees through orientation, RPA bots can lead the entire onboarding process.

Here are just some of the efficiencies your company can achieve when using RPA to transform your stakeholder onboarding process:

Reduces paperwork
Onboarding is one of those processes that require a lot of paperwork. From employee contracts to safety rules and expectations, stakeholders are frequently signing their names on the dotted line. RPA bots extract information, process documents, and store all necessary information digitally. This not only reduces the amount of paper you use but also the expense of all those printed documents.

Improves departmental interactions
More than one department often is involved with onboarding new stakeholders. RPA bots can streamline the process by sending the required information to all relevant departments. They can be programmed to automatically create and assign things like company emails and access codes so the human workers in the IT department can attend to more pressing matters.

Leverage RPA to:
- Reduce paperwork
- Improve internal interactions
- Ensure regulatory compliance
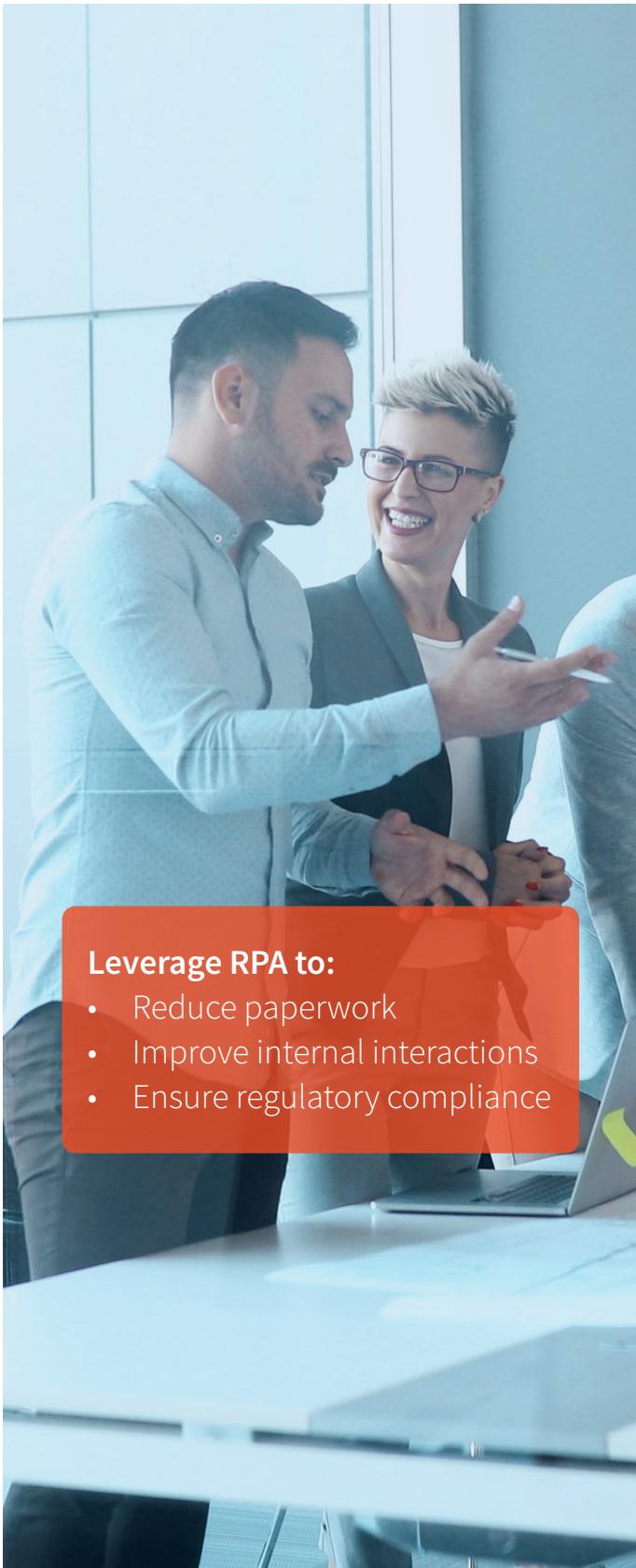
Ensures regulatory compliance

Policies and regulations must be followed meticulously during the onboarding process. Frequent policy and regulatory changes can create extra work for HR staff. When your company builds in regulatory and compliance checks, RPA bots can quickly scan the information and help reduce the chances of oversight.

When choosing an RPA for stakeholder onboarding, it's important to choose a solution that offers built-in cybersecurity, self-service options, and smooth integration with your legacy systems.

FIVE

FINANCE

### Accounts payable and receivable

Another routine task that's easily automated is accounts payable and receivable. Paper-intensive tasks like invoicing and payment processing are both time-consuming and prone to human error.

RPA can make quick – and accurate – work of both tasks, freeing up your people for assignments that require their expertise or come with higher risks.

Invoice and payment processing come with some challenges that RPA can overcome. Among the most common issues businesses can resolve with RPA include:

- Avoiding penalties for late payments
- Eliminating errors that occur with manual processing
- Faster cycling times
- Quicker supplier/vendor payments

Pairing RPA with artificial intelligence (AI) can boost the efficiency of your invoice and payment processing even more. RPA accelerates processing with AI bots that can scan, digitize, and validate key data to create invoices and issue payments.

RPA helps resolve:
- Late payment penalties
- Manual processing errors
- Slow cycle times
- Delayed vendor payments
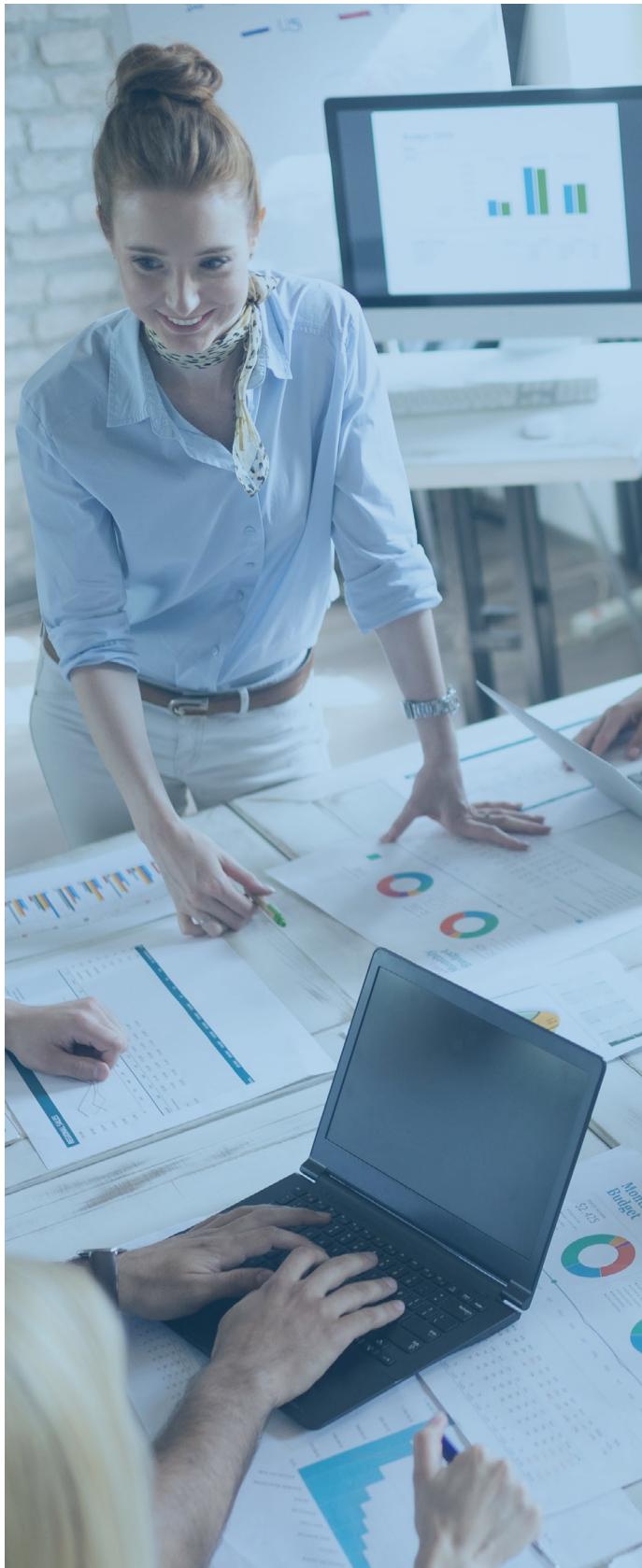
Payroll and expense management

Payroll and expenses are other finance responsibilities that can take an exorbitant amount of time and are filled with repetitive and mundane tasks.

Payroll and expense management is subject to specific rules and regulations, which means it is important that it is carried out with as few errors as possible.

Humans make a lot of mistakes; RPA does not.

Bots can quickly sort through data, submissions, and payment information to maximize security and speed up processing and payments.

RPA bots use pre-coded technology to ensure accuracy while increasing productivity. They are scalable, making it easy to cut back or ramp up as needed, and they require no human intervention and offer consistent performance.

SIX

SELF-SERVICE REQUESTS

Whether you need assistance processing customer requests more efficiently or require a system that organizes IT assistance solicitations from employees, RPA can help.

Processing and assigning messages and requests are common functions of chatbots. RPA helps make those chatbots possible.

Think about the last time you visited a website. Chances are a bubble popped up with a personal greeting and the offer of assistance. Sometimes that bubble is accompanied by a real person's likeness and a name.

This is a chatbot. They can be programmed to receive a command or request, and then direct the asker to the appropriate department or resource.
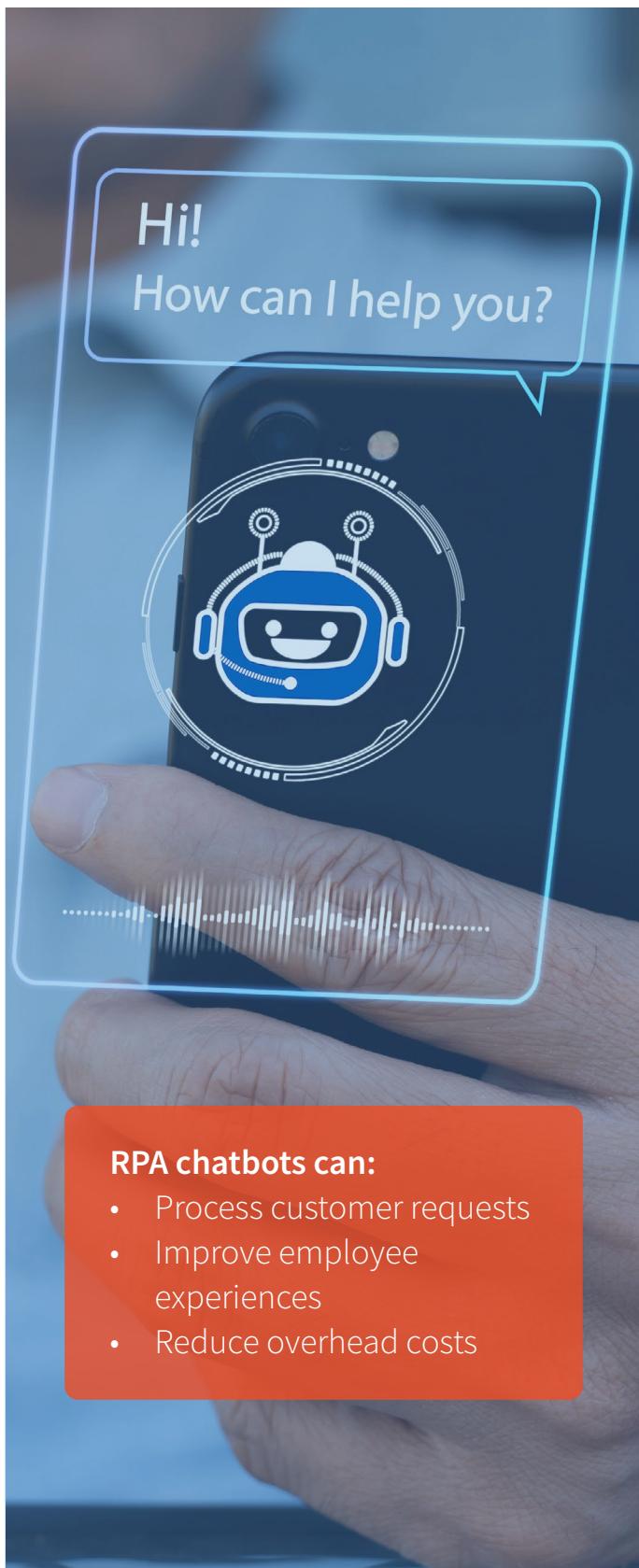
There are numerous benefits to using an RPA chatbot:

- Process requests from customers and employees faster
- Improve customer and employee experiences
- Reduce overhead costs by redirecting workers to more meaningful tasks

RPA allows bots to integrate with multiple enterprise systems to retrieve necessary data for processing complex queries and requests in real time.

Chatbots can trigger an RPA bot to fulfill a task without any need for human intervention, like updating a customer address or providing an account balance directly through the chatbot.

SEVEN

HUMAN RESOURCES

Human resources departments benefit significantly from RPA technology. Freeing your HR department from the redundant tasks it performs each day allows team members to focus on strategic initiatives that align with your business's sustainable growth and employee retention goals.

Here are just some of the innovative ways your organization can use the power of RPA to streamline your HR department.

Sourcing and shortlisting candidates

This is a time-consuming process, especially if your company has multiple positions to fill. On average, it takes most companies 23.8 days to get through the job interview process for each employee hired.

A large portion of that time is spent sorting through reams of resumes and shortlisting qualified candidates.

RPA chatbots can:
- Process customer requests
- Improve employee experiences
- Reduce overhead costs

RPA can be programmed to recognize qualities and keywords listed on resumes to help sort through them more efficiently. Then, the HR team can review the selections made by the bot and begin the hiring process.

Like one of the candidates? An RPA bot can send an offer letter to the candidate based on pre-programmed parameters, further simplifying the process.

Employee onboarding and offboarding

Onboarding and offboarding is another HR responsibility you want to ensure is structured in a way that is not confusing for the employee.

When onboarding, HR personnel must create email IDs, user accounts, and mailing lists, and ensure new employees have access to and instructions for using all office equipment.

RPA streamlines the onboarding and offboarding process to make them consistent and error-free.

Bots can be programmed to automatically create company email addresses and assign access codes to spare your IT department the hassle. They can also generate all required paperwork and store digital copies to reduce the expense of paper documentation.

The uses are endless!

RPA streamlines:
- Shortlisting candidates
- Employee onboarding
- Payroll and expenses

CONCLUSION

More than half of all enterprises have begun their RPA journeys. They appreciate the many advantages using RPA affords their businesses.

Capturing applications, communicating with other digital systems, manipulating data, processing transactions, and triggering responses are some of the many tasks RPAs can offload from your workforce.

With RPA, your business can:

- Boost productivity
- Generate cost savings
- Improve customer service
- Redeploy resources to higher-value functions

Defining your needs and expectations with RPA is the first step toward leveraging its power. From there, you must measure its business impact and engage RPA specialists to assist with the transition.

If your company is on the fence, wants to learn what use cases are primed for RPA, or needs assistance integrating bots into your legacy systems, reach out to us today.

Our team can assist in teaching you more about how RPA can boost customer engagement and achieve your business goals for sustainable growth.

Do you have questions about how your business can use RPA? Curious about successful use cases? Let's chat!

Talk to a BIG expert today!

More than 50% of all enterprises have begun their RPA journeys

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