

# Achieve Competitive Advantage By Improving Customer Experience Through Automation

Back-office activities are the first step for many companies beginning their intelligent automation (IA) journey. Financial and accounting practices tend to involve well-structured data across a limited number of applications, making them good early candidates for automation. As enterprise IA programs mature, executives look to build capabilities in areas that can drive more value and competitive advantage. Naturally, a business' largest concern is delivering value to their customer, giving them what they want as they need it. Technology has increased the modern consumer's expectations and they are likely to make decisions based on their digital customer experience. Automation is the key to helping businesses create long-lasting, sustainable relationships with their consumers while improving brand reputation. In today's competitive market, customer experience (CX) is the name of the game.



A better CX not only helps you acquire and retain more customers. It also improves your brand image, helps you stand out in a competitive market, and boosts your marketing and service ROI. In fact, 38% of contact centers consider improving service levels as their top goal in 2022.

CX automation is the ticket to transforming your customer experience while reducing costs and improving your bottom line. 95% of organizations recognize the impending impact of automation, and 81% have begun preparing their teams for the automation age.

## What Is Customer Experience (CX) Automation?

CX automation uses technologies and systems to assist customers with common tasks. It improves various aspects of customer service to help achieve faster response time, increase operational cost-efficiency, and incorporate value-add features.

An intelligent automation ecosystem includes various components, such as intelligent document processing, robotic process automation (RPA), intelligent virtual agents, business process management (BPM), artificial intelligence (AI), and analytics. These solutions work in concert to deliver a seamless experience that modern consumers expect. They want the right message at the appropriate time on the proper channel.

You can apply RPA technologies from vendors such as Blue Prism to different customer touchpoints, including phone, email, SMS, messaging apps, website, chat, social media, and more to deliver a seamless omnichannel customer experience.

Artificial intelligence (AI) augments various technologies, such as chatbots and interactive voice response (IVR) applications, to lower labor costs while increasing customer engagement throughout the buying journey. In fact, 84% of businesses believe chat and messaging bots will become more important in the coming years.



## The Benefits of CX Automation

Automation technologies can elevate every facet of your customer experience operation. Cross-channel bots and routing can deliver a seamless CX while facilitating self-service activities to help customers resolve issues quickly through multiple touchpoints at any time.

These technologies also help improve internal operations. For example, RPA technologies can handle repetitive back-office processes and simple customer inquiries, so agents are freed up to focus on resolving complex issues and nurturing customer relationships.

Meanwhile, AI can pre-fetch customer information to add context and provide predictive insights so agents can become more effective in resolving complex issues through “next best action” recommendations, instant knowledge base lookups, and other forms of augmentation.

60% of companies believe that AI-driven automation technologies will help them intelligently route customers to the most appropriate agent based on various factors such as skills, urgency, lifetime value, and even personality to improve the customer experience and resolution rates.

AI is also the key to overcoming many challenges previously associated with CX automation. These include customers’ lack of trust in chatbots, the frustrations caused by multiple transfers, and the lack of data to inform customer service strategies. Moreover, AI-driven CX automation can help reduce average handling times by 50% or more.

AI’s ability to process vast amounts of data can help fuel a robust customer intelligence program. For instance, Blue Prism’s technology can analyze every customer interaction to glean valuable insights related to customer effort, sentiment, and intent.

Additionally, by shifting from low-value to high-value activities, CX automation can help improve the agent experience, enhance productivity, and increase retention rates. 62% of companies cite employee experience as the main reason for deploying third-party services in customer support.

## CX Automation Use Cases

Organizations in various industries have used Blue Prism — a provider of intelligent automation solutions such as Service Assist, to support their call centers, automate customer interactions, and capture upsell and cross-sell opportunities. Here are some real-world examples:

### Telecommunications – Reducing Average Handling Time (AHT)

Telco companies can leverage CX automation to handle service activation and cancellation. AI assistants can recommend offers and promotions to agents based on customer interactions to optimize upsell and cross-sell opportunities.

Automation technologies can support customer self-service, such as creating service tickets, checking order status, or changing contract owners to reduce the workload on customer support agents.

CX automation can also support outbound customer interactions. These include offering tariff change, processing order repair and digital claims, issuing payments to vendors, plus handling aging report processes, debtor’s confirmations, and customer validations.

For example, a large telecommunications company has a call center workforce of over 12,000 agents who are required to answer inbound calls relating to a diverse range of products including mobiles, broadband, and streaming services.

Customer service representatives are interacting with up to 14 different applications with different logins and the need to rekey information in multiple places. Attended robots run on the agent's desktop in the background automating tasks like logging in, customer search, rekeying orders and enforcing compliance.

Small productivity improvements for each agent applied across a large contact center created over \$15m USD in labor savings per year, improved compliance, customer service and data quality.

By automating these tasks in real-time the agent is able to spend more time listening to the customer and responding to their needs.



### Financial Services – Improving Customer Activation

Financial institutions are using CX automation to support new customer onboarding, know your customer (KYC), and customer due diligence (CDD) processes. Chatbot and IVR can aid account servicing (e.g., address change, fee inquiries) and product serving (e.g., activate new credit cards, block lost cards.)

AI and automation technologies can also facilitate issue resolution that involves fraud investigation, collections, complaints, and payment failures. You can use CX automation to support policy renewal and cancellation, 24/7/365 first notice of loss (FNOL), fraud detection, customer relationships management, and more.



### Higher Education: Research Administration

Throughout the year researchers at a large University apply for competitive research grants through the National Research Council website. There is significant manual work performed by the Research Grants team to extract and monitor data in their internal systems to ensure efficient coordination of the grants process. This workload peaks during November to March when grant submissions are due.

This process takes each staff member an average of 7 minutes per application and there are up to 180 applications to check every day.

The process was automated so that grants were processed each morning before the working day with no errors and any issues were highlighted for follow-up by the staff member. This meant that staff were freed up from the administrative workload and able to spend more time to talking with the researchers. Ultimately the University was able to compete more effectively for the services of most talented researchers by smoothly processing their grant applications and building stronger relationships.

### Higher Education: Vendor On-Boarding

The Finance Department for a large University was responding to over 3000 requests per year to create new vendors in the accounts payable system. Many of these requests were urgent requiring quick turnaround times to ensure goods and services could be promptly procured. In many cases visiting professors had to be rapidly signed up as casual contractors so that they could provide research and tuition services

The process required considerable manual checking and data entry from the finance team and was taking approximately 37 minutes of work per request. Due to the complicated checking and approvals process requests were taking up to 7 days

By introducing CX automation the data entry work was completely automated and the need for manual checks and approvals was eliminated. Cycle time was reduced to less than a day from when the initial request was made. Ultimately, the finance team was able to quickly respond to internal requests for goods and services and ensure that staff could focus their time on serving the students.

### Utility Companies – Expanding Self-Service Tools

Automation technologies can assist with payment arrangements, payment collections, stop/start services, meter reading, service outage response, and emergency dispatch. You can use them to process customer satisfaction surveys, send late payment notifications, and deliver peak-time billing and service updates to customers.

Automating back-office activities to deliver web-based services address customer expectations for self-service capabilities without adding dedicated support personnel. These solutions also address the surges in demand inquiries that challenge utility companies.

## Accelerate CX Automation with the Right Technologies

While the potential return is significant, implementing CX automation is a complex undertaking. You must orchestrate many moving parts to deliver a seamless customer experience, no matter which software or platforms you choose. Here's what you need to put the pieces together:

### End-to-End, Real-Time Visibility of Your RPA Program

RPA is ideal for automating many small tasks across various touchpoints along the entire customer journey. But without a bird's-eye view of your RPA program, you could miss out on automation opportunities to maximize your ROI.

Reveal RoboManager helps you identify, prioritize, deliver and realize benefits from various RPA tools. It provides a single source of truth to help your team deliver enterprise-level CX automation with speed and agility.



### On-Demand Intelligent Code Review

No- and low-code RPA platforms empower citizen developers to automate CX processes to facilitate innovation and reduce IT workload. However, misconfigured settings or code conflicts could hold up workflows and impact the customer experience.

Reveal RoboReview automates code reviews based on industry best practices and our extensive experience in building CX automation programs to help your team create high-quality solutions while reducing ongoing support, improving quality, and driving scalability.

### Instant Creation of Automation Components

Consistent and reusable RPA components allow you to reduce configuration time and effort so you can scale up your RPA program quickly without sacrificing quality.

Reveal RoboDesigner creates automation components based on best practice standards to help speed up delivery and reduce effort by as much as 30%. You can also eliminate rework and reduce support costs to maximize your long-term ROI.

### Getting the Most Out of CX Automation

Successful CX automation involves a mix of people, processes, and technology. Most complex change programs fail or suffer from false starts because companies focus on the technology dimension. Supported by the right AI and RPA platforms and integration, you can pull all the moving parts together to maximize the benefits of CX automation to stand out in today's competitive market. Reveal Group is committed to collaborating with your team to transform your customer's experiences by designing, building, and delivering a completely customizable solution based on your business needs.



### About Reveal Group

Reveal Group specializes in deploying and scaling intelligent automation programs using its Blueprint for Scale™ methodology and Reveal RoboSuite® tools. In every instance, Reveal Group brings industry-leading experience, unrivaled expertise, and a global partner network to support clients. Since 2005 Reveal Group has been at the forefront of applying technology to transform processing, guaranteeing rapid and sustainable results. Across all service industries, Reveal Group is helping to maximize productivity and optimize benefits.

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Capability Provider	<b>PLATINUM</b>
Delivery Provider	<b>PLATINUM</b>

In partnership with Blue Prism, the global leader in intelligent automation for the enterprise, we're working together to transform the way work is done. Blue Prism has users in over 170 countries and more than 2,000 businesses, including Fortune 500 and public sector organizations, that are creating value with new ways of working, including unlocking efficiencies and returning millions of hours of work back into their businesses. Blue Prism's intelligent digital workforce is smart, secure, scalable and accessible to all; freeing up humans to re-imagine work.

With a Blue Prism digital workforce, your organization can:

- Increase productivity to deliver on higher-value initiatives
- Create new service and product offerings
- Optimize service quality and delivery
- Accelerate innovation and opportunity generation
- Transform operations
- Benefit from happier, more motivated staff

**Together with Blue Prism, we can drive your digital transformation.**



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