

INTELLIGENT AUTOMATION FAST LANE TO BOOST CUSTOMER EXPERIENCE



Many businesses are struggling to cope with huge volumes of customer communications, across an ever growing and changing array of channels. They don't have the infrastructure to process these queries quickly and accurately, especially if they are in an unstructured format, such as emails and phone communication. As a result, they are failing to provide the fast, personalized service that customers increasingly demand in the modern economy.

Intelligent Automation (IA) can help companies to close the gap between customer expectations and reality.

What is Intelligent Automation?

A typical Intelligent Automation system includes components such as Artificial Intelligence that can 'read' customer communications and extract and classify the most important parts. It also leverages Robotic Process Automation (RPA) to move information between spreadsheets and back-end systems. The final part involves using skilled workers, in onshore or offshore centers, to handle queries that are too complex to automate. All of these elements are managed in a single cloud-hosted platform.



Why SPS?

At SPS we strategically utilize Intelligent Automation to enhance your business processes and boost your customer experience. Technology-enabled services have become a critical success factor to improve service and increase customer retention rates.

SPS has years of experience implementing automation solutions to solve problems for a wide variety of companies. We constantly refine our procedures to understand our clients' business challenges and tailor solutions to meet them.

Our IA solution is able to turn unstructured data from documents like emails and other digital and physical communication, into structured data. This information can provide the starting point for digital transformation throughout your organization.

SPS has deep technology and process experience. Therefore, we can implement best-in-class solutions for each stage of the digital journey.

The main benefits of Intelligent Automation:



IA can process data in half the time¹

Intelligent Automation utilizes cutting-edge technology alongside a human workforce for maximum efficiency. In areas such as customer communication or insurance claims, average handling times can be reduced by up to 50%.



IA operates 24/7 with virtually no errors

Human operators are prone to mistakes when listening to audio or reading unclear documents. Software can perform the same task over and over again without tiring or making errors.



IA can be scaled easier than a manual workforce

IA can be easily scaled up or down to respond to changing volumes. This is particularly useful for companies that have sudden peaks or troughs in demand. For example, insurance companies can face huge increases in claims if there is a natural disaster or severe weather. As these events cannot be predicted, it is essential to have systems that can be ramped up quickly to cope.



Automation results in significant process cost savings

A fast, more efficient and reliable operation leads to cost savings. IA systems deliver a return on investment that improves the longer you use them. According to KPMG, Intelligent Automation can result in cost savings of up to 50% due to increased efficiency, reduced bottlenecks and less need for manual processing.²

Intelligent Automation: key numbers



25% of the Fortune 500 companies will add Artificial Intelligence building blocks to their RPA efforts in 2020.³



A healthcare provider that used IA to process insurance claims **reduced its average handling time by 50%.**¹

References

1. Swisspostsolutions.com. *'Robotic Process Automation in healthcare.'* Accessed January 2020.
2. KPMG. *'Ready, set, fail? Avoiding setbacks in the intelligent automation race.'* Accessed January 2020
3. Forbes, November 2019. *'Top Artificial Intelligence (AI) Predictions For 2020 From IDC and Forrester.'* Accessed January 2020

