

# **Digital Workforce CHATBOT + RPA**

## **WHO WE ARE**

We're a one-of-a-kind breed of more than 650 operational strategists, technical engineers, solutions consultants, and creative thinkers with the drive, expertise and global resources to set your CX apart from the competition.

Our unique combination of transformational services, built upon deep experience of delivering amazing CX, is the fast-track to ensuring that your brand is always relevant to consumers. No matter how and at which moment they touch your organization.

We're present in 15 countries across four continents, combining deep cultural understanding and comprehensive organizational reach to amaze your customers wherever they are in the world. Majorel X offers a suite of CX transformation services spanning consulting services, technology services and creative & design services.

**Majorel X – CX. Redefined**





### **Junokai**

junokai is a consulting company based in Berlin that supports clients from different industries in all areas of customer service. junokai was founded in 2013 by experienced managers with extensive professional expertise in sales and marketing, and customer service.



### **IST Networks**

Founded in 2002, IST Networks is a leading CX technology services company, providing technology consulting, application development, system integration and managed services to blue-chip clients in Banking & Financial Services, Technology and Telecommunications and other verticals.



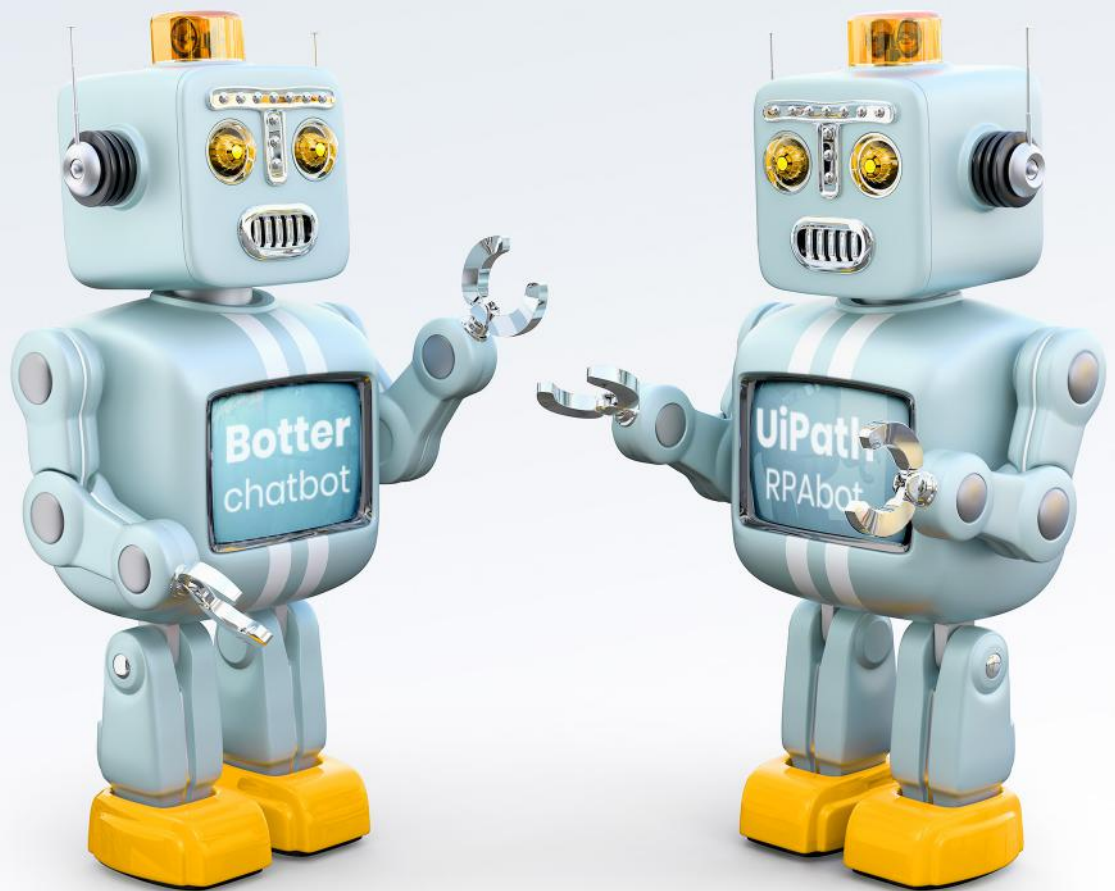
### **Findasense**

Findasense is a global CX company that offers customer-focused Marketing, Communication and Digital Transformation services. Findasense designs, implements, and executes high-impact solutions for brands based on in-depth knowledge of the consumer as a lever for the experience economy.



# Digital Workforce

CHATBOT + RPA



Achieve digitization by combining front-office chat **Botter** with **UiPath's** Back-office Robotic Process Automation Bots

# Botter x UiPath

It's an undeniable fact that digital transformation has now become a reality rather than just a trend. In today's world, the need for digitisation is crucial to organisations as a result of the physical and digital clutter caused by the rapid growth of technologies. Digitisation through Digital workers[RPA + Botter chatbot]simplifies this physical & digital clutter and enables consistent growth and profitability for your organisation.

**Digitisation should be driven by the need to deliver exceptional Customer Experience.** In fact, Customer Experience has emerged as the key driver of consistent business growth. The following diagram shows that optimising one-point n CX scores translates into millions of dollars in annual revenue.

One-point improvement in CX Index score results in:				
	Annual incremental revenue per customer*	x	Average number of customers per company†	= Annual impact per company
📶 Wireless providers	\$2.13	x	82 million	= \$175 million
🚗 Luxury auto	\$337.10	x	350,000	= \$118 million
🏨 Upscale hotels	\$6.52	x	10 million	= \$65 million
📺 TV providers	\$3.56	x	17 million	= \$61 million
🏦 Retail banks	\$3.92	x	15 million	= \$59 million
🏠 Insurance firms (home and auto)	\$3.25	x	15 million	= \$49 million
📶 Internet providers	\$3.09	x	16 million	= \$49 million
💻 PCs manufacturers‡ (excluding Apple)	\$2.07	x	10 million	= \$21 million
💳 Credit cards	\$0.25	x	61 million	= \$15 million

Removing any barriers between front-end and back end, combining RPA & Botter optimises the interaction between the organisation and its workforce with key stakeholders. With your very own digital workers (RPA

+ Botter), the average employee will become an "exception manager" who focuses on complex activities, whilst repetitive tasks can be carried out by the digital workforce.

At IST Networks, Customer Experience technologies is our core focus. And with over 18 years of experience in the field, we fully understand that on the path of digitisation, the value of combining RPA and chatbots has unlocked the cognitive abilities of a self-sustained service bot.

The true value of the partnership between digital workers (RPA) and front-end AI (chatbot) is truly magnified when they're integrated them into the organisation's communication channels , which greatly increases rule-based processing and allows for the automation of frequently mundane processes. Using the RPA and chatbot together unlocks endless possibilities for a wide variety of use

The integration of chatbots with the RPA bot truly allows for a 100% integration of your front and back office, thereby providing a seamless end-to-end customer experience that is fully transparent to the end-user. The chatbots activate the RPA bot to execute precise tasks when required by the customer. The RPA bot, which has already incorporated into numerous back-end applications and databases, is quickly able to retrieve the required information demanded by the chatbot. The chatbot then answers the customer through text or voice message. This internal process flow is lightning fast, and issues are resolved rapidly and professionally.

## BENEFITS

### Reduced cost

By automating tasks, cost savings of nearly 30% can be achieved. Software robots also cost less than a full-time employee.

### Better customer experience

Installing RPA frees up your high-value resources to be deployed back on the front line, thereby guaranteeing your customer satisfaction.

### Lower operational risk

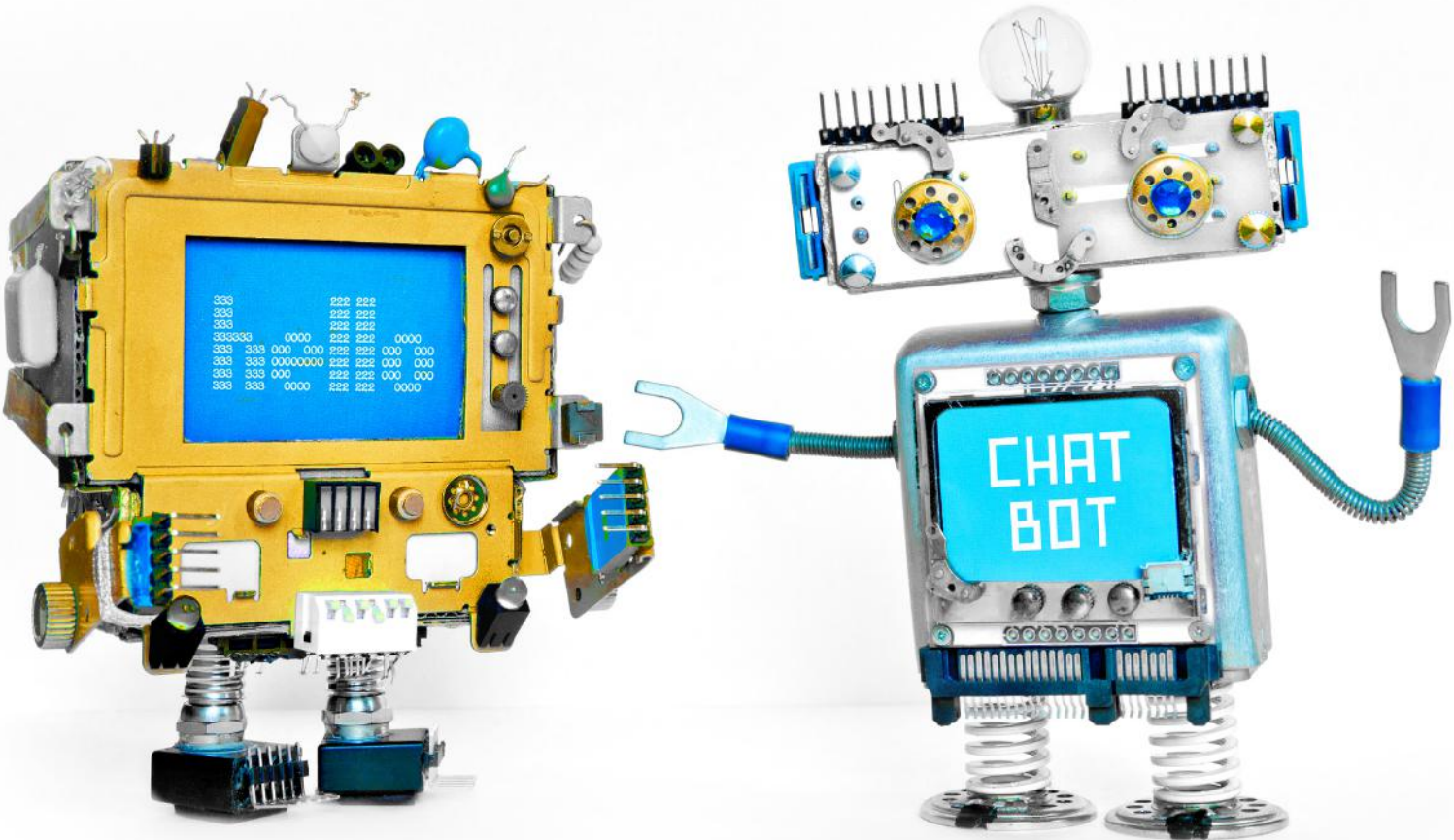
Humans can become fatigued, or they simply don't have the required knowledge sometimes. By removing these factors, RPA reduces the rate of errors, which in turn significantly reduces operational risk.

### Improved internal processes

In order to control AI and RPA, companies are forced to define clear governance procedures. This allows for faster internal reporting, onboarding, and other internal activities.

### Works with existing IT systems

One of the biggest advantages of using a virtual workforce, or an RPA bot is that it does not require you to replace your existing systems. Instead, RPA can work alongside your existing systems, the same way a human employee can



source: Forrester, Expectations Vs Experience The good, The Bad, The Opportunity, 2016



# Automating Lead Generation

The powerful AI interaction between RPA and Botter is of immense value when it comes to generating and handling leads instantly. According to Lead Connect, there can be a **391%** increase in sales conversions when inbound leads are contacted in the same moment a demo is submitted.

As trust is an essential element of lead generation, the chatbot comes in extremely handy when retrieving information about your leads in a human-like conversational experience.

Passing this information to the RPA can reduce lead response time, performing rule-based processing tasks such as CRM contact creation.

## Before UiPath & Botter

Usually, the organisation creates static forms on their digital communication channels for lead management. Once lead data is captured, an employee usually carries out a range of mundane tasks such as manually feeding lead data into the CRM, sending a confirmation email, assigning the relevant account manager to the lead, and countless other time-wasting tasks.

Only about **22%**  
of businesses are  
satisfied with their  
conversion rates.

— Econsultancy, 2016

## With UiPath & Botter

By integrating Chatbots and RPA into the CRM & CMS, chatbot-advanced NLP(?) is able to take random data and structure it from then unstructured data, allowing the RPA to pull in customers' structured data automatically feed it into the CRM/CMS. The RPA then implements rules-based processing by setting assigning certain actions to the lead data, such as confirmation email, assigning the relevant account manager to the lead, etc. There are a number of Botter + RPA lead generation strategies all serving the same purpose of accelerating lead response time to boost your conversion goals.

## BENEFITS TO THE ORGANISATION

- Higher lead generation rate, thanks to dynamic NLP and chatbot/RPA integration with the CRM/CMS
- Increased conversion rate by instantly taking automated actions on the generated leads
- Reduction in employee time and effort by eliminating mundane tasks from their daily activities
- No training or retraining costs
- Lower turnover time

## BENEFITS TO THE LEAD

- Faster delivery of products and services
- Reduced response time for customers to receive an answer for their inquiry
- User-friendly interactive submission forms, elevating customers engagement with your organisation.

More than half of marketers (**56%**) think the martech industry is evolving faster than their companies' use of marketing technology.

— Walker Sands State of Marketing Technology, 2017



# Automating Password Reset

We understand that IT help desks are inundated with password reset requests. And depending on your company policy, it's not often just a simple one step process. But with our solution, we free your help desk up for other higher priority task by automating this feature for you.

## Before UiPath & Botter

Usually, the organisation creates static forms on their digital communication channels for lead management. Once lead data is captured, an employee usually carries out a range of mundane tasks such as manually feeding lead data into the CRM, sending a confirmation email, assigning the relevant account manager to the lead, and countless other time-wasting tasks.

## With UiPath & Botter

We have developed a self-service solution that allows your organisation's users to reset their passwords from Botter connected to messaging applications such as Facebook, workplace by Facebook or webchat. This works by combining UiPath RPA with IST's BOTTER.

For users who carry out all their tasks via a Service Desk, passwords can now be reset using this integration which also supports two-factor authentication and mobile SMS. The end user simply clicks on the UiPath-Chatbot Password Reset app in the self-service Service Desk portal to initiate a password reset.

Users can also reset the password using Service Desk public pages or by sending SMS from their registered mobile. Active Directory then sends a response to users instantly.

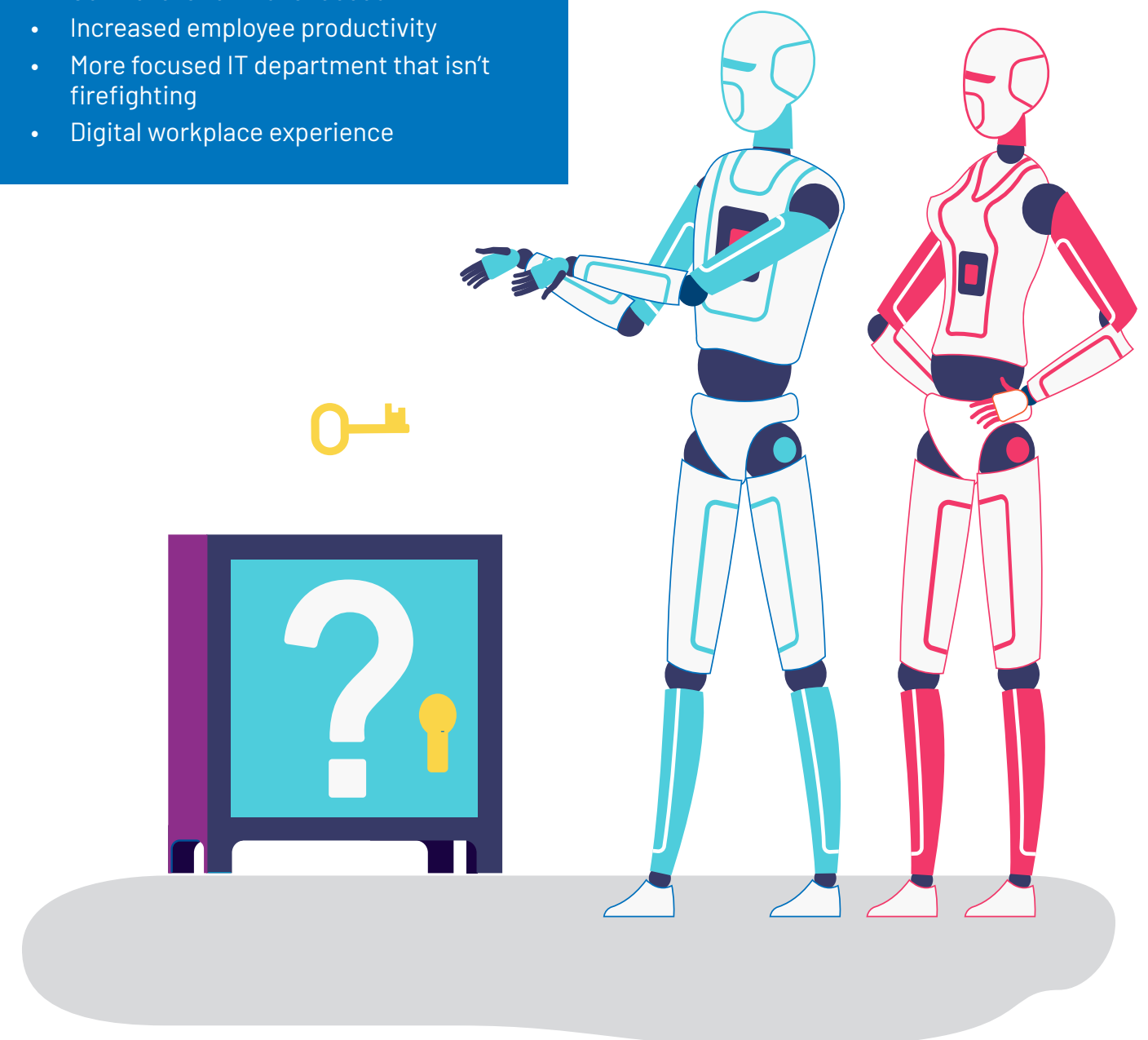
## BENEFITS TO THE ORGANISATION

- Higher lead generation rate, thanks to Significantly reducing "forgot my password" help desk requests frees up resources
- Real-time, rapid-response service experience
- Consistency of user experience for all end-user IT requests
- Ensures policy compliance and security

## BENEFITS TO THE END USER

- Control over own user account
- Increased employee productivity
- More focused IT department that isn't firefighting
- Digital workplace experience

According to Gartner, up to **40%** of a service desk's call volume is a password reset with the average cost per ticket of 17.88\$ (\*Gartner Document #G00258742) taking into account agent and infrastructure cost now do the maths how much does the password reset cost your organization.



# Automating the Insurance Industry

We know how difficult and time-consuming it can be when making a claim from an insurance company, which is why RPA-Botter can help to significantly cut this process short! Insurance companies are faced with massive amounts of claims on a daily basis. In fact there were 470,000 global insurance claims from 2013 to 2018 according to Allianz. In cases like these, the chatbot which acts on behalf of the front office, collects data from your customer, structures it, and then forwards it to your back office worker for execution (in this case the RPA bot).

## Before UiPath & Botter

Traditionally, this is how you would normally make an insurance claim:

- Step 1.** Contact insurance agent
- Step 2.** Document any losses
- Step 3.** Insurance agent arranges for an adjuster to visit the property and assess the damage
- Step 4.** Supporting the insurance claim with the right documentation
- Step 5.** You or your insurance company contracts for the repair of your home, mobile etc.

## With UiPath & Botter

A customer sends a claim via instant chat to the chatbot, requesting that his insured mobile phone be sent in for repairs. The chatbot then responds by requesting the customer's insurance number. After receiving the customer's insurance number, the chatbot forwards the info to the RPA bot, instructing it to carry out any necessary actions. The RPA robot responds, first by extracting the client information and matching it to his insurance details. It then assigns the nearest service centre to the customer's place of residence and produces a shipping slip barcode. Then, it creates and sends a confirmation email to the customer with all the relevant information. And finally, it delivers any other relevant information to the chatbot to conclude the interaction. The chatbot completes the customer interaction by informing him that an email will be sent to him with a shipping slip that should be presented at a mobile at the nearest designated repair service centre.

Although RPA software can be found in all industries, the biggest adopters are banks, insurance companies, telcos and utility companies. These organizations traditionally have many **legacy systems** and choose RPA solutions to ensure integration functionality.



**The ability to *integrate legacy systems* is the key driver for RPA projects. By using this technology, organizations can quickly accelerate their digital transformation initiatives, while unlocking the value associated with past technology investments**



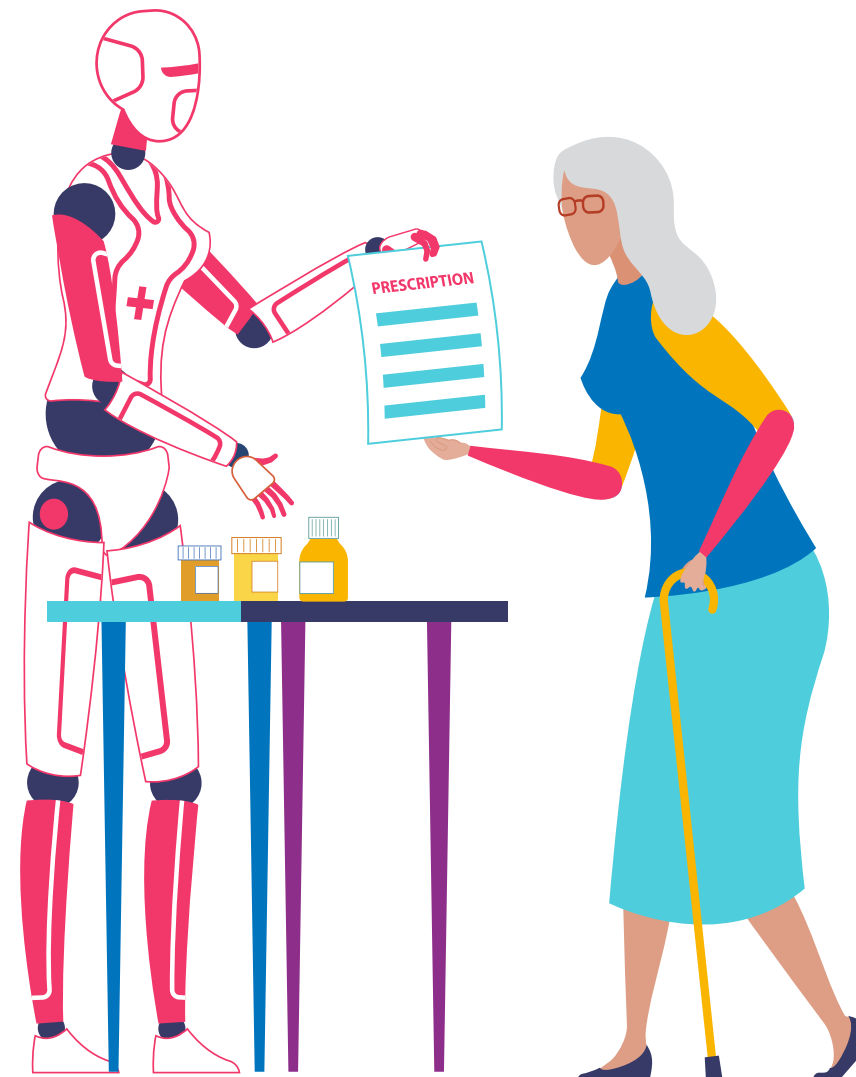
said Fabrizio Biscotti, research vice president at Gartner, 2018

## BENEFITS TO THE ORGANISATION

- Faster claims processing
- Easier policy cancellation
- Simplified new business-New clients being on-boarded can be reduced by at least 50% - within weeks
- Increased data accuracy
- Standardised processes
- Legacy-systems compatibility and new system implementation friendly.
- Easy transition. Working at the familiar desktop level, robots are easy for employees to understand and to use
- Reduction of human error increased compliance

## BENEFITS TO THE END USER

- 365x24x7 availability to customer's claims
- Provide faster response rate to settle to claims
- Simple easy to use automated claim forms that is available on all channels
- A centralised customer experience that helps to ease the client's frustration





# Automating Account Management

Today, many industries such as banks, telecoms providers, insurance and healthcare companies deal with an enormous amount of customer queries on a daily basis, ranging from the opening of an account, application status, account status, balance information and other general customer information.

And it can become challenging for those industries to offer enough manpower to respond to queries within a short turnaround time.

## Before UiPath & Botter

Clients end up either physically traveling to their service providers and waiting in long queues, or spending a long time waiting on an IVR queue to perform a simple inquiry such as checking their balance.

According to American banker organizations in the digital account opening market experienced **16%** growth; the non-digital group experienced a **9%** decline in revenue growth year-over-year.

The cost of acquiring a non-digital customer is **\$138** per account, compared to **\$77** per account for a digital customer.

— American Banker, 2018

## With UiPath & Botter

RPA is able to automate queries by implementing rules-based processing, submitting & retrieving customer information, and empowering the front-end AI botter chatbot to respond to queries instantly and in a human-like way.

Let's take the case of a simple opening of a customer account. The front AI (botter) collects unstructured data from the user using advanced NLP. The chatbot then creates a structured data set for retrieval by the RPA. Using rules-based mapping, the Digital worker RPA performs rule-based tasks which are then applied into the system in structured format which can then enable a successful account opening incident. This can significantly reduce the turnaround time from hours to seconds, and this fully automated process frees up employees for more critical tasks.

## BENEFITS TO THE ORGANISATION

- Greater employee focus on more critical tasks
- Increased customer acquisition
- Reduced turnover time and increased profitability
- Reduced churn rates.

## BENEFITS TO THE END USER

- Enhanced and seamless customer account management experience
- Faster customer query and request resolution
- Increased brand loyalty.



# About UiPath

**UiPath** is leading the 'automation first' era—championing a robot for every person and enabling robots to learn new skills through artificial intelligence (AI) and machine learning (ML). Through free and open training, UiPath brings digital era skills to millions of people around the world, improving business productivity and efficiency, employee engagement, and customer experience.

The company's hyperautomation platform combines the #1 Robotic Process Automation (RPA) solution with a full suite of capabilities, including process mining and analytics, that enable every organization to scale digital business operations at unprecedented speed. The company has already automated millions of repetitive, mind-numbing tasks for businesses and government organizations all over the world, including more than 50% of the Fortune 500 and 8 of the Fortune 10.

UiPath was recently recognized as the top company on **The Deloitte Technology Fast 500** for 2019, a ranking of the fastest public and private technology companies in North America, and #3 on the **2019 Forbes Cloud 100**.



# About IST

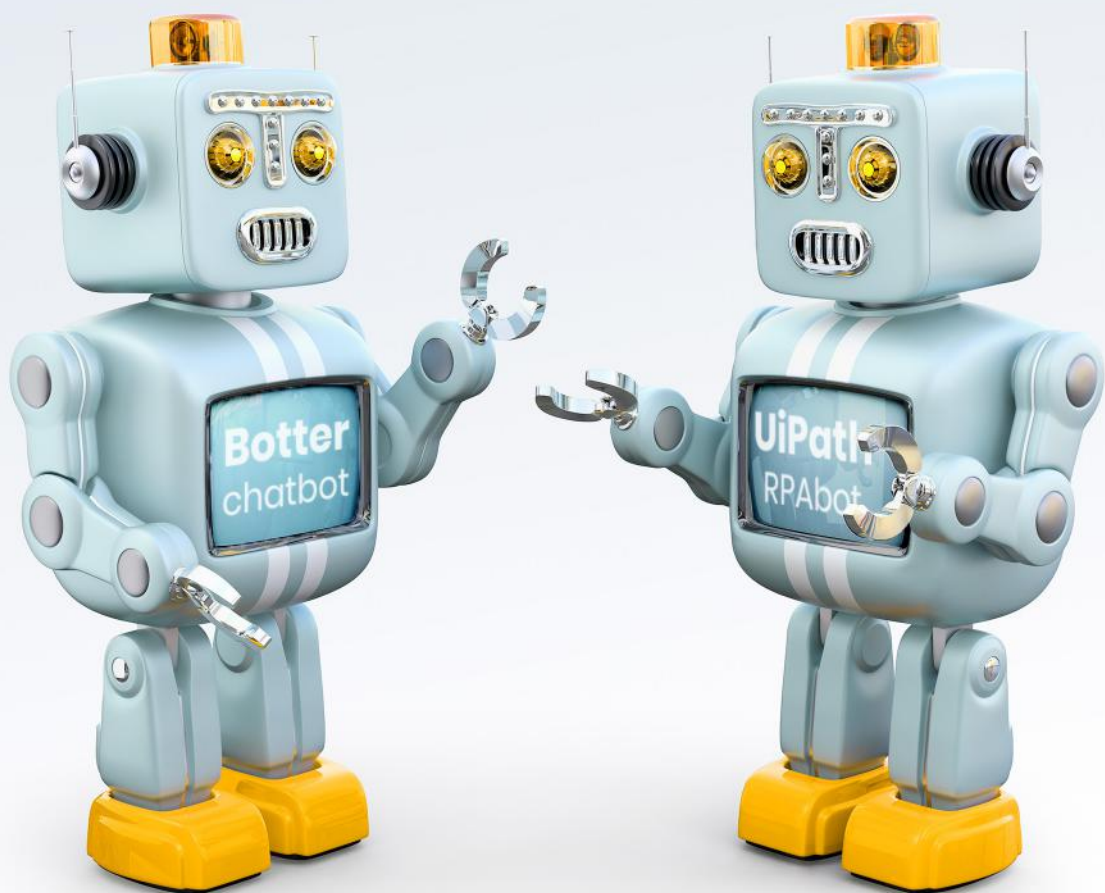
Established in 2002, IST has lead the way in delivering exceptional customer experience (CX) solutions to a multitude of verticals and organizations worldwide. IST cherry picks the best CX technologies in the marketplace to provide their customers with the most comprehensive, innovative and effective CX solution.

Today, IST operates globally with a highly skilled workforce specializing in Contact Center (Cloud, Hybrid or on-Prem), Customer Engagement Systems (Cloud or on-Prem), Contact Center Agent Desktops, Speech and Language (Arabic and English), Mobile Transactional Security, Digital Signage, Workforce Management, Workload Distribution, Customer Journey Analytics, Chatbots, Conversational AI, Robotics Process Automation, Enterprise Mobile Apps, Customer Feedback Management and many more.

**BOTTER** by IST is your go-to chatbot option if you're seeking to provide a seamless, engaging and conversational Arabic NLP solution to your customers, fully integrated with UiPath's RPA and comes with contact center connectors for Cisco & Genesys.

IST focuses on project delivery and prides itself on quality and innovation. Over the years, IST has completed many projects that many experts said was not possible. As a result, IST is now regarded as CX technology experts and has become the authority on systems integration between legacy and current CX and back end systems





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