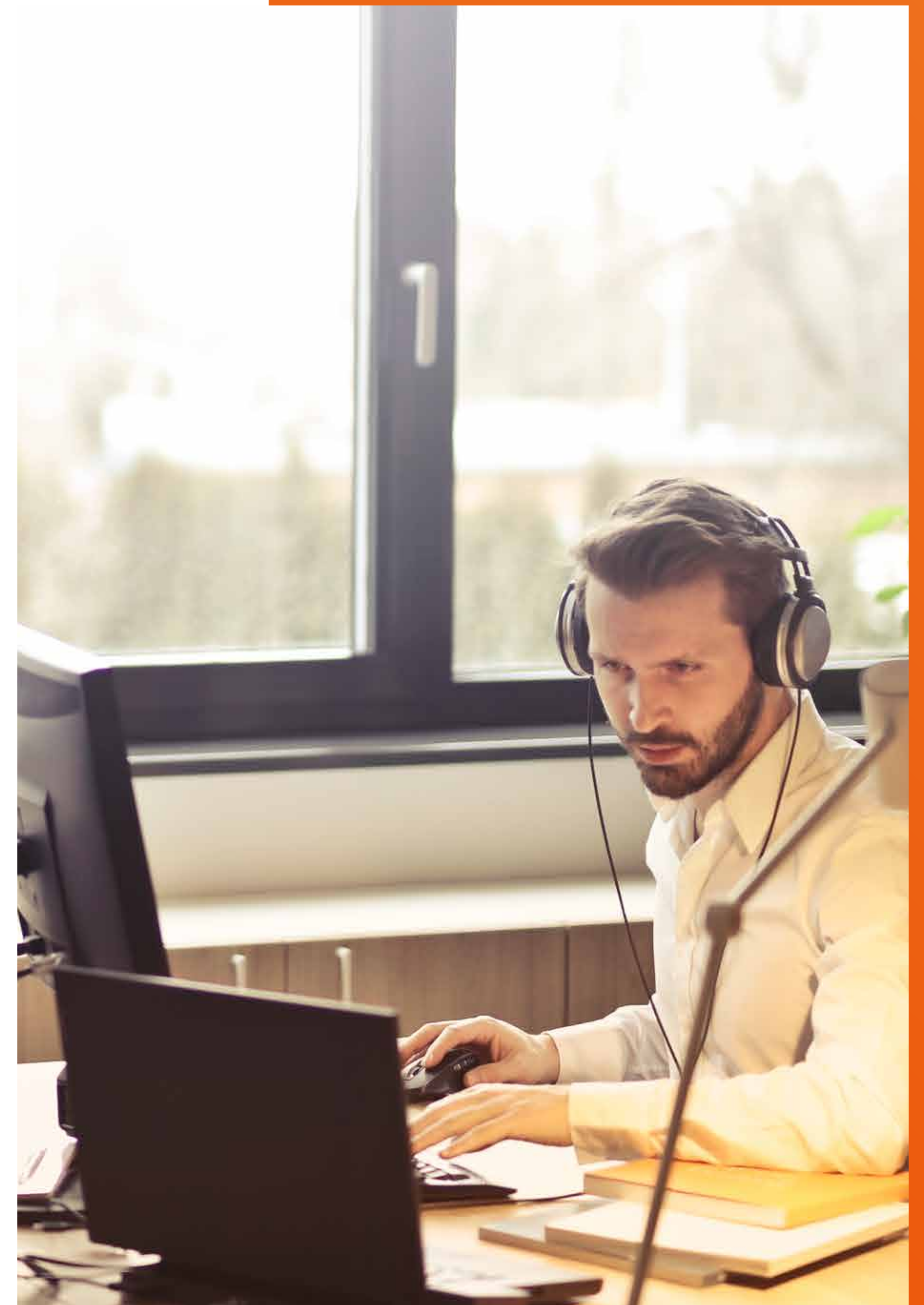




INTELLIGENT AUTOMATION IN BUSINESS PROCESS OUTSOURCING

Powered by Robotic Service Orchestration (RSO)

The BPO industry is shifting focus from simple rule-based automation to a more evolved ecosystem that will cater to unstructured, non-standard, and complex processes. More complex back, middle, and front office processes need to be intelligently automated. A holistic solution including technologies like RPA, AI, ML, OCR, NLP, and more can automate processes end-to-end and help scale automation while keeping the humans in control.



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INTELLIGENT AUTOMATION IN THE BPO INDUSTRY

The BPO industry is increasingly looking at avenues that can help exponentially improve workforce productivity while bringing down operational costs. Task-based automation technologies like RPA are great for automating simple routine based processes. However, the landscape is maturing to ensure that complex processes like Finance & Accounting, Reconciliations, and Currency exchanging are being intelligently automated with a fusion of technologies like RPA, AI, ML, OCR, NLP, and more.

A holistic solution provided by the amalgamation of such technologies can reduce operating costs, increase revenue by making employees more productive, and improve customer experience by ensuring adherence to SLAs.

Intelligent automation will facilitate increased traceability, decrease security risks by restricting human access to protected data, and will ensure better regulatory compliance. Hence, BPO's that implement Intelligent Automation will have a better competitive advantage and operational agility than their peers in the industry

While many factors outline the success of Intelligent Automation initiatives in the BPO Industry, it's becoming increasingly imperative to focus on 3 main areas - Governance, Process Discovery, and Scalability. These are explained in detail below

Governance

Many intelligent automation projects in BPO start with the automation of repetitive and rule-based manual processes. Such processes include data entry and validation, web scraping, text mining, and many more. However, the project gradually moves on to perform more operationally intelligent tasks. Bot technologies today do not possess the intellect to diverge from a programmed script. This lack of human judgment and emotion creates risks when the unexpected occurs - in the form of exceptions.

Here is when governance plays a major role in ensuring that there is trustworthiness in the ecosystem by monitoring process & bot activity, ensuring SLA's are met for uncompromised process efficiencies, human & digital worker utilization is optimized, and ensuring compliance to standards is always guaranteed.

Process Discovery

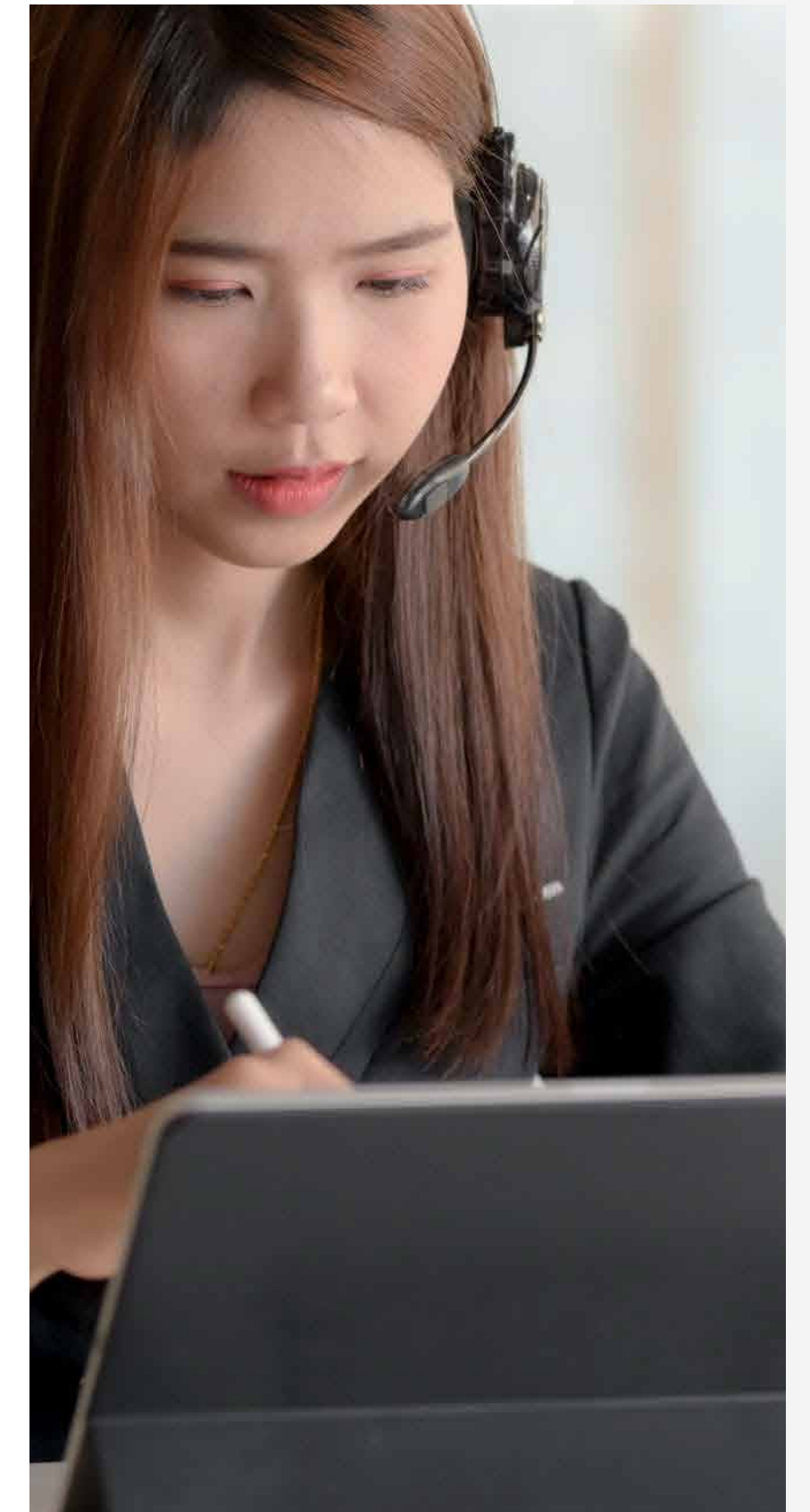
Discovering ideal processes for automation can be a challenging task, especially in a complex industry like BPO. Process analysis and documentation can take up to 60-80 % of automation efforts, especially if it's done manually. Also, apart from just discovering mundane and repetitive processes for automation, the industry must focus on how to automate more complex processes as part of the Intelligent Automation roadmap. Processes for functions like Reconciliation, Finance & Accounting, HR, and Compliance involve coordination and information flow between multiple stakeholders, thus contributing to longer life cycles. Delays and exceptions can happen due to multiple reasons in such processes, even after the implementation of automation technologies like RPA.

Here's where data-driven process discovery tools come in handy, which keep monitoring such processes to identify bottlenecks which can be reduced with automation, thus increasing operational efficiencies.

Scalability

Automating processes in BPO through technologies like RPA is an investment-heavy exercise- both in terms of human resources and capital investment. And if such an exercise fails to scale, it can lead to significant cost write-offs and delay digital transformation for the industry. Automation implementations in the BPO Industry have struggled to scale up beyond a few bots due to multiple reasons. Some of these are highlighted below

- Automation Implementations eventually are plagued with ineffective governance, suboptimal work handoffs between humans and bots, poor exception handling, incompatibility with multiple bot vendors – all of which ultimately lead to delays & reduce the benefit of RPA
- Struggle to integrate the next layer of future-of-work technologies like AI, ML, OCR, Cognitive, etc into existing workflows
- Bots cannot solve everything, so a seamless and painless way of transitioning between bots and humans is extremely imperative



ENTER ROBOTIC SERVICE ORCHESTRATION (RSO)

Robotic Service Orchestration (RSO) is a solution that can help further Intelligent automation initiatives in the BPO Industry.

It is a Lite Workflow, BPM, and Work Management platform that acts as a common thread to bind together all human team members &/or automation technologies into one framework. It features cutting edge case management, ticket management, email management, and workforce management capabilities.

If you have implemented automation technologies like RPA, it will help you scale them further by ensuring better human-bot collaboration, governance, and integration with technologies like OCR/AI/ML/NLP, etc



How does RSO support Intelligent Automation in the BPO Industry while addressing Governance, Process Discovery, and Scalability?

Increasing Automation efficiencies through effective Governance

Automation implementations often encounter roadblocks in terms of ineffective governance, suboptimal exception handling, incompatibility with multiple bot vendors, and inefficient human handoffs leading to delays. Implementing RSO ensures that the work handoffs between humans and RPA/bot technologies are made efficient, human-bot governance is centralized, multi-vendor compatibility is ensured, and exception handling is significantly improved.

Support in identifying high potential processes for automation

While RPA Centres of Excellence (CoE's) in BPO companies are experimenting with a few bots for use cases across functions like Reconciliation, Finance & Accounting, HR, and Compliance; there is no clear data-driven strategy to pinpoint more mission-critical and low-risk use cases for RPA.

While managing human activities along with bot activity in a process, RSO provides business intelligence and provides recommendations on which activities can be automated, suggests a technology type, provides metadata around savings potential & provides an ongoing roadmap for the business on continuous automation evolution. With RSO it is also possible to automate complex processes, which were earlier side-lined as they required too much intelligence, were not completely rule-based and suited for RPA. The technology makes the focus shift from identifying too many small tasks to be automated to picking up strategic, ROI & customer-impact driven services automation.

Delivering end-to-end process automation while facilitating scalability

RPA is fantastic for structured, mundane & repetitive tasks. However, an end to end service cycle in the BPO Industry is often complex, with multiple human & digital actors performing different tasks. Automating a sub-task in this cycle with a bot has little impact on overall TAT or SLA's as delays may be elsewhere in the process.

With RSO, the BPO industry can flawlessly manage handoffs between humans and bots, placed in any order, as many times as needed. Bots can work on simple tasks while humans can step in at any point to handle exceptions and focus on complex tasks in the end-to-end service cycle. This ensures scalability, especially in long-drawn and complex processes like reconciliation and F&A.



ABOUT ENATE



Enate is a UK headquartered Orchestration platform with an APAC office in India. Enate was named a Hot Vendor 2019 by HFS Research. The platform's customers include the likes of Mizuho, a global banking major, Utmost (Generali Link) – an insurance major, and consulting and professional services organizations like Capgemini and a Big 4.

Scale up your Intelligent Automation strategy with Enate RSO

- Is intelligent automation a strategic goal for your organization?
- If you can automate processes with more human touchpoints – would that improve your ROI from automation and be a win for your business?
- Do you need a long-term automation strategy for adopting more "future-of-work" technologies like AI, ML, OCR, Cognitive tech, etc?

If your answer is yes for any of the above –
Enate is the right partner for you.

Connect with us at apac@enate.net to know more.

References

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