

# Report on Email Automation

## **EMAIL AUTOMATON USING BLUEPRISM**



## **1.INTRODUCTION**

### **1.1 Overview**

In this project we will build a bot that automatically send mails with attachments to the people with the help of Microsoft excel 2013 amd Blue Prisim software.

### **1.2 Purpose**

If you wish to do marketing then it is necessary to send bulk of mails regarding your product to as many people as possible.

Thorough this we can create a system that automatically sends the product's details through mails with a particular subject line and body of email.For this we need to store the products list needed by a particular person in the same order as stored in excel.All these prodcut list(attachment) should have a common path except the last one.We will be using Email SMTP-POP3 VOB and Excel VBO.

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## 2.LITERATURE SURVEY

### 2.1 Existing problem

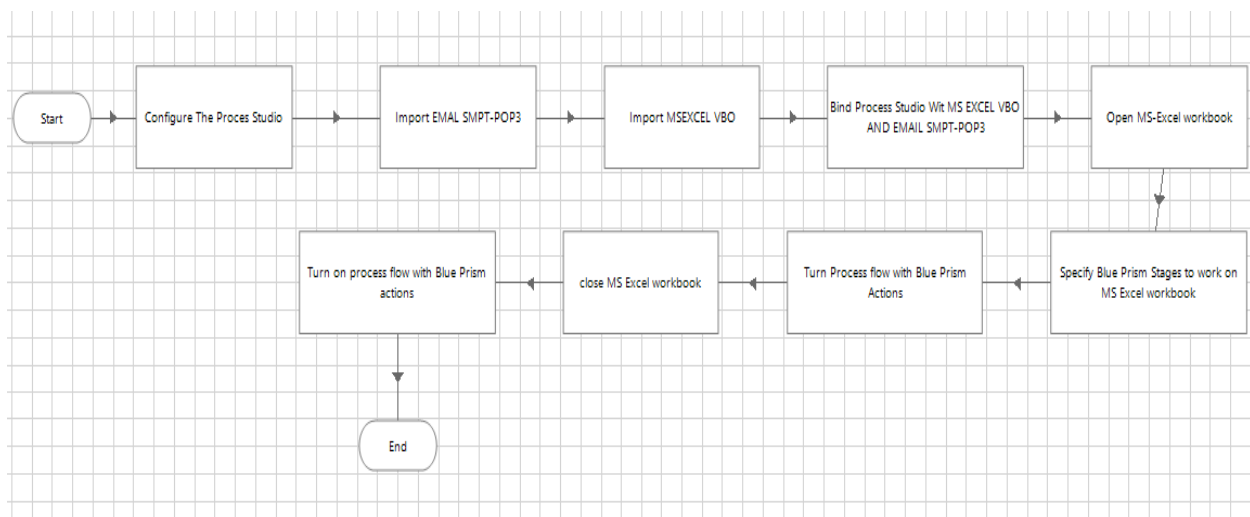
In these days,when we wanted to send the same message through Email for many people,then it very hard to send them one-by-one.Or when a student completes a certification course then we need to send all the certificates at once through Email.

### 2.2 Proposed Solution

To overcome these problems,we use ROBOTIC PROCESS AUTOMATON technology by creating a bot that automatically sends email with attachments by using Blue prism software.

## 3.THEORITICAL ANALYSIS

### 3.1 Block Diagram



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## **3.2 Hardware / Software designing**

The following is the Hardware required to complete this project:

- Internet connection to download and activate
- Administration access to install and run Blue Prism
- Minimum 10GB free disk space
- Windows 8.1 or 10(64-bit version only) OR Cloud:Get started free,\*Cloud account required

Minimum System Requirements To run Office Excel 2013,your computer needs to meet the following minimum hardware requirements:

- 500megahertz(MHz)
- 256 megabytes (MB) RAM
- 1.5 gigabytes (GB) available space
- 1024x768 or higher resolution monitor

The following are the softwares required for the project:

- Blue Prism software
- Microsoft Excel 2013

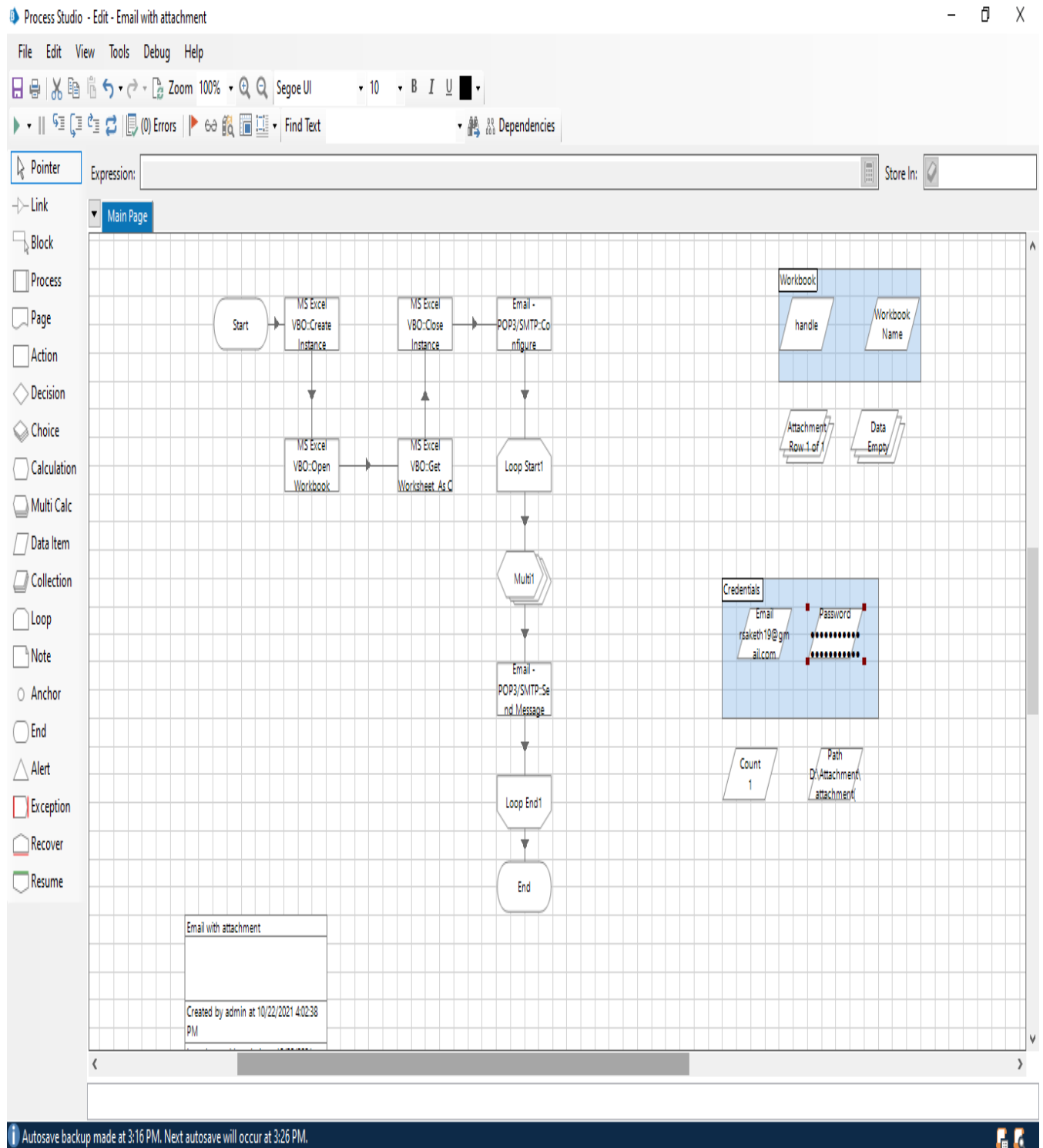
## **4.EXPERIMENTAL INVESTIGATIONS**

Working on Email automation one can come to know that it is the easy way and simple process to send mails.We can use UI Path software also, one can come to know that UIPath is a popular and progressive Robotic Process Automation(RPA) tool that enables users to automate various aspects of businnessing process.It provides an open source platform that promotes collaboration and automation of repetitive tasks.

Using the Email Automation to automate tasks for the mail server and incoming messages.Email Automation command enables you to automate mail server operations and handle incoming email messages.You can automate the following tasks: Manage incoming email messages and download attachments to specific folders.

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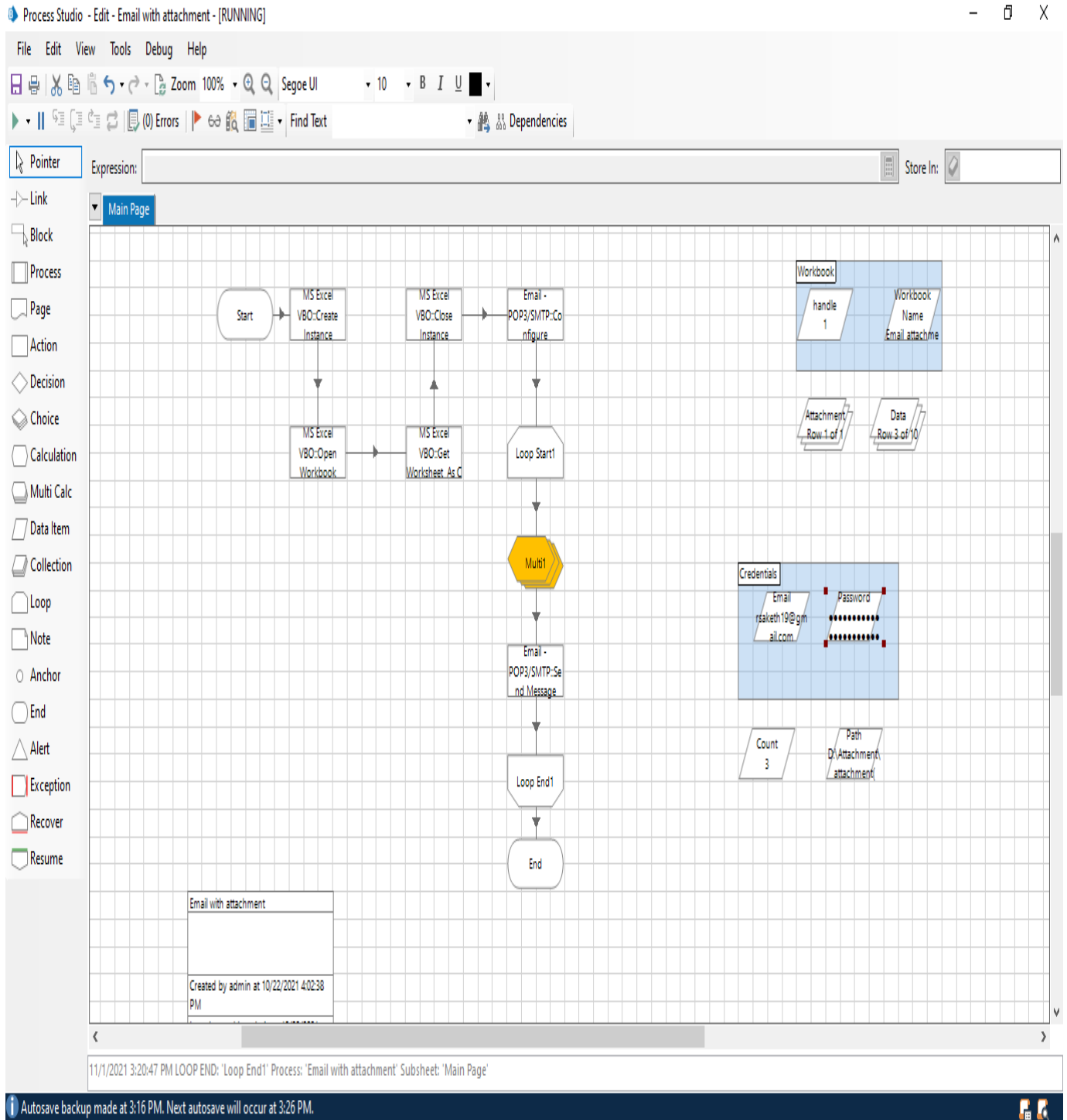
## 5.FLOW CHART



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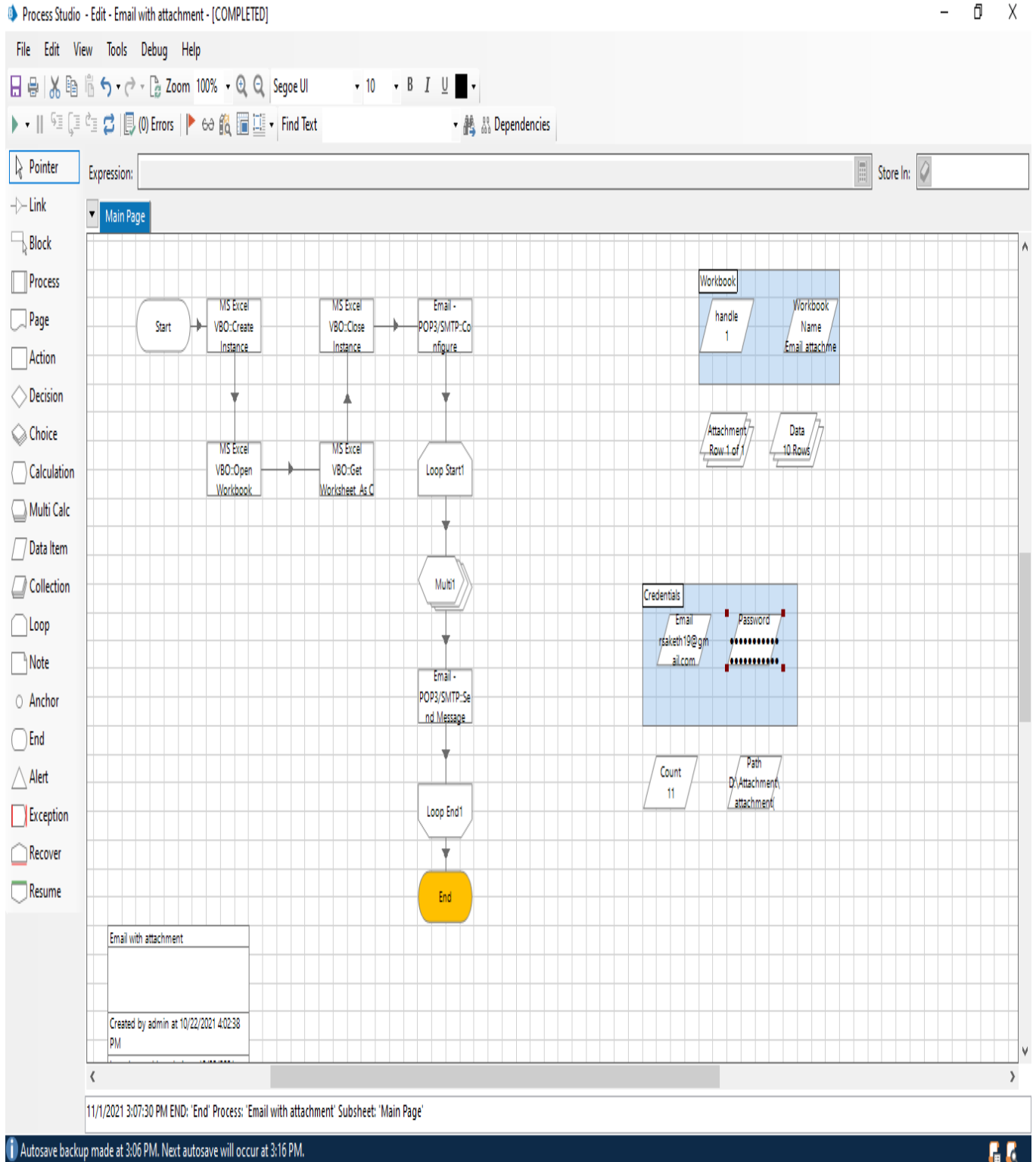
## 6.OUTPUT

This picture shows that this action is going to get the resultant output



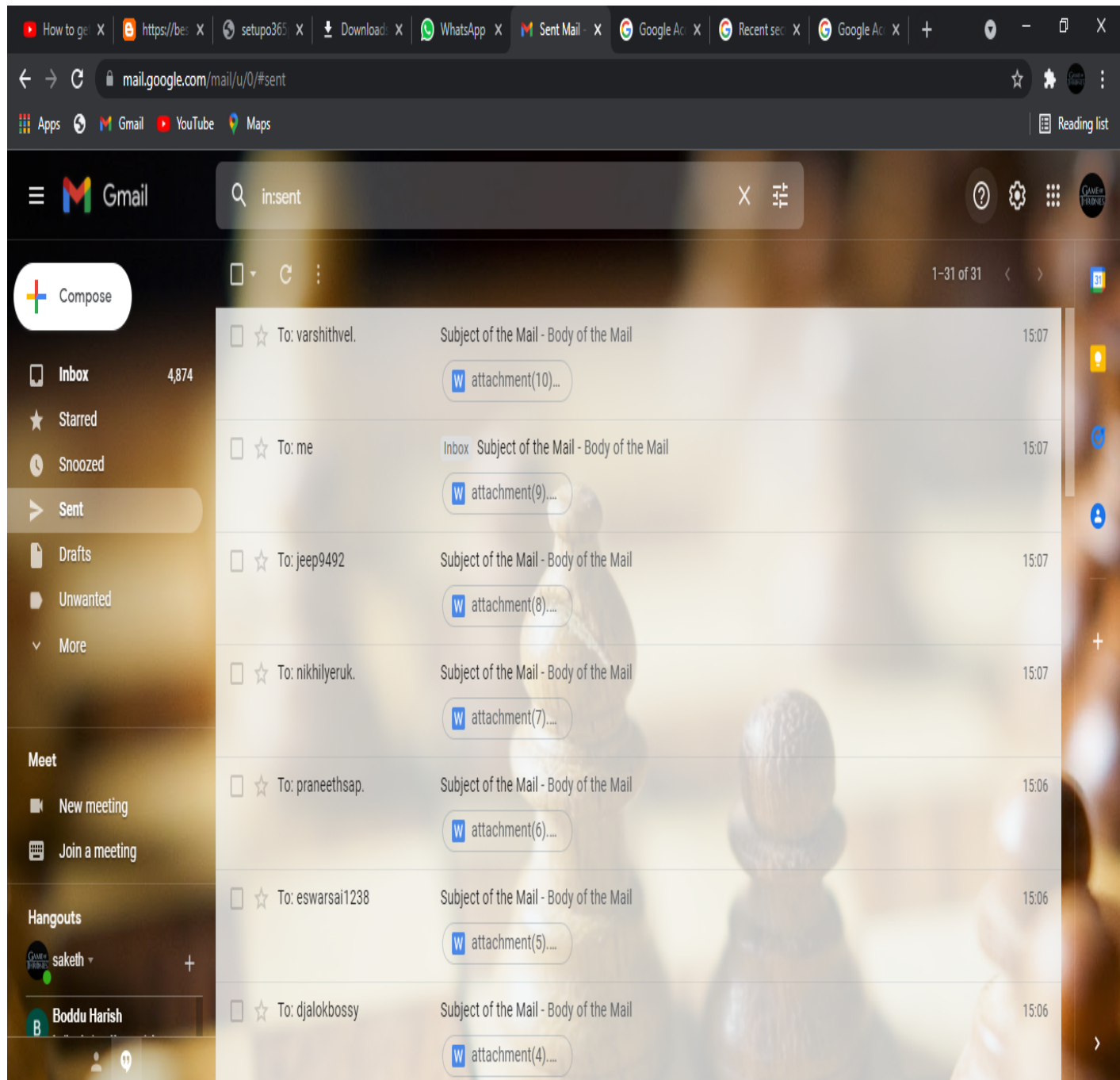
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This picture shows that the project is end



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This picture shows the result



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## **7.ADVANTAGES AND DISADVANTAGE**

### **7.1 ADVANTAGES**

#### **1.Better personalisation for prospects**

When an email is automatically sent in personalized email workflows, it'll have personalisation tokens that are filled with the contact's information such as name, location, the company they work for, ...etc

This adds a further relationship strengthening between a prospect and your business.

#### **2.Reduce the potential for errors**

If you currently have one person writing and sending emails to new leads, then there is a high chance that a mistake can happen. Getting somebody's name wrong is a mistake.

Making spelling mistakes or hitting send prematurely can cause the email recipient to have less trust in your company. It shows lack of interest and attention to detail but with email workflows, they can be proofed and checked over and over before you send them.

#### **3.Reduce costs**

You don't need a large sales team making cold calls everyday. They can approach people when they're ready and you don't need additional admin teams ensuring emails are sent out regularly. Paying for a large team to constantly contact prospects isn't needed.

Also you don't need a tech savvy to use marketing automation.

### **7.2 Disadvantages**

#### **1.Resources and skills**

For a successful email campaign you must ensure that you have the right copy, design and marketing list. If you don't have the time or skills in-house, consider outsourcing some of these elements.

#### **2.Size Issues**

Files need to be small enough to download quickly. Emails containing many images may take too long to load, frustrating your audience and losing their interest.

#### **3.Undelivered mails**

Poorly designed mails may not be delivered. Emails that use certain spam keywords or characters in the subject heading or content of email like FREE, CLICK HERE are likely to be filtered out by email software and internet service providers. If you don't keep marketing lists up to date then you will find incorrect email addresses-meaning your messages won't reach the right person.



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## 8.APPLICATIONS

This solution can be applied every where in our real life when we need to send a mail to single person or millions. We can use these automated emails to send for many purposes like: Welcome mails, Onboarding emails, Transactional emails, Re-engagement emails, Event announcements, Survey/feedback emails.....etc

## 9.CONCLUSION

On doing this project we got to know that email automation is very important for our further development. At first we have to store the each person email id in Microsoft Excel and save it for later use. Then we have to import MS-EXCEL VBO and Email SMTP-POP3 VOB into the Blue Prism, then create the process and then we have to give the following actions such as create instance, opening excel file, getting email id's, closing the excel file, Configuring Email, fetching the attachments and then sending the mails. Click on refresh button then click run button to run the program. Then the resultant output will be emails sent with the attachment.

With a few chats of our group members the overall planning and research regarding our project went well. We all tried our best and included the necessary points required regarding our topic.

## 10.FUTURE SCOPE

In future many developments will take place in this email automation. This technique will become a lot more useful to develop the email marketing. Almost 80-90% population use this top tool.

## 11.BIBLIOGRAPHY

We referred some books and surfed the internet for the better outcome of this project

1. Blue Prism Foundation Training course from Blue Prism.
2. Some youtube videos helped us to complete this project.
3. Book by Tom Taulli "The Robotic Process Automation Handbook".
4. Book by Lim Mei Ying "Robotic process Automation with blue prism quick start guide".
5. Smartinternz tutorial classes help us for completion of project.
6. <https://portal.blueprism.com>
7. <https://ieeexplore.ieee.org/Xplore>

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