



## Getting smart with robotic process intelligence

Digital technologies are changing every industry. Are you ready for the impact of robotic process automation and artificial intelligence on your business?

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By Adrian Bridgwater, May 25 2018

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It's a time honoured truism founded in the basic laws of economics: the customer is always right. But now, in the new connected age of social media and consumer feedback rating mechanisms, will our traditional human approach to sales and customer satisfaction be enough? The new era of customer service uses Artificial Intelligence (AI) to plug into so-called sentiment analysis to drive a new era of intelligent automation. Without robotic process automation in the workforce, the increasingly ephemeral customer may soon look elsewhere.

Where once, to contact a company a customer had to spend hours on the phone, fill out a form or send a letter, the options today are now near limitless. As more and more consumers turn to

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sending emails or using social messenger apps, the volume of unstructured text data bombarding companies is soaring.

### **“Connected customers are hitting firms with a barrage of interactions on a 24x7 basis”**

Connected customers are hitting firms with a barrage of interactions on a 24x7 basis. These customers are demanding customer service on their terms, through their preferred communications channels and platforms – all of it inside response time windows that customers themselves set. “Structured data and digitising paper documents thus get vital for companies to keep pace and the digital transformation from end-to-end becomes more and more important”, states David Ziltener, global head of go-to-market strategy at [Swiss Post Solutions](#).

Human sales and customer support agents simply can't cope with the volume, the complexity or the variety of interactions now being produced. We must now look to Artificial Intelligence (AI) and Robotic Process Automation (RPA) to get the right feedback to the right customers at the right time.

### **Perpetual circle of learning**

Intelligent AI-based systems can be trained by human agents to categorise and sort through all the text generated by customer queries far faster and more efficiently than throwing humans at the problem. Moreover, AI can recognise what consumers want and validate it, sort it, structure it and feed it directly into back office and back-end legacy systems. When a process is repetitive, automated technology is the answer. The customer is always right, but the artificially intelligent automation solution is almost always right. Plus, its learning all the time and gradually getting smarter with every customer request it gets called to act upon.

When the AI customer response solution gets stumped, a now far less overloaded human can take over and the interaction can be captured in data form so that the robot learns for next time. A new, symbiotic world of customer care can now step forwards. Automation solutions can take care of that core body of customer interactions which have been qualified and quantified into defined use case scenarios. These automation robots (let's remind ourselves again that this is only software) offload to more holistically intelligent humans when they need to, but in doing so they learn from every failure they make in specific, almost painful, granular detail.

### **“Finding the perfect combination of when intelligent automation can take over and when intelligent humans should take care is a key success factor”**

Finding the perfect combination of when intelligent automation can take over and when intelligent humans should take care is a key success factor and should be outsourced to service providers that are experts in this field”, David Ziltener adds.

The use of intelligent automation and process automation can represent a breakthrough moment for digital customer service. Businesses can now apply an integrated, intelligent process ecosystem that seamlessly interlinks these new technologies with traditional backend systems and the human workforce. Workers can thus elevate themselves from tasks which we might define as low-value and eminently repeatable. Humans can turn their attention to value-add activities, upselling, innovation and all manner of activities designed to expand the scope and profitability of the businesses, rather than just running hard to keep the lights on.

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## **Orchestration between people & systems**

Bringing this new world of work online is no overnight ‘lift and shift’ operation. Architecting and constructing a new work landscape with robotic process intelligence is a step-by-step process that has to be implemented iteratively. Firms need to undergo technology audits and due diligence assessments to look for their most suitable work processes to automate. “Swiss Post Solutions is specialised to support companies in these assessments and in customizing the right solutions to guarantee a smooth transformation”, says David Ziltener. Only when a business has fully assessed and mapped out a new higher level of process orchestration between people and systems should the new layer of intelligent automation go live.

These comparatively early steps towards automation intelligence are significant. We are on the cusp of building new operational systems that transform business information processing through intelligent consumption, analysis and action. Even plain old document management starts to become a deeper, richer more analytically-empowered element of all workflows. After documents and printed text, we then look to voice, video and more, the need to capture all unstructured data types is proliferating. “The capability to structure all these data types is a prerequisite to automate all following business processes and leverage data analytics”, David Ziltener concludes.

**“Information is now consumed, validated and deduplicated such that its value can be extracted all without human intervention”**

Information is not just captured. Information is now consumed, validated and deduplicated such that its value can be extracted all without human intervention. A whole new stream of processes start to flow through the business inside workflow automation channels. We, the humans, can look to higher ground. Whether you know it or not, the robots are already with us, but they are software-based, friendly, intelligent and they don’t bite.

To learn more about how RPA and AI drive and enable digital transformation from Swiss Post Solutions, please visit [swisspostsolutions.com](http://swisspostsolutions.com)

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