



# Intelligent Automation

The Evolution of automated Business Processes

**SPS**

a Swiss Post company

# What is Intelligent Automation (IA)?

## The Evolution of automated Business Processes

Automation has been driving business success since the dawn of the industrial revolution. As technology has evolved over the years, so too have operational efficiencies, as automation has become applicable to more and more types of processes. The advent of computing heralded a new age for automation, as companies became able to automate and eventually outsource not only physically demanding tasks but also those traditionally requiring human cognitive abilities. Examples would be accounting, payroll, document management, human resources, and logistics.

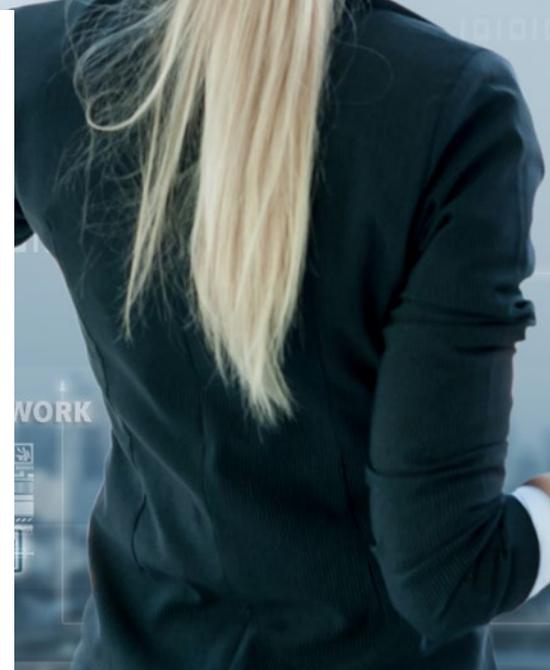
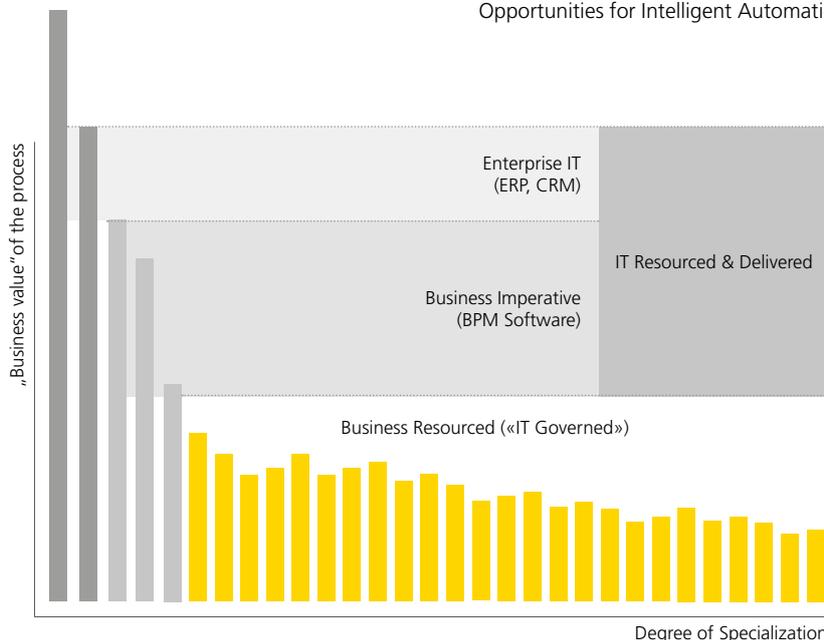
Recently, the information age has seen a rapid acceleration of technological and scientific progress that enables automated processes to span all industry sectors, business functions, and geographical borders. Examples of automation that we have all become familiar with include the recent rise and development of customer relationship management

(CRM) systems, centralized contact centers with call routing technologies, and optical scanning software that can rapidly sort thousands of letters at a mail sorting depot.

Intelligent Automation is the next evolutionary step in business process efficiency – combining existing automation tools with new technologies such as Artificial Intelligence (AI) and Robotic Process Automation (RPA) to enable automation across a wider variety of tasks, processes, job functions, business areas, and industry sectors. Intelligent Automation will become as essential to business success as today's office computer. To help companies get a head start, Swiss Post Solutions offers a one stop shop for all current and future Intelligent Automation needs.



Opportunities for Intelligent Automation



# Modern automation challenges and the need for intelligent decision making

Process automation opportunities are particularly high in business areas undertaking a large volume of tasks and processes, for which IT departments have traditionally resourced and delivered solutions such as enterprise resource planning systems to manage and automate high-volume workloads.

Meanwhile, for processes that are more complex and difficult to automate, business lines have invested in people to execute tasks. For example, in a typical contact center environment, CRM software automates numerous processes, while agents complete the tasks necessary for service delivery. These might include typing up the details of a customer call, categorizing and prioritizing the request, and assigning or initiating follow up actions. When conducted manually, such disparate and time-consuming activities invariably result in process delays, high operational costs, breakdowns in interdepartmental communication, data entry errors, and

poor customer follow-up, leading to substandard service delivery and customer churn.

By using intelligent systems that can self-learn and even interact with customers or other businesses in an independent way, organizations benefit from increased operational efficiencies and higher productivity. In doing so, they enhance the customer experience through faster and more individualized services and interactions. Front and back offices are fully integrated, eliminating errors and boosting processing speed to optimize service delivery, while also increasing real-time visibility to enhance operational decision making. While the transition to the future operational model does not necessitate changes to the existing IT landscape, it does require a high level of technical expertise, deep functional knowledge, as well as the technology itself – all of which are delivered by Swiss Post Solutions.



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Machines that can complete cognitive tasks are even more important than machines that can accomplish physical ones.<sup>1</sup>

<sup>1</sup> “The Second Machine Age”, Erik Brynjolfsson & Andrew McAfee

# Business Process Outsourcing Revisited and Revolutionized

The development of process automation has seen a corresponding evolution in the business process outsourcing (BPO) market. Traditionally, BPO providers began with the delivery of cost-intensive on-site services, subsequently developing labor arbitrage solutions, before transitioning to more IT-based process automation services enabled by developments in technology such as business process management (BPM) and optical character recognition (OCR) software.

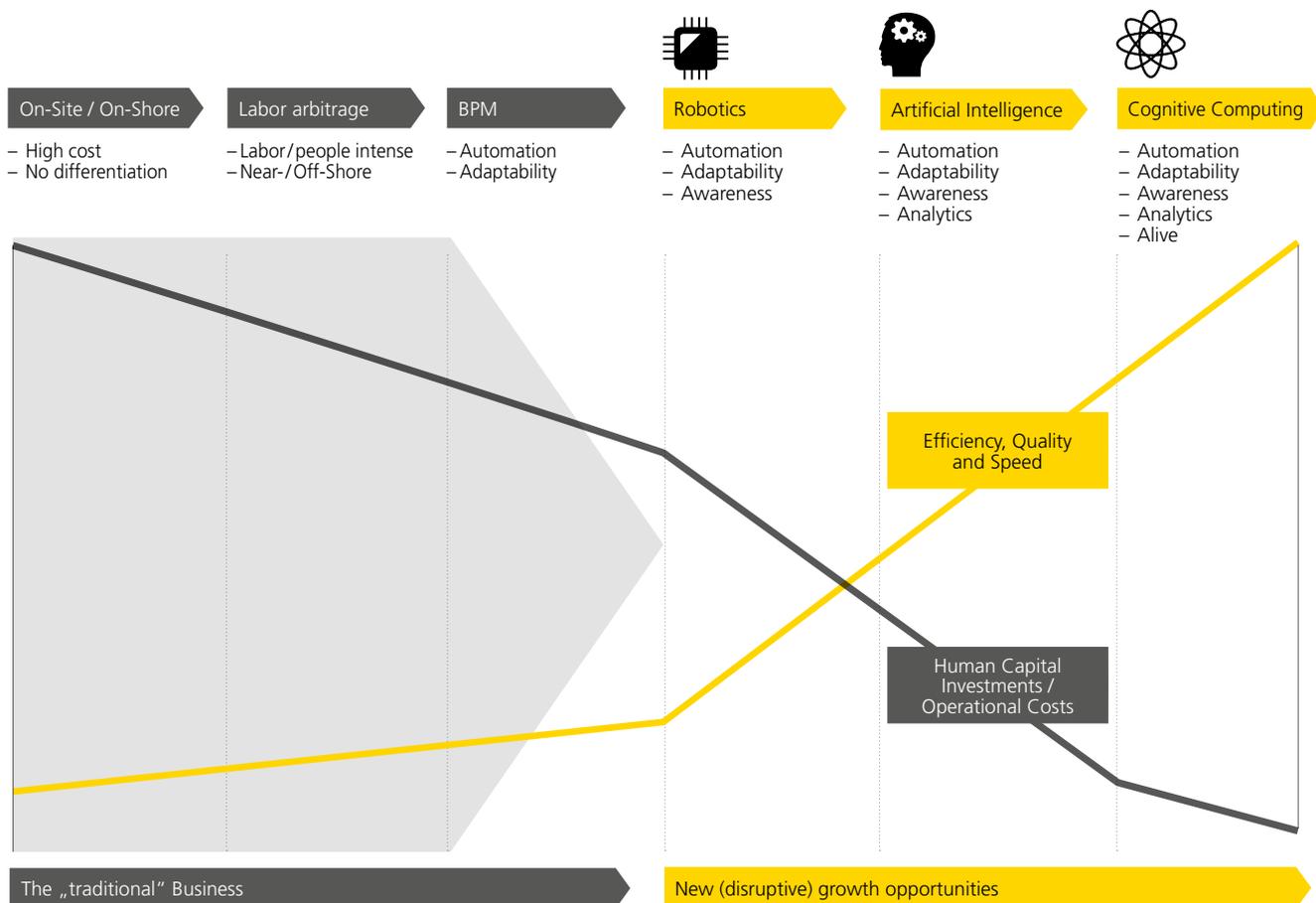
Today, by integrating AI and RPA technologies, the BPO services market is trending towards the delivery of Intelligent Automation solutions that reach beyond cost efficiencies, revolutionizing the way organizations operate.

Swiss Post Solutions is leading this trend. A trusted pioneer in end-to-end process management, Swiss

Post Solutions specializes in deploying the latest technologies – leveraging the knowledge and capabilities of a dedicated Process Automation Team for Intelligent Automation deployment.

By harnessing IT systems that can learn from experience, that react intelligently to structured and unstructured data input, and that possess omnichannel capabilities for managing inbound and outbound workloads, Swiss Post Solutions provides organizations with flexible, adaptable, and intelligent technical solutions which are sentient and which effectively function as additional employees for an organization. This empowers a company's existing workforce to focus on higher value tasks – effectively taking the robot out of the employee – and provides opportunities for reskilling into more interesting areas of work, boosting employee satisfaction and engagement.

Market evolution is rapidly moving forward





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The last century was dominated by analog technology and linear growth. The 21<sup>st</sup> century will be digital and exponential. Intelligent Automation will change the world more rapidly than anything before.<sup>2</sup>

A video thumbnail featuring a man in a suit, Jörg Vollmer, speaking. To his right is a QR code. A yellow play button icon is overlaid on the video frame.

VIDEO: Swiss Post Solutions CEO Jörg Vollmer talks about Intelligent Automation

# Intelligent Automation in Action

## Sample Case

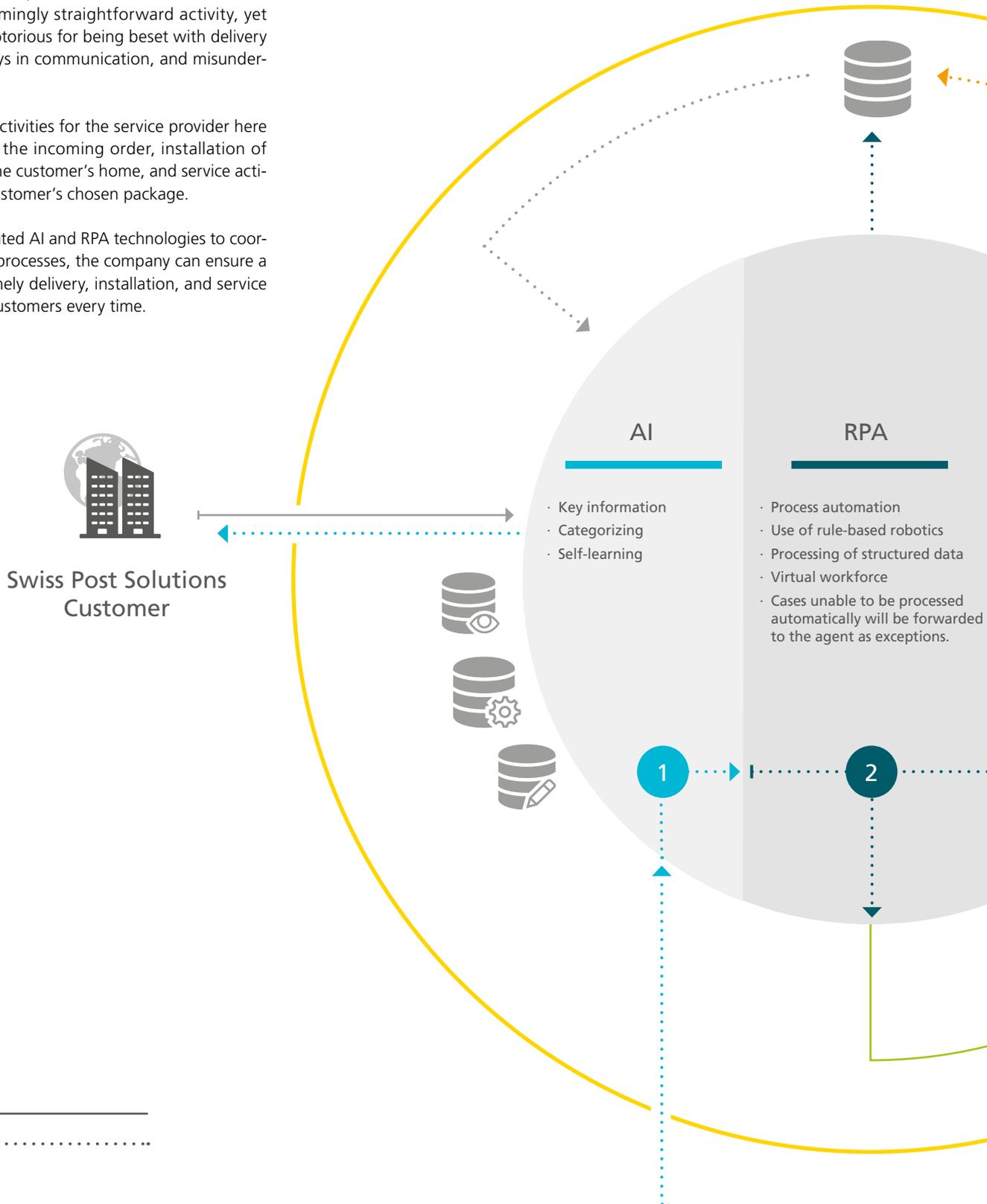
While Intelligent Automation can be used across a multitude of B2B and B2C scenarios, let us consider the example of ordering a combined high-speed internet, fixed telephone line, and cable television service – a seemingly straightforward activity, yet one which is notorious for being beset with delivery problems, delays in communication, and misunderstandings.

The three key activities for the service provider here are processing the incoming order, installation of equipment at the customer's home, and service activation of the customer's chosen package.

By using integrated AI and RPA technologies to coordinate internal processes, the company can ensure a smooth and timely delivery, installation, and service activation for customers every time.

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Omni-Channel Platform



Output —————  
 Input ···········

1

### Automating Inbound Contact Management

This starts with managing all inbound customer requests through the use of Artificial Intelligence, which centrally collects all incoming data from multiple channels, extracts the key information, and categorizes and prioritizes the requests.

By using Intelligent Automation, all inbound customer contacts are handled immediately. There is no customer waiting time, even during peak calling hours, or surges of website traffic and emails following successful marketing campaigns – greatly enhancing customer satisfaction.

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### Intelligent processing accelerates service delivery

Taking the information gathered by the Artificial Intelligence unit, the Intelligent Automation service model then engages rules-based software robots that interact with existing internal technologies to automate the necessary follow-up process.

This might include creating the customer's contract – containing a bundle of mixed services. Here, the robots extract key information about the customer and the requested services, and transfer it into a pre-defined template in the document management system, without requiring any human interaction. Other automated steps include creating the customer profile and number, setting up the direct debit service, checking the warehouse inventory to ensure sufficient stock. Finally, coordinating potential delivery dates with installation teams – while routing any complex or exception cases to agents for validation.

The Robotic Process Automation service model seamlessly integrates with the company's established IT systems to ensure a fully-coordinated service delivery model, increasing internal efficiencies and reducing order-to-delivery turn-around time for customers.

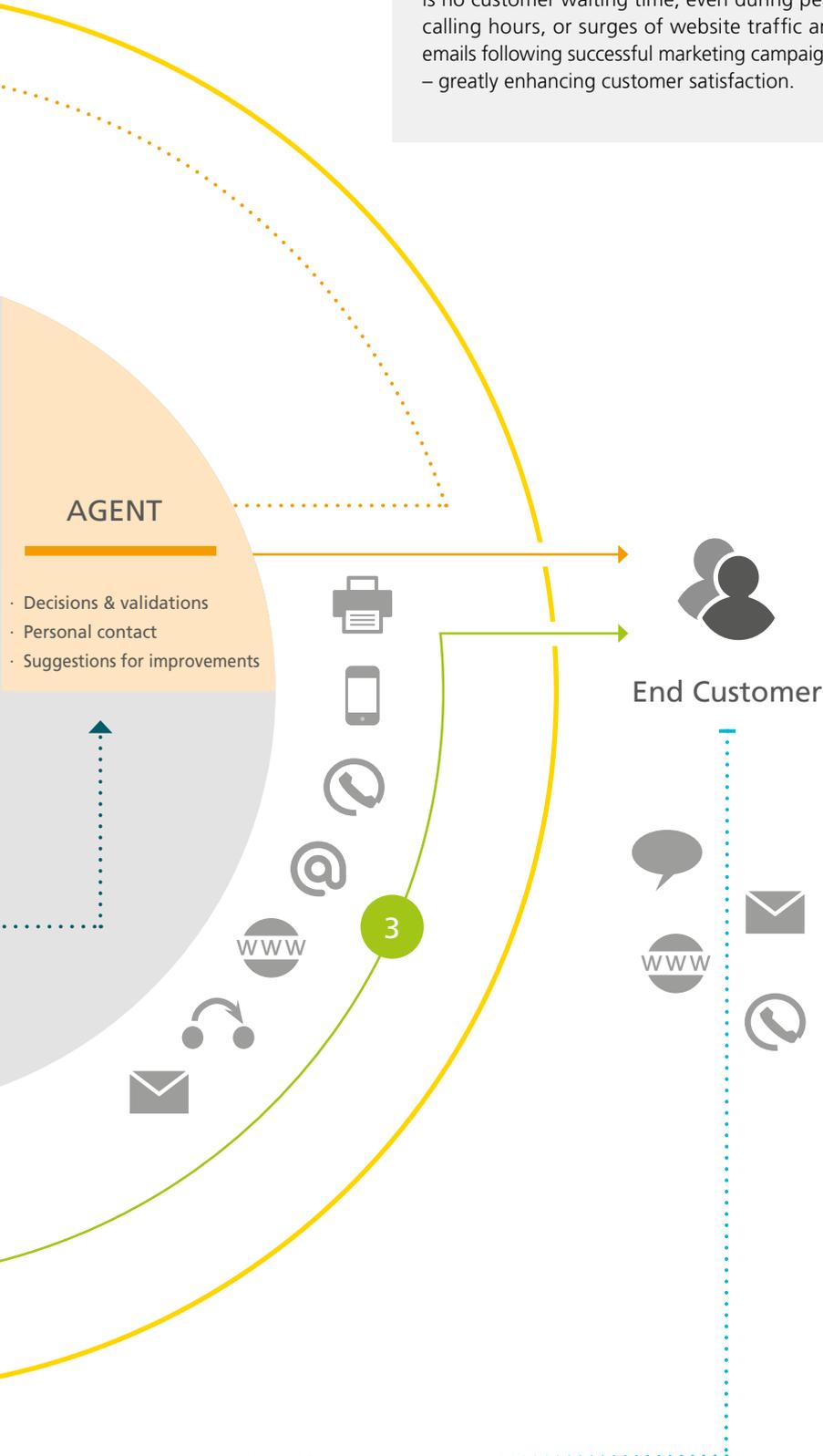
3

### Omni-Channel Output – a range of communication channels to suit individual customer needs

In addition to interacting with multiple internal platforms and applications, the Intelligent Automation service model also communicates directly with the customer to fulfil the request, through a range of integrated outbound channels.

The applied service model learns to recognize the customer's preferred communication channel – whether fax, email, postal services, customer web portal, mobile device, or even system-to-system – and responds accordingly, enhancing the quality of customer interactions.

The customer is consistently informed of the status of their order through a communication channel of their choice, and is immediately notified of any issues that could affect service delivery. As the delivery date nears, a software robot sends a reminder message to the customer's mobile phone and to the installation technician to ensure the installation goes ahead smoothly. With a single contact, the customer can then rapidly activate and begin enjoying the pre-approved services.

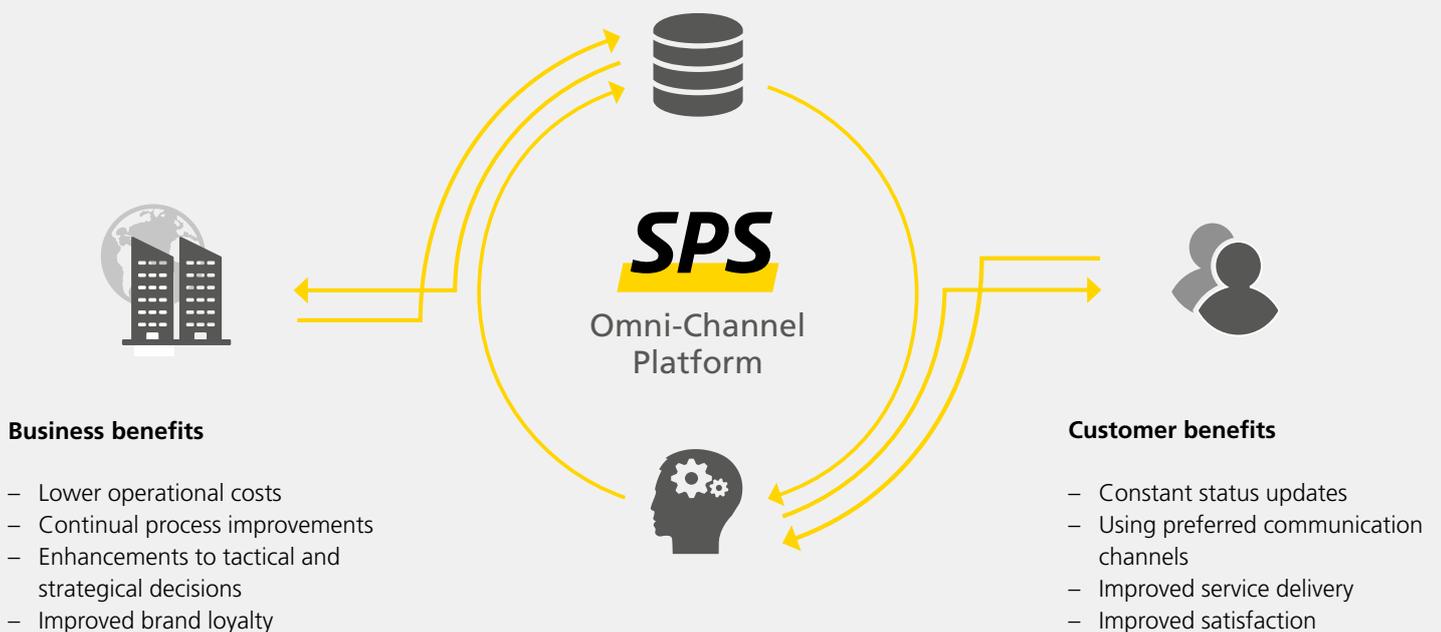


# Summary of sample case

By implementing an Intelligent Automation solution, the company is able to radically improve service delivery, lower operational costs, and boost customer satisfaction – enhancing the company’s brand and revenue streams.

All communications with the customer are managed through the outsourced service model, and all process information is fed directly back to the self-learning AI unit, enabling continual process improvements.

In addition, the automation of data and processes greatly improves visibility into specific operational activities, as well as overall company performance against service level agreements – continually enhancing tactical and strategic decision making.



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Automation of service delivery is the current big trick – one that goes beyond cost efficiency and disrupts the established service delivery models of the last two decades.<sup>3</sup>



# Tangible Benefits of Intelligent Automation – Automation Market References

Intelligent Automation provides solutions across a range of activities, business functions, organizations, and industry sectors with high-volume and complex processing setups. The following examples demonstrate the versatility and potential applicability of Intelligent Automation solutions, along with the measurable business value in each case.

## Transportation



### Business function:

Accounts payable

### Process challenge:

Up to 12,000 invoices per day, received in more than 40 languages

### Measurable results of Intelligent Automation:

- Cut operating costs by more than £1.45 million in the 1st year
- Reduced processing time from 4 weeks to 2 days
- Cut transactional costs by 74%
- Enabled 2 employees to manage workload previously requiring 60 staff
- Achieved 70% process automation

## Insurance



### Business function:

Claims

### Process challenge:

3,000 pages per day, 25% as physical documents

### Measurable results of Intelligent Automation:

- Enabled all claims to be managed by only 4 employees
- Provided consistently high service levels even during peak inbound activity of up to 70% higher than average, for example after a flood or a storm

## Banking



### Business function:

Collection process

### Process challenge:

Realize effective dunning procedure for credit card debt as currently only 60% of outstanding invoices are settled

### Measurable results of Intelligent Automation:

- No integration costs, as robots drive existing applications
- Reduction of repetitive, manual tasks and increasing accuracy
- Increased efficiency, nearly 100% of outstanding invoices are successfully settled

## BPO Services



### Business function:

Order processing

### Process challenge:

Decrease manual processing time for 800 employees

### Measurable results of Intelligent Automation:

- Cut operational costs by 80%
- Reduced processing time from 30 to 10 minutes
- Achieved return on investment in only six months
- Enabled 50 robots to manage all processes previously completed by 800 staff

# How Automation can work for you



## Business benefits:

- Significantly reduced operational costs
- Dramatic reduction of processing and service delivery time through automation, improving brand image
- Increased consistency of data and better services by eliminating human errors
- Flexibility and scalability to cope with highly fluctuating workloads
- Enhanced management decision making thanks to faster access to relevant information and increased visibility into all process operations
- Increased customer satisfaction and retention due to faster contact responses and resolution of requests
- Self-learning AI system drives continual process improvements

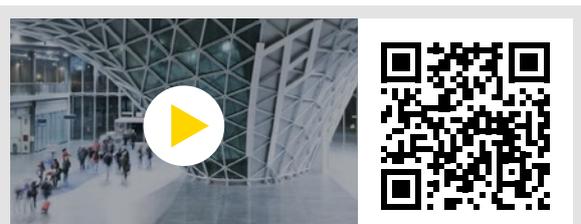
## Customer benefits:

- Fast and reliable service delivery
- Rapid individualized contact responses
- Choice of communication channels, each offering consistently high levels of service
- 24/7 service availability
- Personalized interactions with knowledgeable staff
- Optimized customer experience

Intelligent Automation brings together the latest technologies in artificial intelligence and robotic process automation to empower today's organizations with the future model of business efficiency. In order to succeed in the increasingly competitive world, businesses will have no choice but to deploy IA as a means to continually optimize the processes that underlie service delivery for their internal and external customers.

Responding to increasing market demand, Swiss Post Solutions has developed its service offerings to combine the most up-to-date intelligent technologies with deep process knowledge and deployment expertise – working as a single-partner interface to help organizations smoothly adopt Intelligent Automation solutions and manage the inevitable cultural change.

The exponential benefits already achieved by early adopters of IA have huge implications for the evolution of current and future business practices across all sectors. Not only do Swiss Post Solutions' self-learning systems considerably reduce costs and improve service delivery quality and speed, they are continually improving their own performance – enabling organizations to progressively edge ahead of the competition with each transaction.



VIDEO: Swiss Post Solutions Intelligent Automation



Visit our website to learn more about how Swiss Post Solutions connects the physical and digital worlds, or contact us today to discuss how Intelligent Automation can work for you and your business.

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