

3 ways to level up your contact center

How to provide better, faster service with intelligent automation



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The contact center is your competitive differentiator

Customers want to engage with you when they want and how they want, whether they are B2B or B2C. Their demands are changing rapidly and faster than ever before. When it comes to service or support, their expectation is that you're there when and where they need you.

Contact centers witnessed an increase of 300% more calls than usual during the early stages of the pandemic,¹ expanding the importance of this ready-to-serve requirement. Omnichannel consumption increased by 50%.¹¹ And customers expect an instant response and quality service across every touchpoint.

Customer experience leaders strive to ensure their contact center meets and exceeds these customer expectations. It's imperative that live agents can solve problems as fast as possible and in real-time.



Live agents managing voice interactions are expensive—and every second counts. If an agent can solve a customer issue in 20 seconds versus 40 seconds, your contact center can afford to double case capacity.



Virtual agents are the key to scaling service capacity, resolving cases end-to-end with chatbots or interactive voice response (IVR) bots as your first line of resolution and, hopefully, on the first customer call.



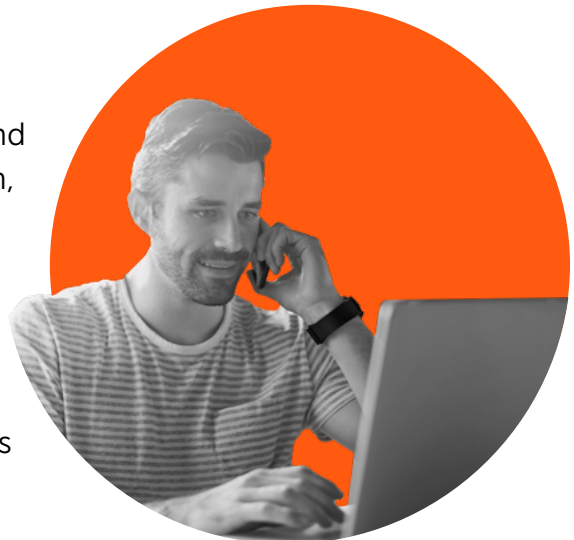
And, of course, artificial intelligence (AI) and machine learning (ML) are game changers for contact center interactions, as they have the ability to understand a customer's sentiment right out of the gate and can have the best course of actions charted out for them.

¹ [Impact of COVID-19 on Contact Centers and Measures Taken, October 2020, GEP Market Intelligence Blog](#)

¹¹ [It's Time for Brands to Rethink Their Omnichannel Strategies, April 2021, Nielsen](#)

Today's contact centers fail to meet customer demands

At Automation Anywhere, we have conversations with contact center operators and hear how they struggle with realizing this vision as they battle with legacy tools and disconnected systems. The reality is that complexity is slowing down their live agents and virtual agents. According to a recent Hubspot customer support study,¹ agents spend 10% of their time going from system to system, navigating the fractured application landscape to help with a customer's request. During an eight-hour shift, that's 48 minutes of wasted time that could have been used to answer six additional calls to help the customer. For some customers, waiting even one minute on hold is too long.



When a customer calls in and says "I want to update my address," the only thing worse than hearing, "Is it OK If I put you on hold while I look up your account?" is, "I'm going to put you on hold while I connect you to my colleague who can access the system to process your request." And still, that agent can be heard furiously typing away for what seems like an eternity. That's because these systems aren't connected to each other, which means instead of typing up the new address once and having it automatically update on all systems, the agent has to manually enter data in each application one by one.

¹ [Live Chat Exposes a Fatal Flaw in Your Go-to-Market, January 2021, Hubspot](#)

System complexity and data silos are slowing you down

The pain continues on the agent's end. In order to gather the required data to address a customer request, the agent has to trudge through and piece together details from multiple applications.

In addition, data silos are especially challenging for virtual agents. Because they have limited access to data and can't access legacy green screens that connect to mainframe databases, they're often only able to handle the most basic requests and need human agents to intervene. And even then, the human agent still has to go through the process of bridging the data gaps.

Your contact center agents
struggle to navigate multiple systems



....Hold, please.

Press 9 for more options

- X** Swivel-chair across apps
- X** Incomplete data
- X** Disconnected systems

Your customers
expect always-on, live help

This is the second time I'm calling...



REPRESENTATIVE!

With automation, your call center is always on, anywhere.

The increasing complexities of the contact center results in a lack of agility and poor customer experience. No matter how wonderful your product, maintaining customer loyalty is impossible if you can't answer their questions and resolve their issues when they want. If your company can't provide this experience, your competitor will.

We want to help you automate away, "hold please," and create efficiencies that will result in better customer experiences.

Continue reading to learn how intelligent automation will take your contact center to the next level and power better, faster service to win customers and keep them for life.

3 ways to unlock contact center success

Always on, anywhere, and on-point

Customer service must be available 24/7 and ready to provide answers and real-time help. Service must be wherever customers are—text, phone, web, live chat, video, or chatbot—with the ability to provide consistent experiences from one channel to the next. A contact center must also be able to correctly identify and address the issue every time.

The next-level contact center is powered by cloud-native intelligent automation

Deliver service faster and more efficiently than your competition by using a cloud-native intelligent automation platform. This will connect data across all your systems, automate manual swivel-chair tasks, and present everything your agents need in one place so that they can deliver faster, better service. With intelligent automation, you can simplify your live agents' experience, expand the capabilities of your virtual agents, and scale support with intelligence.

Investing in intelligent automation pays off. Automation Anywhere has found that companies that implement automation across the contact center are able to see large returns. Bancolombia, one of the 10th largest financial groups in Latin America, automated hundreds of processes, achieving 1300% ROI in just one year.¹

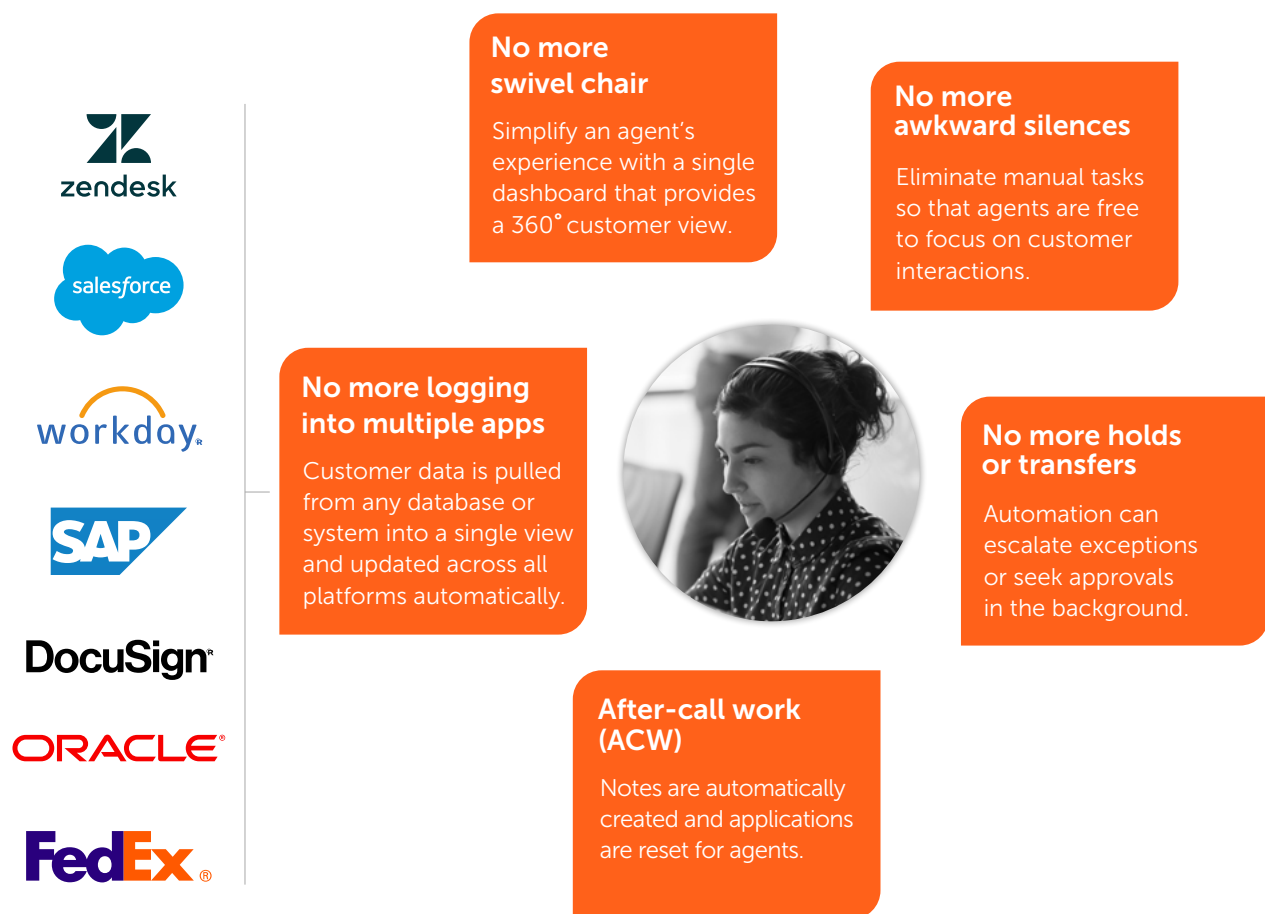
Make your contact center stand out as a contact center of excellence. The following are proven ways to overcome barriers and deliver the service experience customers expect.

¹ [Leveraging Intelligent Process Automation: 1300% ROI Delivers Increased CSAT and \\$7M in New Revenue Streams, July 2018, Automation Anywhere](#)

1 Simplify the live agent experience and reduce average handling time

Average handling time (AHT) is a success and operational-cost driver for every contact center. Put customers on hold for a second too long and chances are they'll go somewhere else. The key to reducing AHT is arming live agents with the data they need as fast as possible and eliminating the need for them to enter information back into multiple systems for tasks such as updating account information or processing a return. Automation can do all of this—before, during, and after each call or interaction, leading to more productive agents and happier customers.

How intelligent automation simplifies things for agents



Industry spotlight—retail

How one U.S. company is beating its AHT target

“ AARI and IQ Bot make providing service to customers a lot simpler. Our front-line workers no longer navigate multiple application systems for pulling data. They use one single dashboard that contains all the data they need to service the customer.

—VP Enterprise, U.S. retail company

The challenge:

A U.S. retailer needed to improve its customer service processes. Employees had to navigate multiple systems to retrieve information when fielding calls in the contact center, creating long waits. AHT was four minutes.



The solution:

Automation Anywhere Robotic Interface (AARI™) and Automation Anywhere intelligent document processing solution, IQ Bot™ were used to accelerate and streamline processes, significantly reducing wait times. Prior to automation, it took the accounts payable team up to 10 minutes to process an invoice. Now, it takes only 30 seconds—10x faster.

RPA also eliminated the need for agents to work through multiple systems to pull up data. Now, when a customer calls, their phone number is recognized, and agents are automatically provided a 360° view of their profile in a single dashboard. AARI is then used to collect subsequent details and updates all respective systems. A customer's request is now handled in 85 seconds on average, decreasing from four minutes.

All this adds up to increased customer satisfaction (CSAT), happier call center agents, and time and money saved. An annual savings of more than \$2M was achieved in less than two years.

Industry spotlight—banking

A simplified bank loan process saves time and increases customer satisfaction

The challenge:

Locating loan statement documents to print took eight minutes. A customer would have to wait while the banking officer toggled between multiple applications to find the appropriate files.

The solution:

The banking experience has been significantly simplified after implementing Automation 360™. The officer enters the customer's name in AARI, then intelligent automation works in the background to pull all documents from multiple systems onto one screen. The officer can then simply choose the desired documents to print and quickly deliver to the customer in about 60 seconds.

Apply the reduced time across the institution's 17,000 bankers and this results in 125,000 hours saved for every million loans processed. The bank has gained an exponential savings of \$12M, an 87% reduction in AHT, and happier customers.



2 Solve more cases faster with virtual agents

Virtual agents have the potential to accelerate requests and provide customers with a better experience. As a result, many people today prefer self-service, which often includes communicating with virtual agents. According to Harvard Business Review, “Across industries, 81% of all customers attempt to take care of matters themselves before reaching out to a live representative.”¹ Virtual agents also offer benefits for the contact center, with the opportunity to reduce operating costs.

To maximize the potential of virtual agents, a contact center must have a connected infrastructure. Their performance depends on how well connected they are with all customer databases. When virtual agents have limited access because of a legacy, disconnected environment, their capabilities are restricted to basic requests such as helping customers check their bank balances. If those same customers want to apply for a line of credit or dispute a charge, they’ll have to transfer to a live, human agent.

According to Harvard Business Review, “Across industries, 81% of all customers attempt to take care of matters themselves before reaching out to a live representative.”

Next-level virtual agents are connected to data

A cloud-native, end-to-end intelligent automation platform makes it possible for virtual agents to have access to all the applications and systems in a legacy and modern infrastructure so that every case is resolved quickly and easily. Not only can the agents respond faster with answers, but they can complete more complex requests and cases no matter the time of day or night—living up to their potential.

¹ [Kick-Ass Customer Service, February 2017, Harvard Business Review](#)

Industry spotlight— public sector

City of Seattle powers up self-service with virtual agents

“ Seattle IT has seen immediate results from intelligent automation—from everyday work to more efficient government services for the City of Seattle residents.

—Dan Lewis, Digital Transformation Strategist, Seattle IT

The challenge:

The City of Seattle created the Utility Discount Program (UDP) to help low-income residents with funds to pay their utility bills. During the pandemic, the program’s application process shifted from contact center support to a self-service online form that consolidated the data into disconnected Excel files. This created an instant backlog of 6,200 applicants.



The solution:

Intelligent automation enhanced the self-service experience, eliminating manual data entry and reducing wait times for application review and approval. As a result, the city was able extend utility credits to nearly 2,900 residents.

3 Scale personalized support with intelligence

Unfortunately, mistakes happen on contact center interactions all too often.

Errors can include calling a customer by the wrong name, answering questions incorrectly, or making a mistake in processing information before, during, or after a call. The impact of these blunders can vary from wasted time and efficiency to—worst case scenario—a loss of business if a customer decides to cut ties after a poor experience.



Even if agents don't have any missteps, their time searching for and processing information using manual tools can have the same effect on a center's business: impacting SLAs, performance, after-call work (ACW), and the bottom line. There's also the security issue of agents having access to personal identifiable information (PII).

Artificial intelligence (AI) can provide benefits that exponentially scale virtual agent capacity. Not only can it help virtual agents respond faster with answers, but they can complete more end-to-end requests without human intervention. AI can identify customer sentiment in emails and surface up next-best actions such as standard responses or case escalation—all triggered by intelligent automation. AI-powered intelligent automation can provide instant, accurate resolutions, leaving your customers wowed by your next-level personalized customer service.

Industry spotlight—business process outsourcing (BPO)

AARI helps agents complete after-call work in 45 seconds

“ Within one month, we developed and deployed AARI and quickly demonstrated value by simplifying tasks for our frontline, resulting in efficiency gains for our clients.

—Manish Pandya, SVP of Digital Transformation, TaskUs

The challenge:

BPO TaskUs wanted to improve efficiency and productivity for its clients. The contact center agents, which the company calls “teammates,” were bogged down logging excessive details after every call, while the time pressure diminished the quality of information provided to the customer. Creating case summary notes usually took three minutes with the center’s legacy system.

The solution:

AARI now automates case summary notes by auto-populating after-call forms with customer details and call transcripts. Agents only need to provide action items and comments. With AARI, the after-call work (ACW) only takes 45 seconds, a 75% reduction in time spent. The contact center has increased capacity by 2X and improved data accuracy to 100%.

Industry spotlight— healthcare

20,000 agents given a digital interface to improve the call center experience

The challenge:

A Fortune 500 company operating in retail and healthcare services needed to replace homegrown, inefficient contact center solutions that were expensive to manage and maintain.

The solution:

20,000 agents were given a digital interface, AARI, to help streamline the contact center experience. By switching from a legacy tool to the cloud-native Automation 360 platform, the company was able to quickly scale and easily manage future upgrades. AARI provides agents a single pane of glass, while IQ Bot efficiently and accurately handles thousands of faxes from pharmacies.

By replacing dated systems with intelligent automation, the company is saving millions of dollars while improving the call center experience for its 14 million members.



Take your contact center to the next level with Automation Anywhere

Connect systems and break down data silos

Unleashing automation across your contact center may seem like a daunting task, but Automation Anywhere for Contact Centers helps companies take customer experience to the next level and provide better, faster service. Our contact center solution, built on **Automation 360**, enables companies to automate away complexity caused by disconnected systems, data trapped in silos across modern and legacy applications, and time-consuming, manual agent processes.

Simplify the agent experience with **Automation Anywhere Robotic Interface (AARI)** and provide agents with a single pane of glass to access cross-system automations for every step before, during, and after calls. Agents can access relevant customer data from multiple systems on a single screen and automate swivel-chair tasks so that they can respond to customers faster.

Integrate with your existing contact center system


Simplicity for live agents with Salesforce and Genesys

With Automation Anywhere, your contact center can quickly adapt to ever-changing customer needs. Live agents will have the power of automation at their fingertips with an easy-to-use interface. The capabilities of virtual agents will expand, connecting them to data from across any system and easily integrating them with existing contact center software.

It's important that your live agents work in the systems they know best. That's why Automation Anywhere has built out-of-the box integrations with **Salesforce** and

Genesys so that they can access data and processes inside their existing tools. There's no need to log into a separate app.

Connect and scale your existing systems



Native Integration with Google, Genesys and Salesforce lets you connect more ways

The image shows three logos in white rounded squares: Salesforce (blue cloud with 'salesforce' text), Genesys (orange stylized figure), and Google Cloud (multi-colored cloud). Below them is the text 'Native Integration with Google, Genesys and Salesforce lets you connect more ways'.

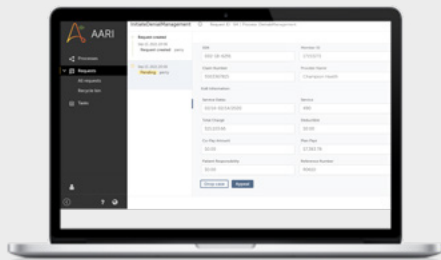
Intelligence for virtual agents with Google Contact Center AI

Our native integration with **Google Contact Center AI** makes virtual agents smarter. Embedded intelligence enriches customer interactions with deeper insights using data from across all systems, supports conversational AI, and suggests next-best actions that automations can trigger—all without human intervention.

Deploy to every agent quickly with a cloud-native solution

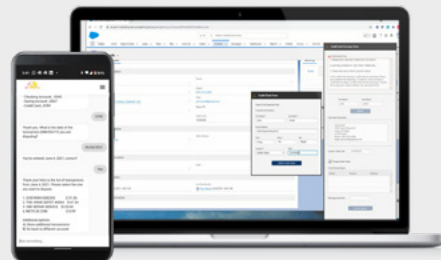
Our cloud-native intelligent automation platform enables fast deployment, effortless scaling to thousands of agents in weeks, and ensures automations are available to run predictably, 24/7. You'll be able to focus on delivering results and meet volume demands.

Simplify the agent experience



AARI makes it easy

Accelerate your virtual agents with complete data



Automation of next-best action clears the path

All powered by the world's #1 cloud-native automation platform

[REQUEST A DEMO](#)



**Resources
to learn more**

[Automation Anywhere for Contact Centers](#)

Case Studies

[Top U.S. Retailer Uses AARI and IQ Bot to Simplify Contact Center Processes Saving \\$2M+](#)

[Redefining Government: Seattle Improves Quality of City Services by Scaling RPA](#)

[TaskUs Crushes AHT Goals and Improves Customer Satisfaction with Automation 360 & AARI](#)

Blogs

[Level Up Your Contact Center with Your Current Technology](#)

[Is Your Contact Center Equipped for Success? RPA Can Help](#)

[5 Bots to Improve Customer Service](#)



About Automation Anywhere

Automation Anywhere is a global leader in Robotic Process Automation (RPA), automating business processes with software bots performing repetitive, manual tasks, resulting in productivity gains and improved customer experience. Visit [automationanywhere.com](https://www.automationanywhere.com).

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