

Introducing Intelligent Automation

Pragmatism meets imagination

e-guide

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What is intelligent automation?

First... Robotic process automation

There are many process automation technologies. They include low-code, robotic process automation (known as RPA), built-in workflow, integration platforms and intelligent business process management suites (known as IBPMS). RPA focuses on automating repetitive and rules-based on-screen processes. It automates interactions with existing systems on a screen. In effect, what the robot is able to do is replicate the actions that a person takes when they are operating various different systems, and do those things automatically.

It's especially effective for repetitive and tedious tasks. The robot takes that activity and frees your people to work on other more meaningful tasks.

And then... Intelligent automation

Put simply, intelligent automation is the combination of multiple process automation technologies together into a single platform or solution.

It's sometimes called hyperautomation, the phrases were created by the technology research analysts. Forrester coined the phrase intelligent automation, while Gartner came up with hyperautomation. Essentially, they mean the same thing.

Intelligent automation goes far beyond RPA by incorporating additional process automation technologies, such as machine learning, natural language processing, structured data interaction, intelligent document processing.



Can you trust a robot?

Can you really trust them?

Yes. You have to select suitable tasks and you have to program them correctly. But you can absolutely trust that the robot will do **exactly** the same process, with no deviation from what you asked it to do.

Says who?

The analysts believe that we need to put our trust in automation and software robots. This quote is from a webinar which Netcall ran with Forrester in 2020:

“Every process within an organisation needs to be automated in software, or else be liable to failure, and the consequences of failure.”

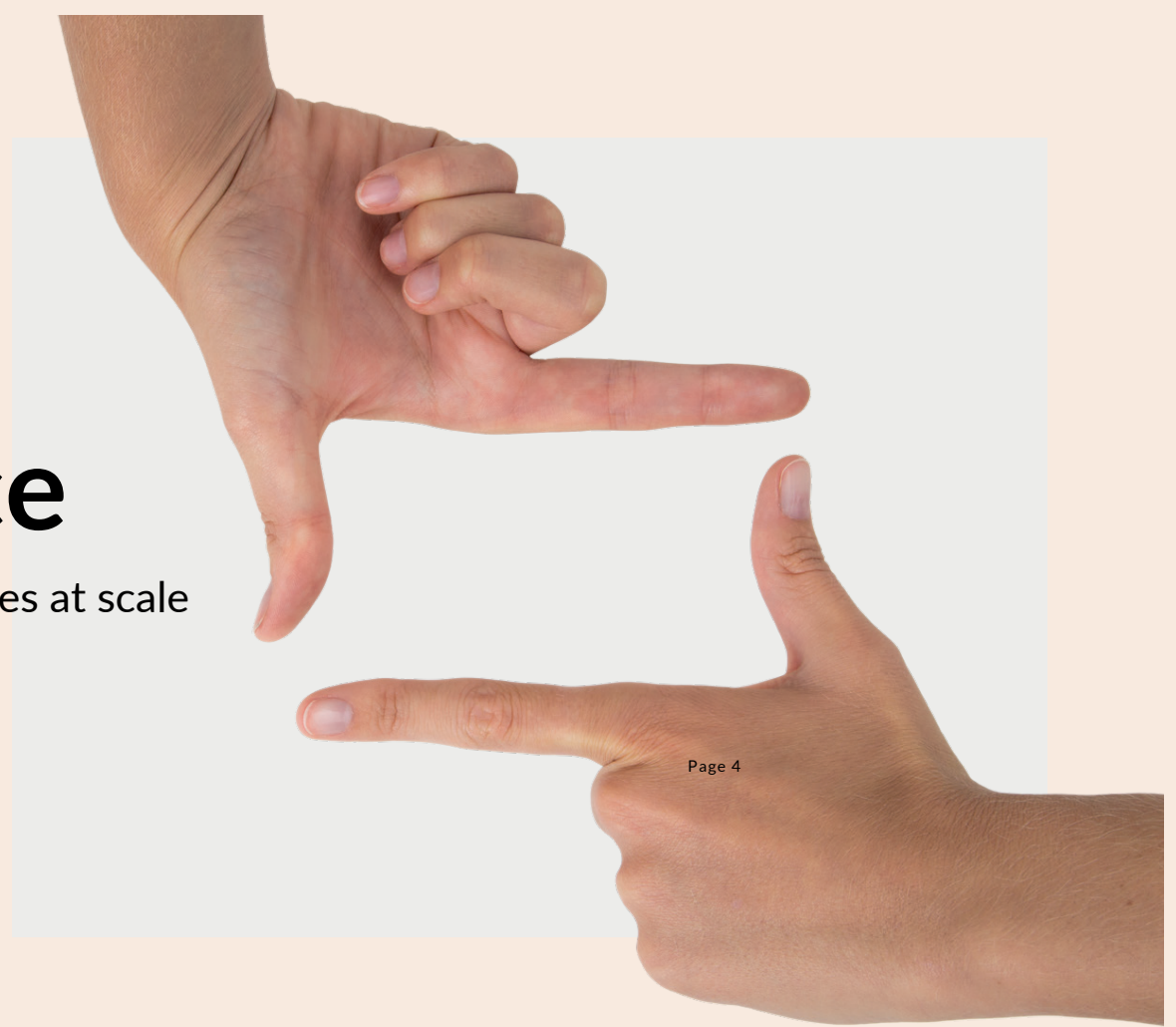
What does it mean?

The Forrester quote provides a real-world definition of intelligent automation in practice. It shows where we are headed – automating everything in software, so that those processes can be operated from anywhere, with the information necessary to manage it.



Automation in practice

Intelligent automation is the automation of business processes at scale



Pragmatism meets imagination

Increase accuracy, quality and scalability

There's great synergy achieved when you combine automation technologies.

For example, use low-code with RPA and you will be able to redefine and improve processes and have robots fulfil those steps at lightning pace.

Robots work around the clock when you want them to. They process faster than humans can and they make no mistakes.

Of course you still need your people, the bots won't replace them – the optimum is achieved when you deploy bots for the tasks they are suited to, and the people to the tasks they are best at.





Imagine the references for a robot

**Highly motivated
self-starter.
Never has a bad day.**

**Faster than you'll
ever be.
And no mistakes.**

**Just gets on with
it. Never needs
telling twice.**

**The potential could be
endless...**

If the potential is endless... Will automation and robots take over?

People will always be needed

You need a human to build an RPA process. A robot can't think of what is needed to build the set of tasks for another robot.

Intelligent automation gives you the best of both worlds. Build faster, reliable processes that are virtually infallible. Use your people for the human interaction side of your business and for the planning, creative and intellectual responsibilities that only a human being has the ingenuity and talent to deliver.

Side by side, people and robots can develop highly competent, successful operations and deliver outstanding CX, every single time.

People and robots, side by side

Organisations can use robots to remove the repetitive, mundane work which follows strict processes. The robot sits on a desktop computer and mimics the user interactions that a human does. Then it is programmed to do the same over and over again.

- The robot is better at this task - it doesn't make mistakes and it doesn't find anything boring.
- The robot is faster - it doesn't stop until the work is complete.
- The human is free to work on activities that need more cognitive thought, imagination and interpretation, and more complicated interactions with customers.



Use cases



Use cases for automation

Supplier credit checks

Streamline new supplier credit checks to improve processing speed.

Performing credit checks on new customers is time-consuming, but necessary. Cross-checking data in multiple systems is repeated for each new supplier. Some elements are best suited to a person, other elements suit the high speed, high accuracy of RPA. It allows a human to stay in control, while still benefitting from the time saving assistance of a bot.

Complaint routing

Customers don't like to wait. Especially when things go wrong.

Handling complaints quickly and efficiently is the difference between reinforcing brand loyalty and driving customers away. Using advanced AI capabilities, incoming customer communications are parsed to understand both the content and, using sentiment analysis, their intention. Messages are then routed to the experts best equipped to help. Faster routing can lead to quicker turnaround and better CX.

Invoice processing

Create, process and send out invoices efficiently and seamlessly

An invoice run is very frequent and very time-consuming. The process never changes, so, it's the perfect candidate for a software robot. Automating invoice production, sending them to customers and running management reports can all be done automatically. This can either be on a scheduled basis or triggered automatically by an event occurring (for example completion of work).

Order management

Put spreadsheets in the past with an order management solution

Often, order management is run with spreadsheets. They're flexible, but basic. When dealing with masses of orders at scale, basic won't cut it. Give Sales an accurate, organised view of all orders without spreadsheets. Manage orders efficiently with RPA to automate the process, reduce errors and manual workload. Use low-code to build an order management program which meets your exact needs with minimal IT support.





Case studies

RPA bots rescue ticket rescheduling

Entertaining nations

Live Nation Belgium, incorporating Sportpaleis Group, runs the largest venues in Belgium – ranging from theatres with 2,000 seats to arenas with capacity for 23,000 people. Live Nation is one of the world's largest entertainment groups annually promoting more than 20,000 shows for more than 2,000 artists worldwide. Sportpaleis Group is the concert and event promoter across Belgium.

Highlights

- Robotic process automation handles re-allocation of tickets for events
- Robot took 14 seconds to perform a single re-seat
- Huge time saving to complete
- Savings in process time and resource costs

Cancel and reschedule

In March 2020, as most of Europe went into lockdown, Sportpaleis Group was forced to postpone 95% of their planned events to be held later in 2020, or in 2021.

Ticket refunds could only be claimed in exceptional situations due to new legislation introduced in Belgium to protect venues that were being hard hit by the pandemic.

Throughout the summer, staff worked to re-allocate 900,000 tickets to new dates, working hard to keep customers satisfied.

Manually re-seating

A sponsored edition of 'Night of the Proms' was the first event to be manually re-seated. The event was for 30,000 customers, a team of 7 people, worked 12-hour days to complete the task. It took them 10 days.

On average, it took a staff member 1 minute 40 seconds to perform a single seating.

Sportpaleis Group didn't have enough staff available that were trained for this labour intensive type of work.

Enter Liberty RPA

Sportpaleis Group implemented Liberty RPA to process the events that needed re-seating. They used it on the next high capacity event.

It processed a total of 63,000 bookings for several events. This time, the team comprised 3 software robots, each working 24-hour days.

It took 3½ days to complete the task.

On average, it took a robot 14 seconds to perform a single re-seat. There were only a handful of exceptions for a human to deal with, and using Liberty RPA allowed staff to focus on those exceptions.



“I honestly don’t know how we would have coped without Liberty RPA. We wouldn’t have been able to deal with the re-seating until the regulations were announced – now, with the robot, we can prepare for the future without spending a lot of money.”

Stefan Esselens, Chief Technology and Innovation Officer, Sportpalais Group

Using automation to deliver medication



Highlights

- Bots handle complex but repetitive tasks
- Bots scan patient records faster
- Ensure accuracy and pick up any anomalies in patient records
- Enable staff to work on more valuable tasks – bringing greater benefits to patients
- Saves time and money, with greater speed and capacity

At the forefront of automation

AZMM Hospital Maria Middelares in Belgium has always been at the forefront of using automation technology to improve process efficiencies. In 2018, they began using Liberty RPA to reconcile payment and invoice processing between their ERP and finance systems. It's a complex task which is highly repetitive – and therefore lends itself to automation.

Using RPA fixed the issues, without modifying the ERP system, saving a huge amount of time and money.

Automating clinical systems

Having formed an automation centre of excellence, the hospital expanded their use of RPA to address a clinical need. And a critically important one. They looked at dispensing prescription medication. It's vital that patients are given the correct medication, especially those with severe allergies.

The software robot is employed to check critical patient details, during and after their stay in hospital. This information (including specific allergies) is synchronised to the system used by the dispensing pharmacist, to ensure the correct medications are administered.

This involves two separate systems:

- Electronic Patient Record – which holds the patient details including details of their allergies
- Medication Management System – which has the details of any medication side effects

How fast is fast?

The robot was able to scan patient records much faster than could have been performed manually. 10,000 patient records were scanned across the first 20 days (which is 500 patients per day). These were done in two runs per day, each lasting 45 minutes.

The robot was programmed to scan for key patient information including the patient's weight, any allergy to penicillin or specific painkillers and test results on kidney function.

The Liberty RPA robot became known as the 'robot doctor'. It picked up anomalies in 9 patient records out of the 10,000 processed. It ensured that those patients were not given any adverse medication for their condition.

The hospital's centre of excellence team continues to identify additional needs where Liberty RPA can help. They are looking at scanning patient records for early signs of diabetes and notifying the doctor in advance of the patient arriving for their next appointment.

“The speed and accuracy of the robot doctor’s work rate cannot be replicated by a human. Thanks to this automation technology, members of staff have been able to work on other tasks which benefit their experience and bring greater benefits to patients.”

Kris Ranson, Head of Central Collection, AZMM Hospital Maria Middelares

Thank you!

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We create exceptional technology platforms for our clients so they can create exceptional people experiences for theirs.

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