Prodapt Chase Extraordinary

Accelerating Digital Transformation with Hyperautomation

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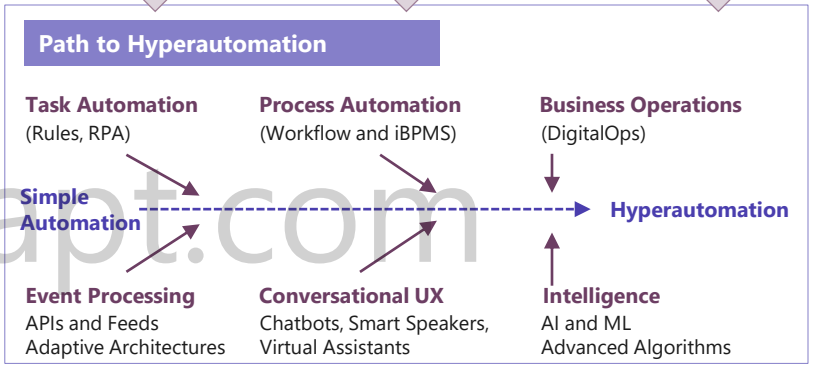
To accelerate the Hyperautomation journey and digitally transform operations, Digital Service Providers (DSPs) need to move beyond task automation

Challenges hindering DSPs' Hyperautomation journey

- Most of the IT systems, applications, and automation are not integrated across entities
- Manually understanding human utterances and extracting information from conversations are major challenges in the traditional approach
- Lack of standardized interfaces to capture the data, interpret non-digitized and unstructured inputs lead to increased manual efforts
- Absence of centralized dashboard for the human-digital workforce hybrid model

These challenges often result in revenue loss, high OpEx, and poor customer experience.

Gartner has placed "Hyperautomation" in Top 10 Strategic Technology Trends both in 2020 and 2021 report. RPA alone is not sufficient for digital transformation. DSPs who want to scale automation truly at process level and business ecosystem level need to embrace Hyperautomation.

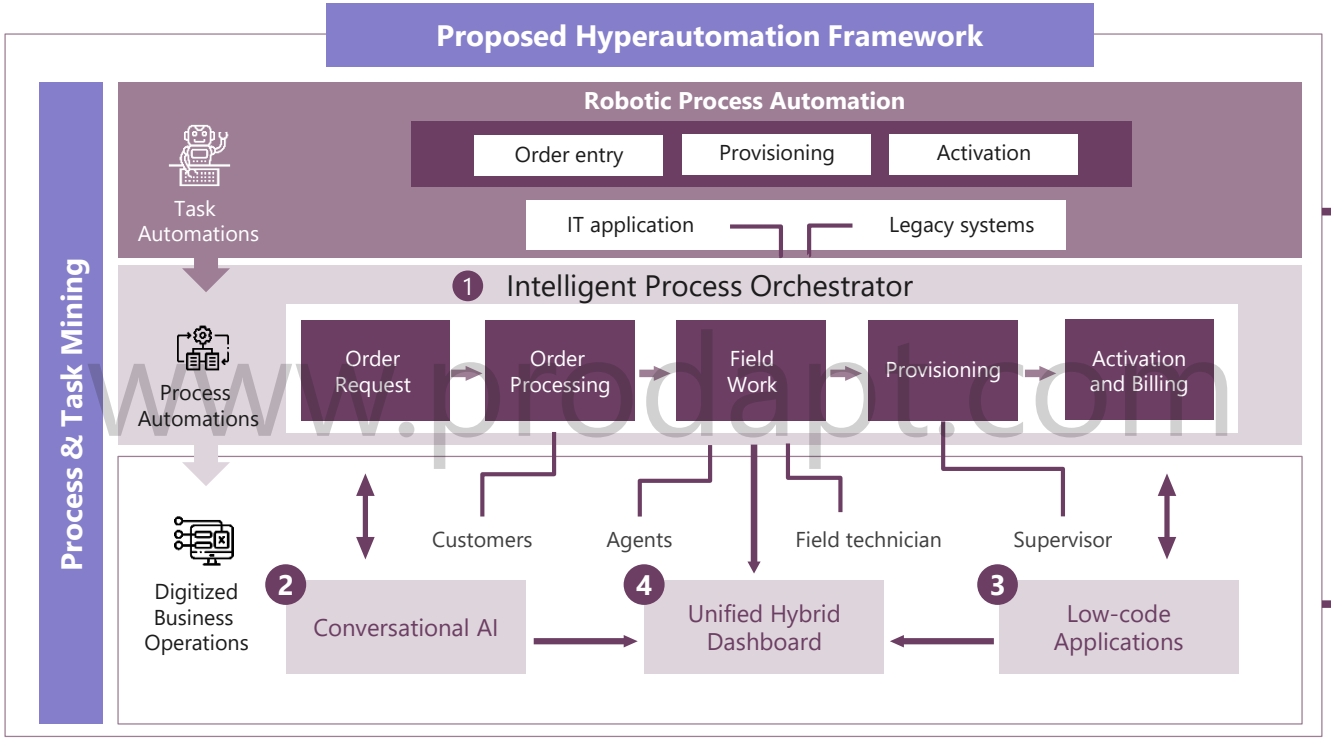


Gartner says, a hyperautomated future state can only be achieved through hyperagile working practices and tools.

What DSPs need today is a new strategy that can effectively combine RPA with AI-powered digital technologies and other complimentary sets of tools. Also, integrate functional and process silos to automate and augment business processes.

To address these pain points and accelerate the path to Hyperautomation, DSPs need to implement the Hyperautomation framework discussed in this insight.

Hyperautomation framework for DSPs to scale automation rate by 3X



Note: In this insight, we have taken order-to-activate as a use case. However, this framework is applicable to any eTOM business process.

Intelligent process orchestrator orchestrates bots, people, IT application, AI, and low-code apps, unifying the end-to-end order journey.

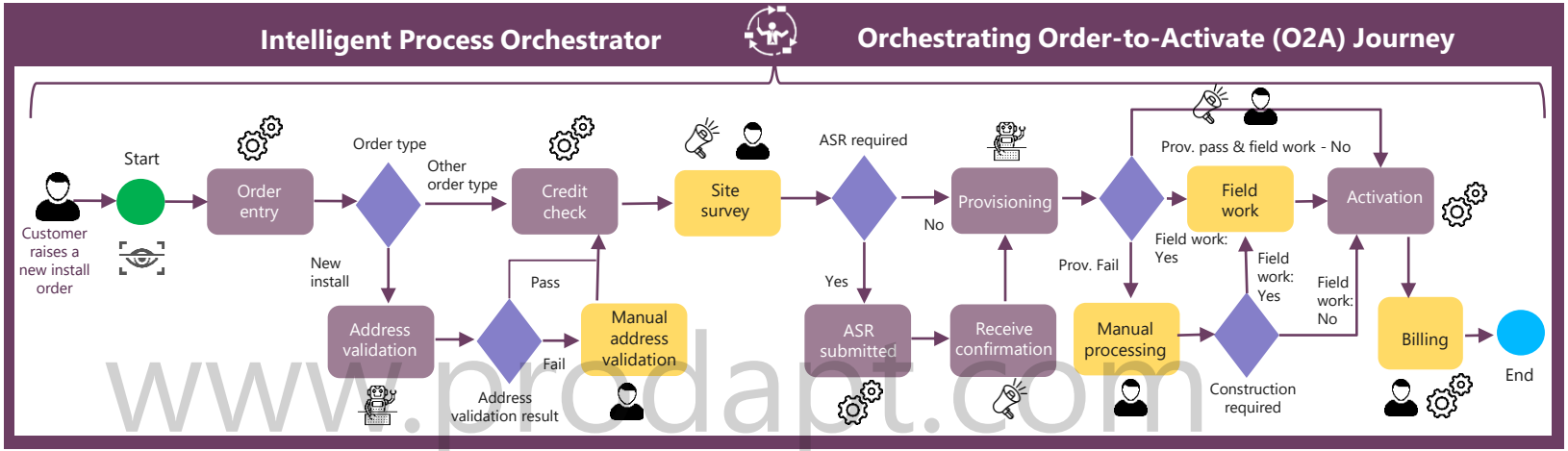
Next-gen technologies such as AI and low-code expand the automation capabilities and help in automating the entire process.

Implementing the highlighted **4 key components** of the Hyperautomation framework enables DSPs to improve operational efficiency and increase the automation rate by 3X

Intelligent process orchestrator to orchestrate bots, people, IT application, AI, and low-code apps, unifying the end-to-end order journey

Major challenges in the traditional approach

- Siloed functional teams, IT systems, and RPA implementations hinder E2E process automation
- Traditional BPM systems lack easy integration with RPA bots and AI components
- High process variations and human intervention result in data integrity issues leading to a low automation success rate



Legends

- Computer vision technology integrated with intelligent process orchestrator extracts data and feeds it into the order entry system
- RPA integration - Intelligent process orchestrator auto-triggers RPA bots to complete the sub-processes
- Manual task to be performed by human
- Enterprise application integration – Application API(order management system, CRM, etc.) is integrated with intelligent process orchestrator
- Automated alert notification for manual tasks – Intelligent process orchestrator auto-schedules tasks to respective owners to ensure SLA is met

Implementing Intelligent Process Orchestrator can enhance automation rate by 20% and reduce cycle time by 15%

Recommendations

- Leveraging **pre-built connectors** specific to telco applications, RPA, and next-gen components help DSPs to **reduce implementation effort by 60-70%**
- Set up **auto-alert mechanism** on pre-defined task SLAs to **improve process efficiency**

Despite automation, there is a lot of human dependency due to lack of cognitive capabilities. Boxes highlighted in amber require high manual intervention. DSPs need to further implement next-gen components to automate these manual tasks. The upcoming slides describe how intelligent process orchestrator triggers these next-gen components as needed to complete the E2E automation.

Combine **conversational AI** with intelligent process orchestrator to automate order-to-activate sub-processes that require conversation with humans

1 2 3 4 | A B

Key sub-processes in O2A that can be automated with AI integration | Address & provisioning fallouts, proactive order status update for customers, scheduling appointments, setting up payment plan, etc.

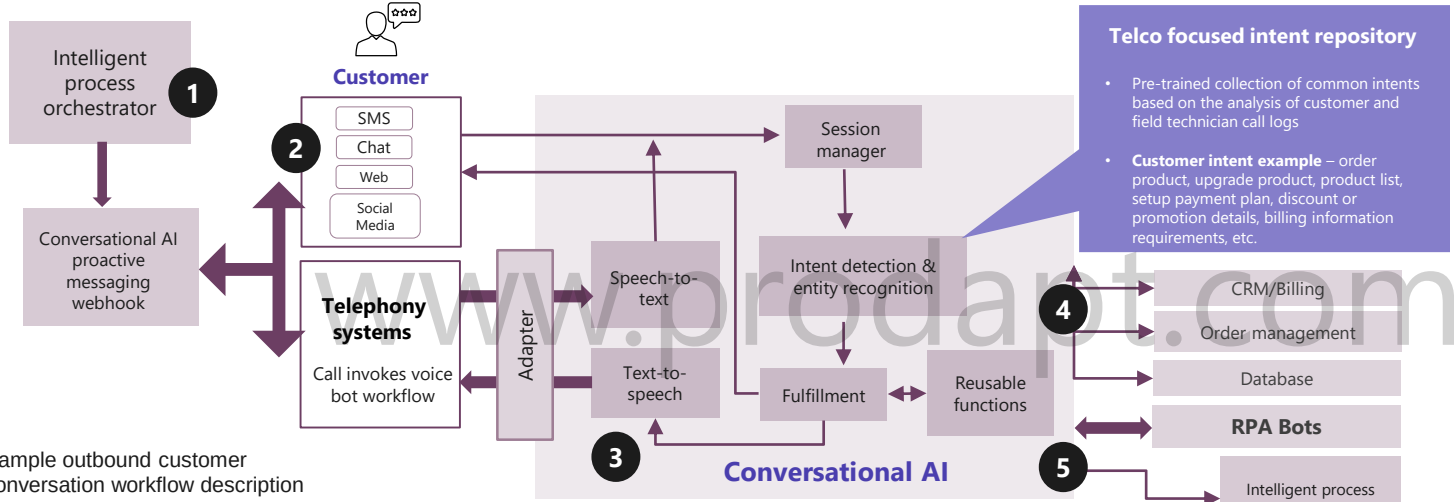


Fig. Outbound customer conversation driven by conversational AI

Sample outbound customer conversation workflow description

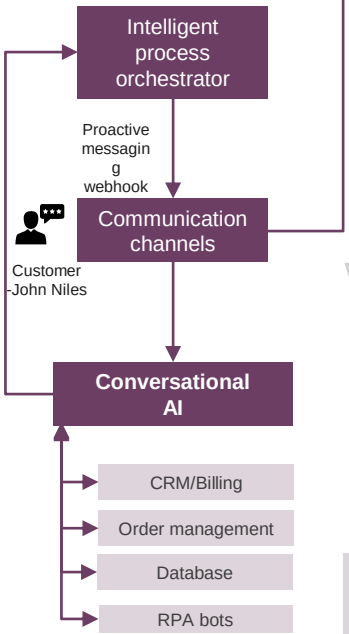
1	Intelligent process orchestrator triggers outbound message/call to the customer	2	The customer responds with the required information	3	Conversational AI understands natural language and converses with the customer	4	Conversational AI integrates with the systems to fetch and update the data	5	Conversational AI passes back the details to the intelligent process orchestrator for order progression

Improves customer experience by 20% & OpEx savings up to **15%**

Recommendations

- Build ready to use functions to integrate conversational AI with different telephony/IVR systems to **accelerate the deployment time by 40-50%**
- **Proactive messaging webhook** initiates outbound conversation and **helps to engage humans in their preferred channel**
- Build platform agnostic connectors to trigger RPA bots

A leading DSP in North America automated O2A sub-processes that require human intervention by integrating conversational AI with intelligent process orchestrator and RPA bots



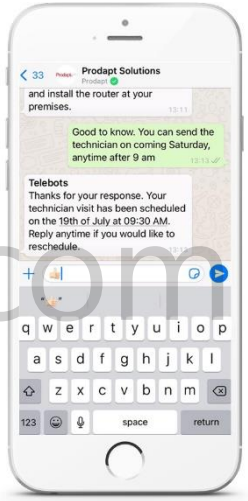
This is a communication regarding your recent order #3189564

Conversational AI triggered by intelligent process orchestrator sends text to the customer for address validation failure

To and fro conversation with the customer to validate the address

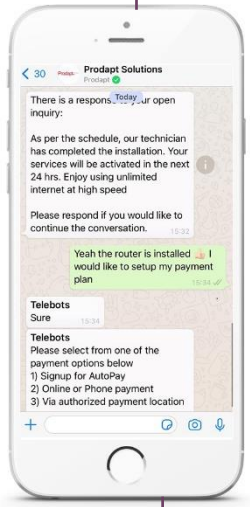
Updates customer on the order status

Requests preferred timeslot for technician's visit



Technician visit is scheduled for installation

Updates customer on the activation timelines



Responds to other queries from the customer – e.g., setting up payment plan

Low-code applications help automate the sub-processes that require aggregating data from humans in the O2A journey by building applications/interfaces rapidly

Need for low-code applications in O2A process automation

- Creating and deploying multi-experience applications **faster** for O2A scenarios like order request, site survey, field work, dispatch process, etc.
- Interpreting non-digitized and unstructured inputs to reduce manual efforts

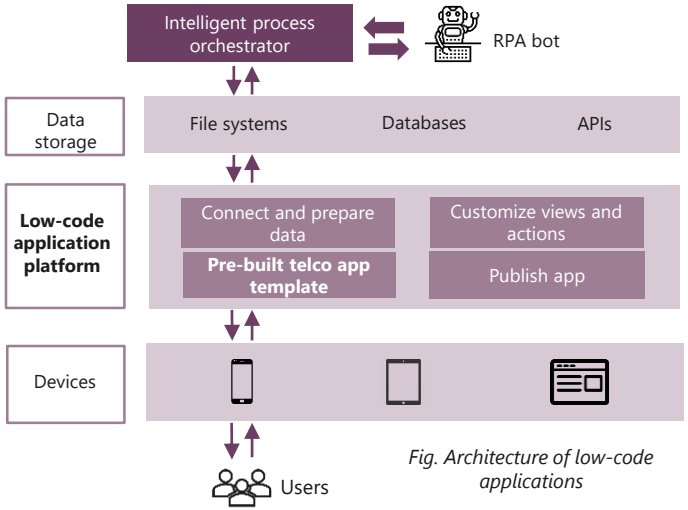


Fig. Architecture of low-code applications

Recommendation

Pre-built telco app templates: Build easy to use, reusable app templates for automation and transaction of business teams

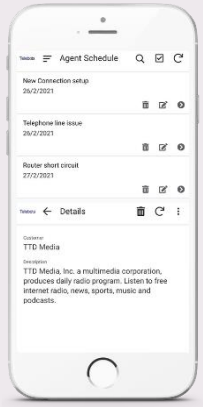
Key considerations to improve app user experience:

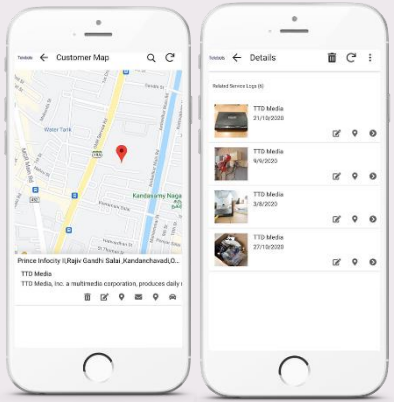
- Scan QR/barcode with customization
- Capture signatures digitally on a handheld device
- Include navigation & geolocation capabilities
- Design configurable layouts to reorganize UI/UX

Low-code Field Tech App

A leading DSP in Americas automated the manual error-prone field operations workflow (in order to install/resolve issues) by creating a low-code mobile app in less than 2 weeks.

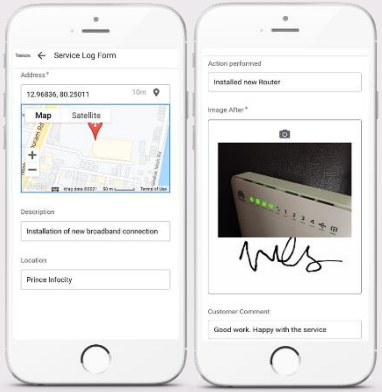
Manage Appointments -Intelligent process orchestrator creates agent schedule and sends it to the technician along with the customer information in the app.





Identify customer location -The app provides the entire service history and easy access to customer location via maps.

Upload service logs -Interface for the technician to create service log and options for adding real-time site pics and customer feedback.



- Low-code re-usable templates can be used in many such scenarios in the end-to-end order journey
- DSPs can implement low-code applications to automate fallout scenarios such as missing information, data validation, which require human validation

Implementation cost reduced by 50-60%	Rollout & deployment time accelerated by 3X	Automation rate improved by 10%

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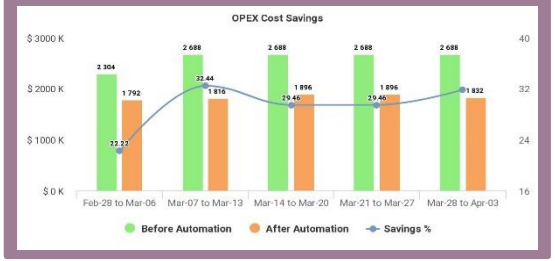
Unified hybrid dashboard - Improves visibility into automation performance & ROI and provides continuous insights for process optimization

Major challenges in the traditional approach

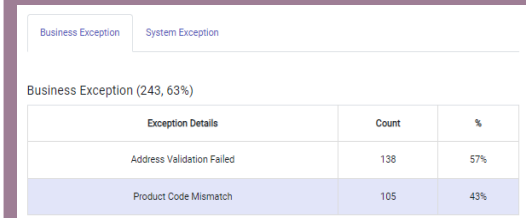
- Absence of centralized dashboard to track KPIs related to human and digital workforce in a unified window
- DSPs do not have visibility to process pitfalls(top fallouts, orders close to SLA date, etc.)
- Lack of unified dashboard that compares metrics for making real-time, value-based decisions

Unified dashboard with a real-time integrated view of human & bot orders completion, AHT, automation success rate, and many other KPIs.
It also highlights the actionable notifications/insights.

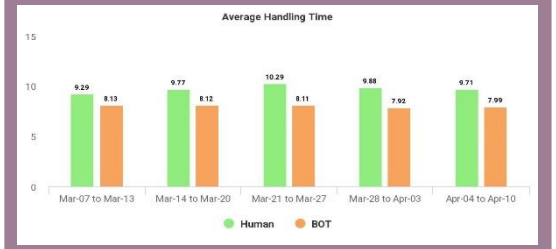
ROI calculator - Cost comparison to visualize the automation performance and measure benefits.



Insight - Compare the metrics to identify the top exception driver (address validation).
Action - Implement next-gen components to automate this fallout scenario.



Comparing metrics such as AHT for human and digital workforce helps DSPs **to monitor the trend and identify deviation**.



Business benefits achieved by a leading DSP in North America leveraging the Hyperautomation framework

3X **Increase** in automation rate

40% **Reduction** in cycle time

25% **Reduction** in operational expenditure

Improvement in CX (Customer Experience)

The transformation focused on the order-to-activate process through the Hyperautomation framework, helped the DSP to improve operational efficiency.

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