ROBOTIC PROCESS AUTOMATION

Virtual employees for more efficiency

Process automation has long been recognized as a key factor in increasing efficiency and growth in industrial production. By contrast, the trend towards automation in customer service is much less established as the system landscape in many areas of CRM resembles a patchwork quilt despite digital transformation. Owing to a large number of non-integrated applications there are time-consuming processes which result in inefficient manual processing. With robotic process automation we optimize your CRM business processes and achieve significant cost and time savings.

Our range of services include the identification of suitable processes, software development and implementation and the operation of robot solutions including continuous improvements.

In robotic process automation virtual robots perform routine front office and back office activities which up until now have been carried out by employees. These include, for example, copying data from systems, searching for identifying customer procedures and transferring information between different systems. In addition, robotic process automation can be used to automatically trigger transaction processes such as posting a payment or sending customer notifications such as a standard email. Based on virtual system integration the robotic process automation technology imitates the human interaction with different applications. The software operates like an employee via the user interface. This means that no interfaces or changes to the existing IT applications are necessary. ⬂

ROBOTIC PROCESS AUTOMATION

- Automation software, which carries out standardized, rule-based business processes independently

- Robotic process automation can, for example, copy receive and transfer data between applications

- Virtual system integration – infrastructure does not have to be adapted

- Robotic process automation software operates like an employee via the user interface

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Robotic process automation can be used in many different areas: Any standardized and repetitive process that follows a particular business rule can be automated. Processes involving large volumes and high demands in terms of precision and speed are particularly suitable for automation. Robotic process automation works exactly and reliably in all areas of business involving large quantities of structured data.

THE BENEFITS

Using robotic process automation can generate enormous time savings in the CRM processes. A virtual employee does not need any rest breaks and is productive 24/7. Robotic process automation also reduces the error rates for individual processes.

Robots carry out each procedure in accordance with the specified process rule. If it is not possible to carry it out according to the defined rule, the robot hands over the procedure to an employee. At the same time, the resulting employee capacities can be used for more demanding CRM tasks. Robotic process automation involves significantly lower costs than using human resources, which means considerable potential savings. Furthermore, robot performance is totally scalable according to the process requirements. With virtual integration, installing and implementing additional robots is very fast and cost-effective. This also means that volume peaks can be flexibly smoothed out.

OUR EXPERTISE, YOUR BENEFITS

- Capacity gains in Service Center allow optimum deployment of employees

- High cost savings as a result of faster and more efficient editing of business transactions

- Reduction of error rates through rule-based and structured processing

- Fast adaptability thanks to the front end integration

About us

Majorel designs, delivers and differentiates customer service on behalf of some of the world's most respected brands and has 48.000 employees in 26 counries worldwide. It provides classic customer communication as well as digital solutions such as social media and online communication, automated interaction and AI, analytics, self-services and loyalty programs.

Driven to go further

majorel.com