



RPA i kundservice



Transcom Case Study

Jakob Westgren

Global Product Manager - Robotics

Google never lies

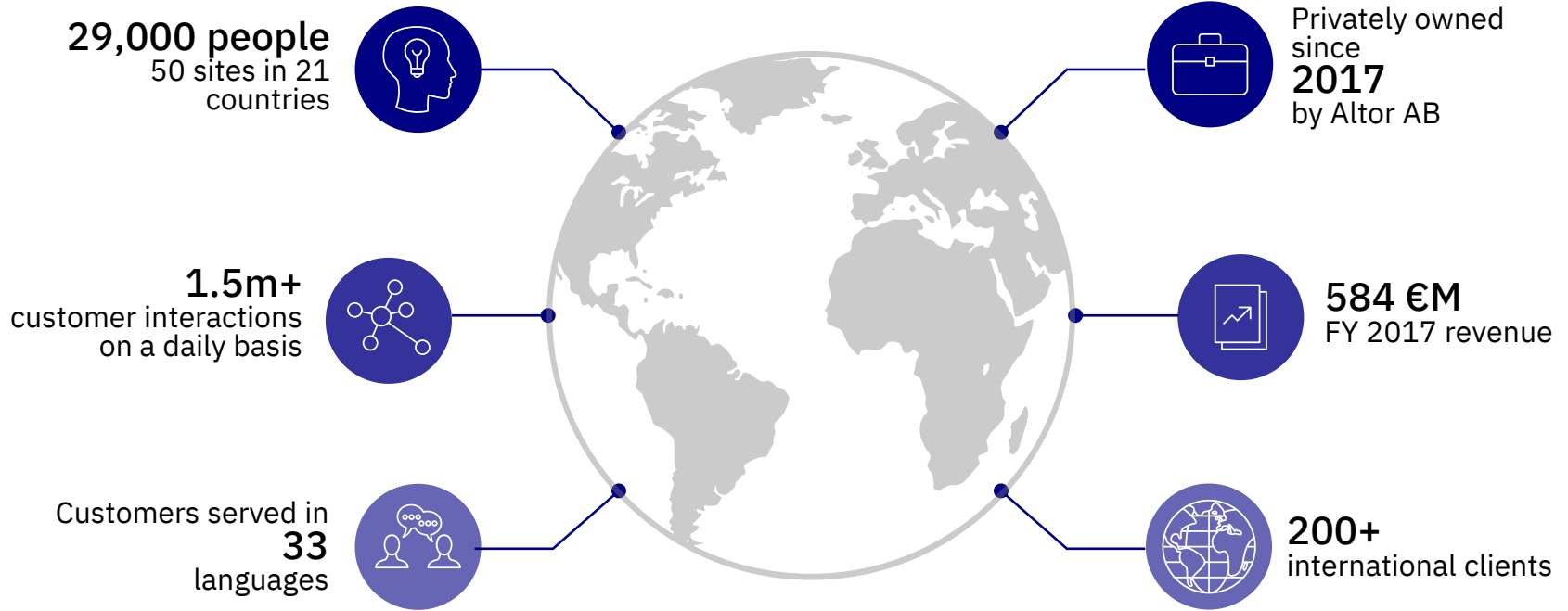


robots will|  

robots will **take our jobs**
robots will **kill**
robots will **replace humans**
robots will **take over the world**
robots will **smith**
robots will **steal your job**
robots will **take your job**
robots will **take over jobs**
robots will **replace jobs**
robots will **reduce human employment**

Rapportera olämpliga förslag

Transcom in numbers



We operate best in class customer experience for some of the worlds most well known brands

Telecom

Logistics, manufacturing, utilities

E-commerce/Retail

Media & Technology

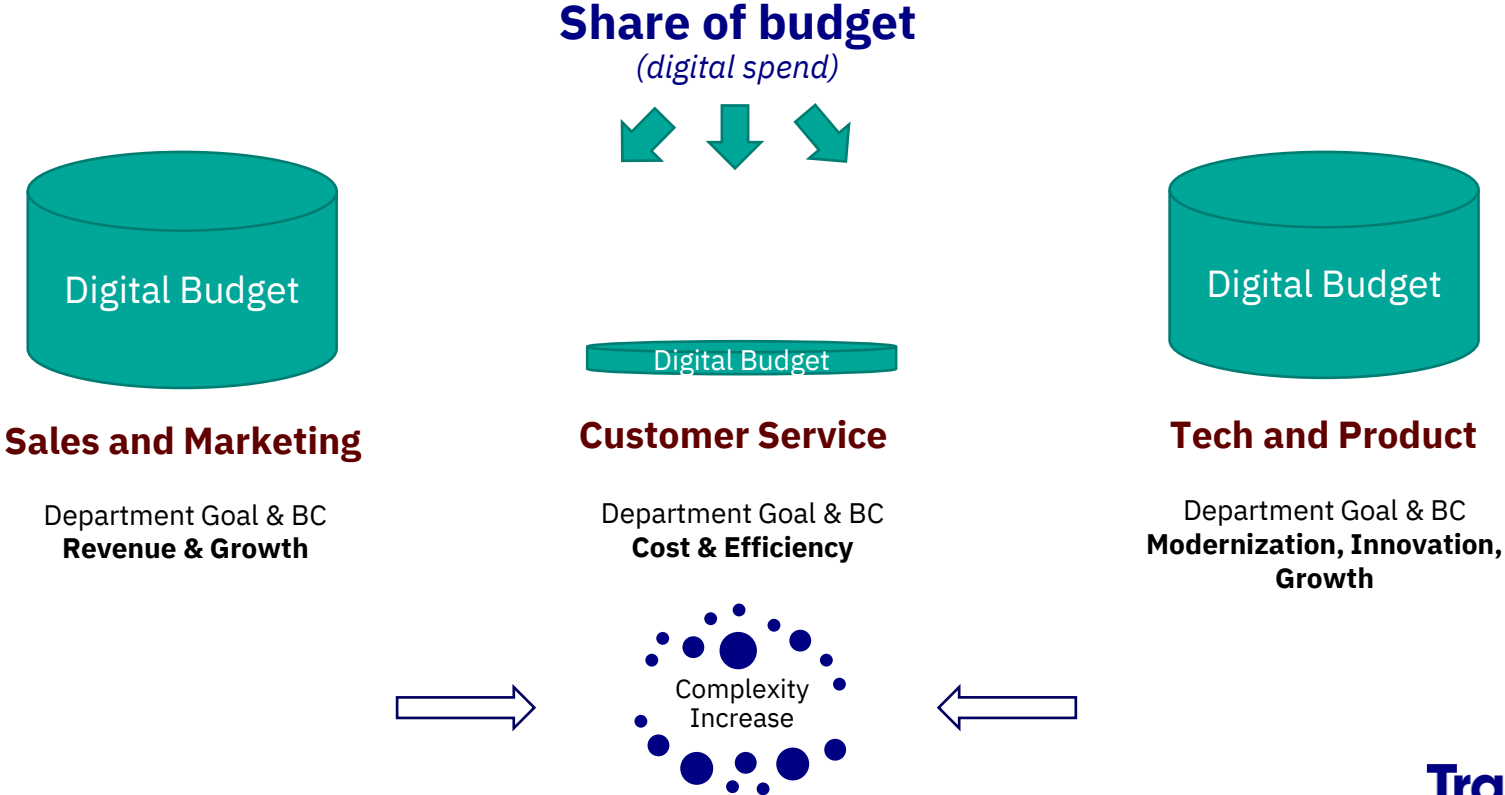
Travel & Leisure

Financial services

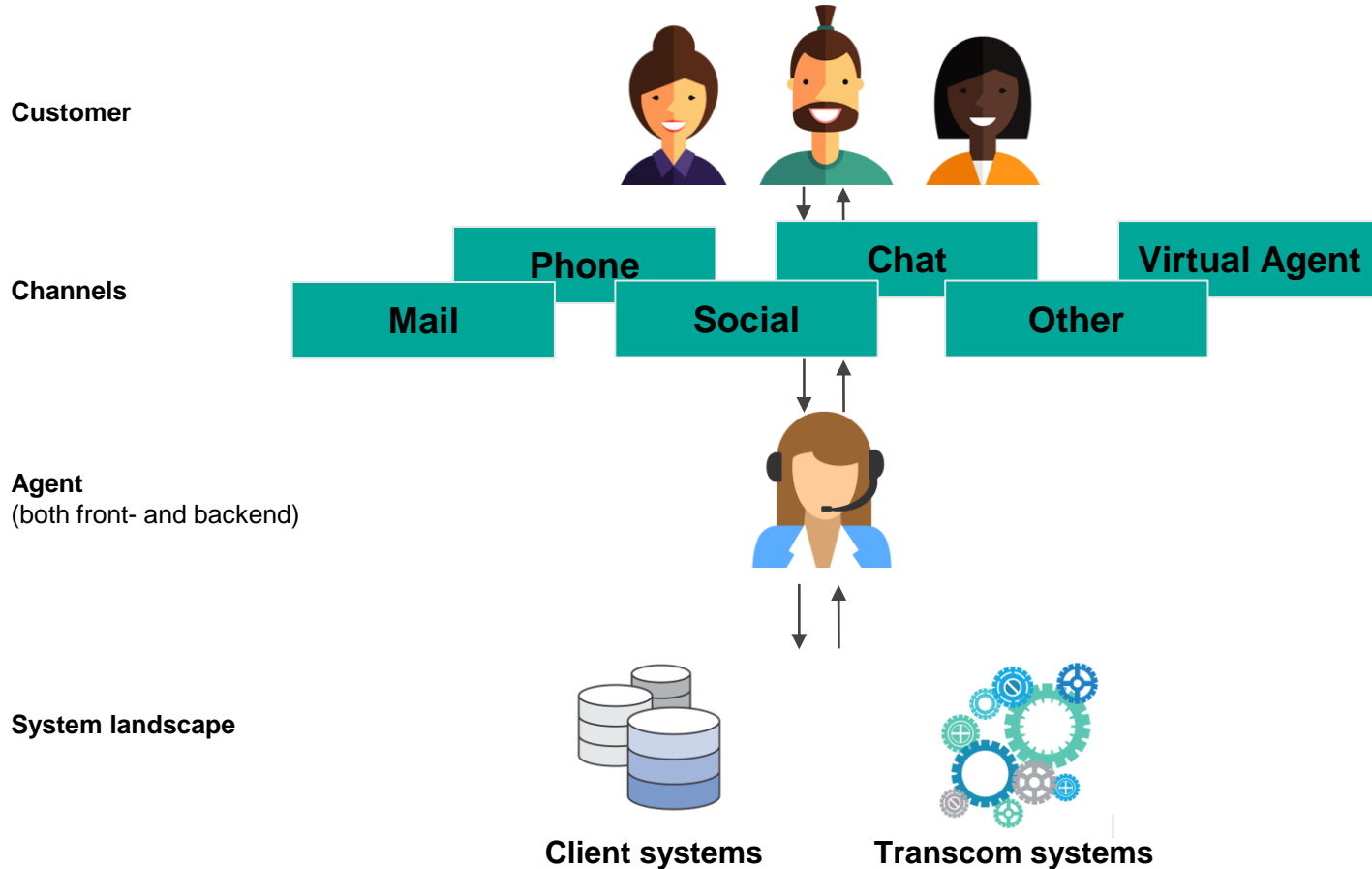


Transcom

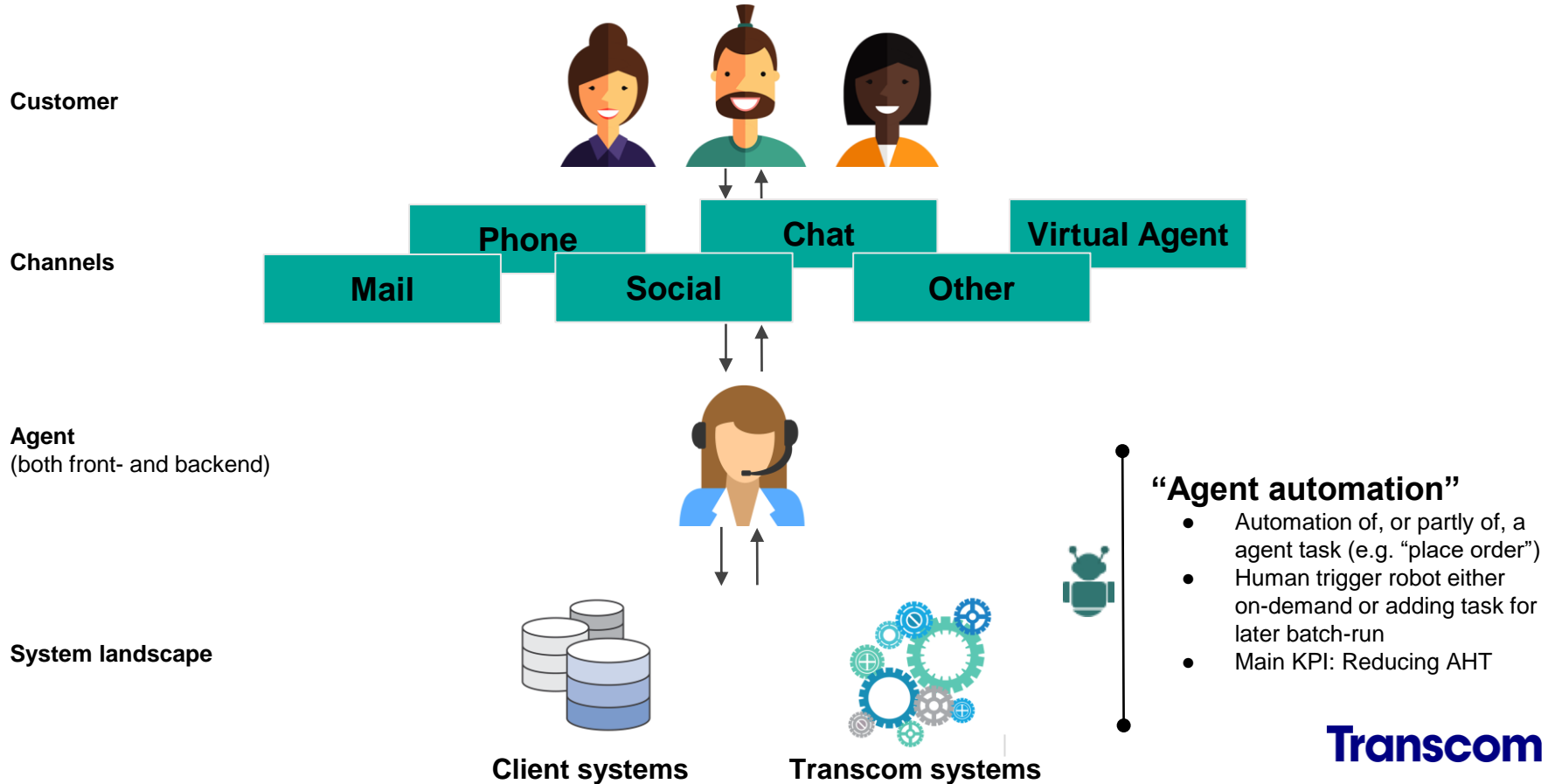
Many of the clients suffer from under investments in Customer Service –the share of budget paradox



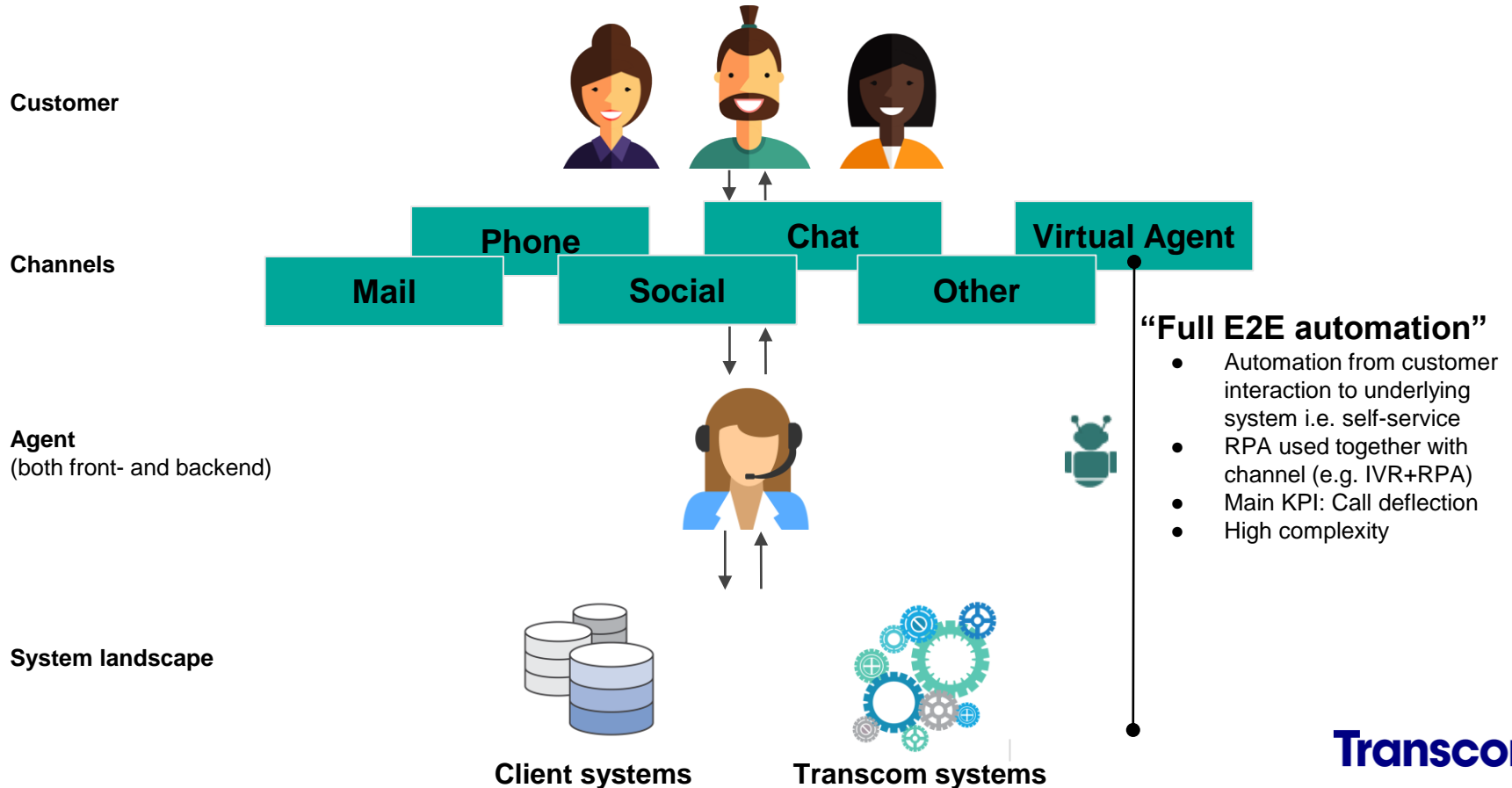
Where to apply RPA in a traditional contact center environment?



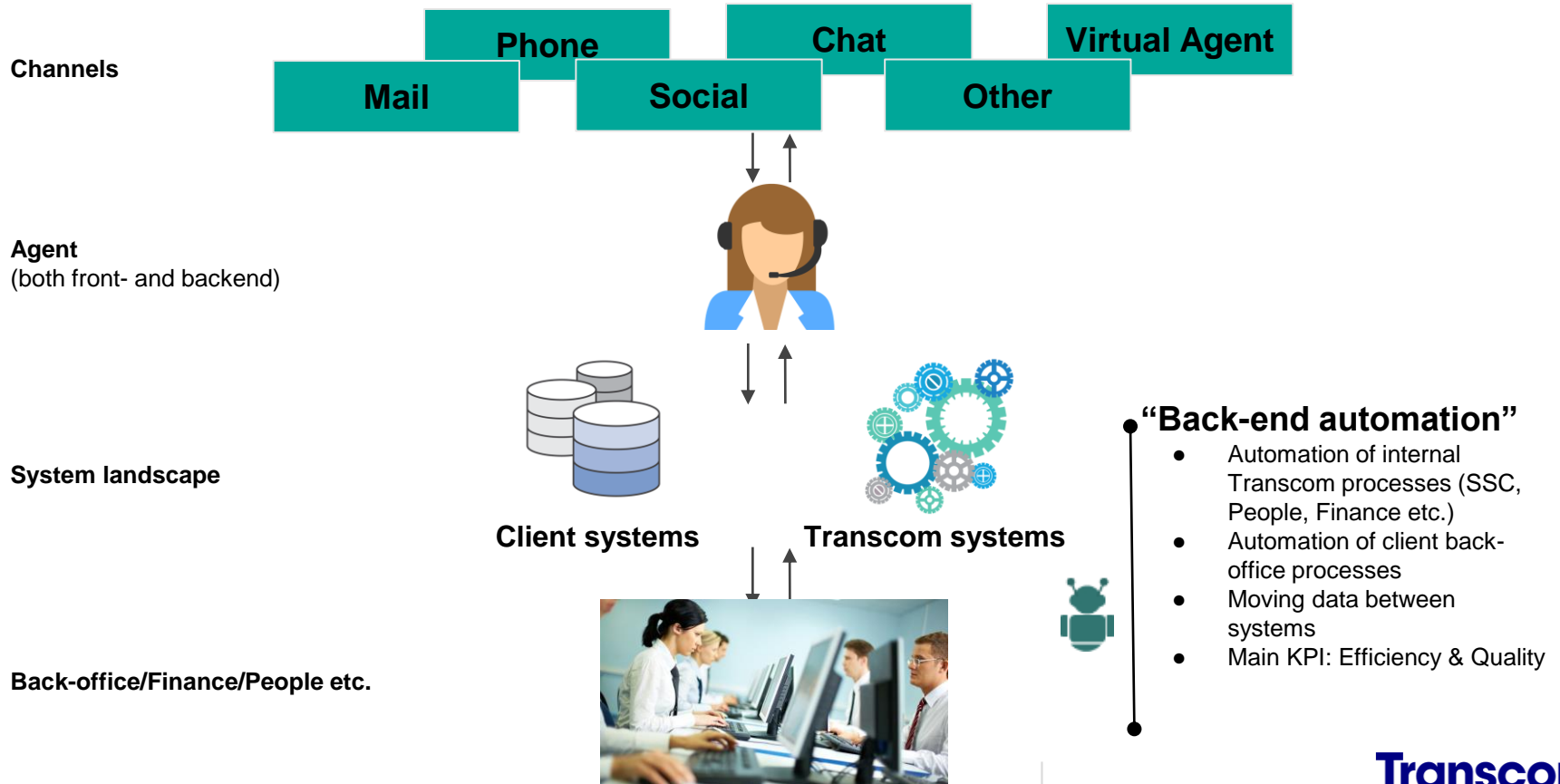
Where to apply RPA in a traditional contact center environment?



Where to apply RPA in a traditional contact center environment?



Where to apply RPA in a traditional contact center environment?



Why do Transcom apply automation?

- **Internal efficiency**
- **Client attractiveness**
- **Staying relevant**

Transcom has automated a “block SIM-card process” with RPA and IVR technology working side by side

INDUSTRY: Telecom



Process:

- Human 24/7 service
- Customer call in to temporarily suspend their subscription. Transcom agent use web based tool to block subscription.

Systems involved

- Phone and web tool

People involved in execution

- 4-5

Process execution time

- 2-4 minutes (but cost lies within providing 24/7 service)



Rationale to automate

- Still provide 24/7 service but not need human staff during night time.

Key changes

- Customer enter their phone number and birth date in IVR. The IVR calls on a robot which perform the blocking in the web tool if submitted information is correct. Customer get immediate response if the subscription was successfully blocked or not.

What is our main challenges?

- **Benefits of scale when client focused**
- **Delivery from low cost regions**
- **RDA - how to create business case?**
- **Spreading competence in a client centric organisation**
- **Traditional contact center outsourcing commercial models**

Four things I am doing different this time?

- 1. RPA CoE, both a technical and commercial team**
- 2. Combine RPA Developer and Business Analyst role**
- 3. Combine RPA competences with “something more”**
- 4. Go cloud from beginning**

Transcom