DIGITAL BEST PRACTICE PROGRAMME

ROBOTICS AND AUTOMATION

Building on the digital employee journey study completed in July 2017

With digital driving rapid change, organisations are increasingly finding that addressing customer experience reveals broader, complex, cross-functional problems.

While digitalisation is integral to responsiveness, the rate at which digital technology is evolving can also be bewildering. Predictions for automation over the next 2 – 5 years range from, it doesn't exist today and won't, to game changer by 2018. Many think we are already deploying machine learning rather than AI.

Understanding what to do can be difficult when one view is that robotic process automation is like pouring concrete on your processes, another describes it as ultimate tool for enabling an agile business.

Chatbots are with us now and performing well in certain circumstances but the ROI is difficult to prove. Messaging is the dark horse and we're only just starting to realise the benefits, especially when done in tandem with communities.

Finally, and painfully, the question that is often asked is do I really have to do this and who am I doing it for? The decision to deploy is one issue, deployment is another and highlights the need develop an understanding of new approaches to working practises and knowledge management.

What are your views? And what will you learn from listening to the views of others?

This best practice study will explore

- Does AI actually exist or is machine learning more realistic?
- What are the possibilities for messaging?
- What can AI/machine learning do for us? And our customers?
- RPA, where can this best be deployed? Risk, fraud, product design/update, generating FAQs …
- What can these developments do for customer service? And complaint handling, self/assisted service?
- What is the best deployment model? Micro, product, target customer or product segment?
- What is the impact of working with outsourcers who data/knowledge/infrastructure?
- Which customers want this? Why and when?
- How do we deal with negative employee reactions?

At the end of the programme you will have:

- gained an understanding of how like-minded individuals are tackling the same issues that you are facing

- worked on your key issue with industry-leading practitioners

- made valuable connections with people who can help you obtain a fresh perspective

- obtained practical resources that you can begin applying immediately, or use to build a convincing case for change.

Our approach means that you can address your key issue within a matter of days, instead of spending weeks on developing your thinking. The enhanced insight you obtain from the programme will give you the confidence to make the right decisions and investments for your organisation. The opportunity to learn from best practice is invaluable, and can save you months of planning.

Reserve your place on the Digital Best Practice Programme for £5,000 to obtain full access to the output from the digital employee study and ensure your participation in this next phase on Robotics and Automation.

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