Britannic

MAKING A BUSINESS CASE FOR
CONVERSATIONAL
AI & RPA
TO YOUR (RELUCTANT) CFO

W H I T E   P A P E R
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www.btlnet.co.uk

CONVERSATIONAL AI AND RPA

They've been thrust into the limelight in recent years. And it's no wonder, there's the opportunity to take clunky processes away from humans and seamlessly automate with the power of bots. Setting people free from menial work and empowering them to focus more on what matters; your customers.

But as any Digital Transformation leader knows, implementing a new solution is never all rosy. In fact, it's often a case of getting your CFO on side, arguably your most valuable supporter, but also your biggest blocker. Until you have their following, you're a lone nut.

Particularly in public sector organisations, like housing associations, the emphasis on keeping budgets tight is high. But they know like everyone else, the need to modernise and transform.

We're here to make it easy for you. So here's the key benefits to highlight to your CFO when creating a business case for Robotic Process Automation (RPA) and Conversational Aritifical Intelligence (AI). Not only will your bank thank you, but so will your customers and employees.
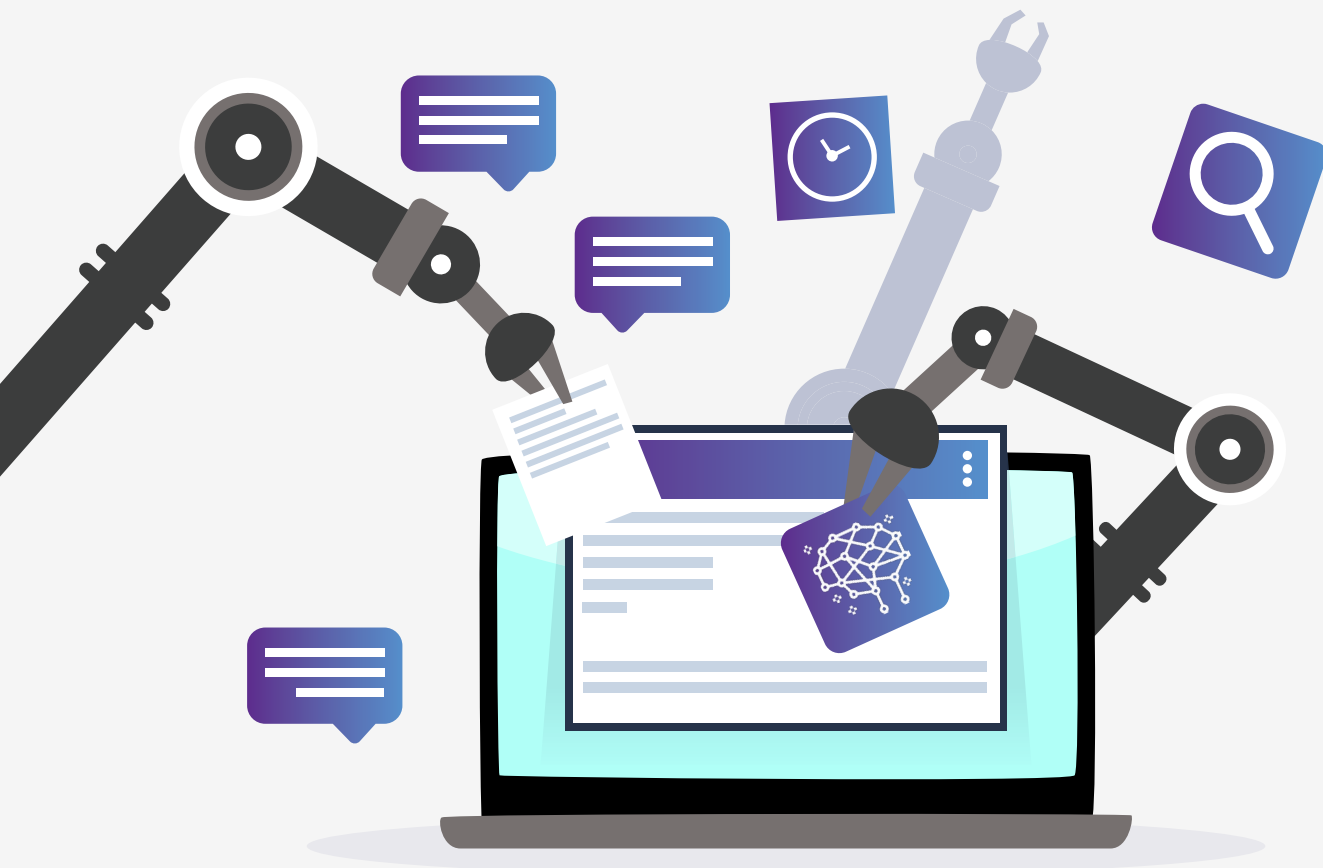
THE (*FAIRLY*) OBVIOUS: REDUCE THE COST TO SERVE

Appealing to the head of finance of your organisation, it makes sense to lead with the outwardly obvious fact that Conversational AI and RPA reduces the cost to serve.

Technology like Ami can help reduce customer service costs by 30%

Technology like this works alongside your employees. Ami doesn't require recruiting, or a salary. Whether it's as a sales associate or customer service representative, she's versatile and ready for the job.

12 lines of code and she's good to go

She's there for your customers

Always here to offer a helping hand

Teamed up with RPA, Conversational AI has the potential to save your business (more) financial costs, associated with staff doing repetitive tasks that could be automated.

For instance, at housing associations Conversational AI can be utilised to help with repairs. A customer might contact you with a broken boiler for instance. Ami will take their details and a description of the problem. The RPA process will email the repairs team, access a shared calendar and book out an engineer. RPA will also be able to communicate with the store and reserve the key components of the boiler that the engineer will need to solve the problem. The parts will then be delivered to the engineer so that they can go fix the client's boiler. No human intervention necessary.

A complete process orchestrated and executed, without needing a single salary funded human resource. Therefore bringing the cost to serve down another notch with the added RPA function. But, that's just the start, the real value can be found in the data and that becomes easy, as RPA delivers and executes processes by using digital which means organisations can be more agile, effective and even evolve and disrupt their business models.

AND THEN THERE'S THE IMPROVED CUSTOMER EXPERIENCE

So far, we've shown your CFO that Conversational AI and RPA can drastically reduce costs. I'd be surprised if they weren't already won over. But we're here to highlight all the benefits, so next in the line-up is improved customer experiences. Yes, you can create the champagne experience on a lemonade budget.

With a Conversational AI talking to your customers and RPA automating specific processes, your employees will have more time to focus on what matters the most, serving your customers. So instead of customer agents taking non valuable calls, they can focused on real value by getting orchestrated digital events and actions from the RPA engine that focus on highly valued customers. These can be: "citizens at risk" being routed to specialist teams in a public operations organisation, or customers that have just placed an order over a certain value, or even a customer making multiple orders within a designated timeline.

Issues will be resolved in a friction free manner, allowing quicker response times that will improve efficiency and let your service be more personalised that will be more bespoke to your customers. Meaning your customers will be happier.

Happy customers, equals more repeat business, equals more profit for the company that can be reinvested. Who's smiling now, CFO?

Voice-first AI can also be taken to the next level to improve customer experience. Using Microservices, we've developed a solution that will deliver voice-activated activities across any major system.

Alexa, order four lattes for 11am in the board room.

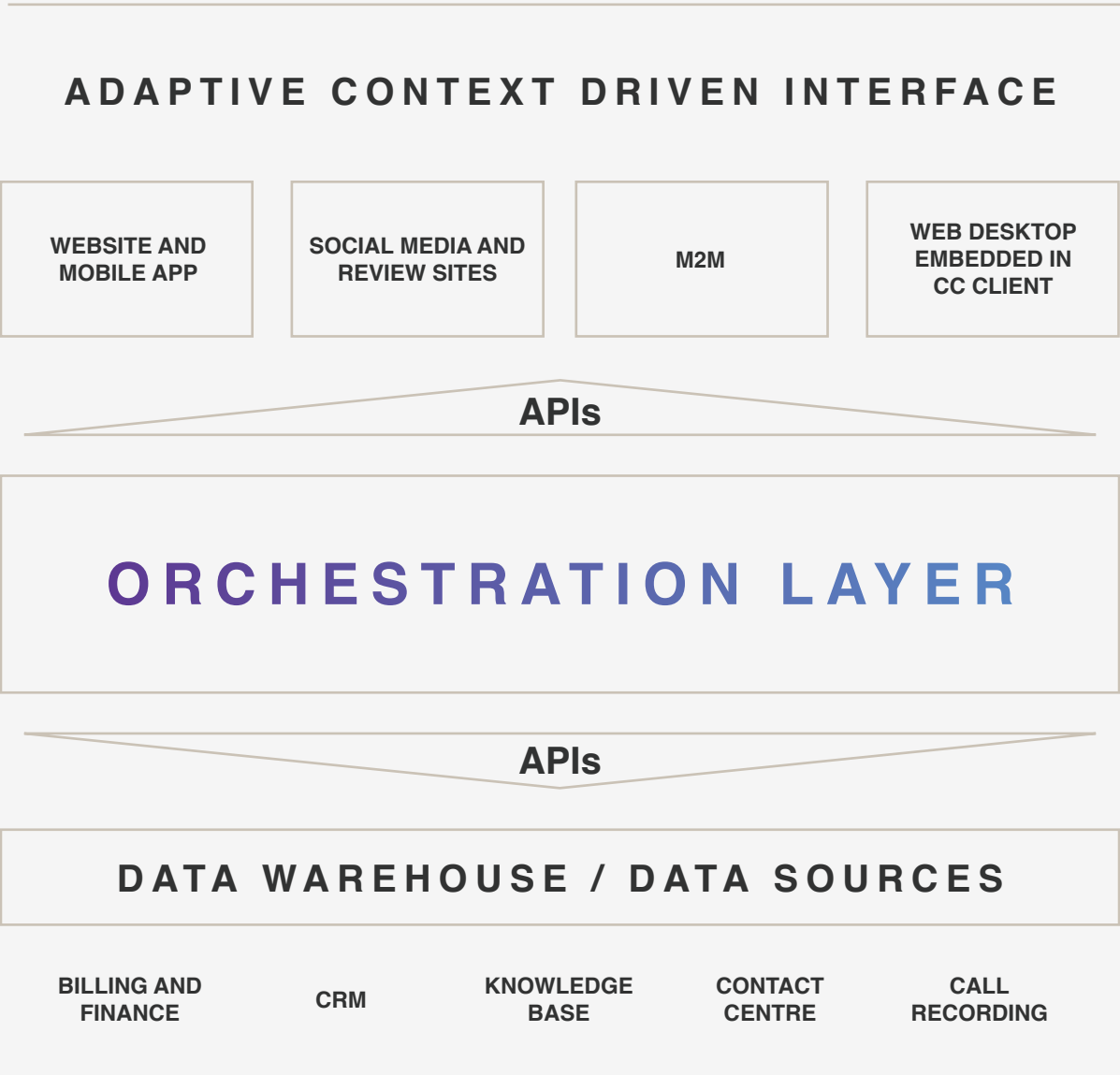I've notified reception for you!

Alexa, book Sam Smith a taxi for 5pm.

I've requested a taxi for 5pm and sent the details to Sam's phone.

SOLID AND SEAMLESS COMMUNICATIONS INFRASTRUCTURE

[The future of the contact centre is bright](). And whilst the benefits of being an early adopter of technologies such as Conversational AI will appeal to you, your CFO will take more convincing.

It's important to raise the fact, that AI and RPA can be integrated into one seamless solution. The orchestration layer paves the way to ridding businesses of clunky systems and connecting all the dots.

Having this will help all the numbers add up. Making calculating your reduced cost to serve and ROI a lot easier.

ADAPTIVE CONTEXT DRIVEN INTERFACE

| WEBSITE AND MOBILE APP | SOCIAL MEDIA AND REVIEW SITES | M2M | WEB DESKTOP EMBEDDED IN CC CLIENT |

APIs

ORCHESTRATION LAYER

APIs

DATA WAREHOUSE / DATA SOURCES

| BILLING AND FINANCE | CRM | KNOWLEDGE BASE | CONTACT CENTRE | CALL RECORDING |

BETTER, FASTER AND MORE PRODUCTIVE EMPLOYEES

UK productivity levels are constantly bemoaned. Unproductive employees are one of the biggest costs to businesses each year. As we've shown you, utilising AI, RPA and other intelligent technologies will not only drastically increase productivity, but motivation too.

By taking away mundane administrative tasks, your employees will be better focused on serving your customers and delivering the high level of service that you strive for.

So, your CFO can wave goodbye to a large percentage of the costs lost through unproductive, bored employees.

IT'S A NO BRAINER

They might take some convincing, but highlighting these key areas and their money saving benefits will bring round even the most stubborn CFOs.

AI and RPA are only going to advance and gain momentum and if your business fails to present your customers with solutions that transform your communications with them, then one of your competitors will. Read our Digital Transformation Whitepaper if you need any more convincing.

ABOUT BRITANNIC

We are award-winning specialists in voice communications, systems integration and managed services. Our highly experienced team have over 1000 years' collective expertise in communications and augmented contact centre development. Our leading business and technical expertise with a consultative approach has helped hundreds of midsize UK businesses with their Digital Transformation.

We work with you to understand your business goals, processes and culture to develop personalised digital strategies. Discovering your needs, demonstrating technology and designing, building and supporting your integrated solution, enabling you to meet your objectives at your own pace.

As leaders in innovation we are proud to bring disruptive technologies to customers such as: artificial intelligence, Web Real Time Communications and Robotic Automation Processing. Digital Transformation is an evolutionary journey, and we help you to keep it simple and flexible, transforming business communications, processes and improving your customer experience.

We do what we say and deliver on our promise.

LET'S SHARE SOME IDEAS.

TALK TO ONE OF OUR DIGITAL TRANSFORMATION EXPERTS.