



## Case study



# How Rapid Deployment Innovation is transforming process efficiency and client services

## Overview: on a mission to work smarter and transform the client experience

Omnichannel service and speed-to-resolution matter in today's hyper-connected world. Customers are keen to choose how they interact with our teams and solutions to get the answers they need fast, and our people want to work smarter, avoiding tedious and repetitive manual tasks. That's why SSCL is on a journey delivering our 2020 omnichannel service strategy, supporting a faster and more intuitive service experience for all our clients underpinned by more satisfying workflows for our people.

As part of this drive, SSCL has undertaken two Rapid Deployment Innovations, aimed at making delivering and accessing our services more efficient.

Automation is the key to the success of both projects, with the solutions we designed powered by Robotic Process Automation (RPA) capabilities built in house.

RPA drives a digital business process, running on a machine or a server and interacting with the users in the same way that a human would. This 'robot' or 'bot' can process a list of tasks relating to a specific business process such as logging into systems, navigating through screens and updating fields. The smart part? These bots don't get bored, make mistakes or call in sick. They can instead churn out task after task at speed, making them perfect for repetitive tasks that humans don't enjoy— and freeing up team members for more challenging, rewarding and customer-focused work.

## Advantages at a glance



Automated retrieval, transformation and provision of data to users using Qlik



Significantly improved turnaround times for validations with scope to add more



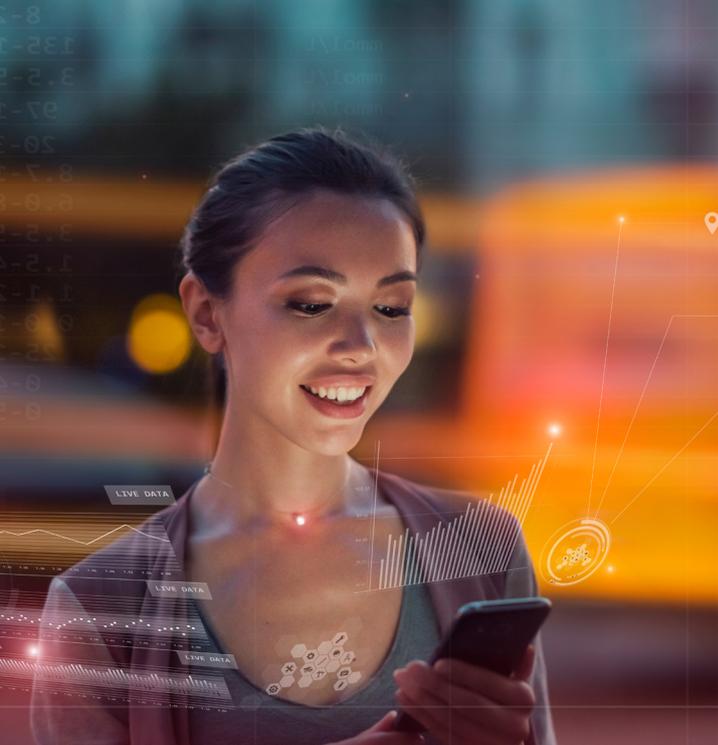
Validation checks increased to 100%



Client SR query wait times reduced from up to 10 minutes to under 1 minute



Lower cost operations and higher levels of client satisfaction



## The challenge: overcoming slow and costly manual processing

The first Rapid Deployment Innovation we undertook was designed to speed-up the processing of Expense Validation Reports generated using Qlik Sense. This powerful data analytics platform is meant to empower everyone in the business to make better decisions and work smarter. However, one of the many tasks it performs for SSCL is generating different Expense Validation Reports to streamline expenses compliance workflows. Each report generated by QlikSense is processed and then emailed out to relevant parties. In reality, the processing requirements for each report varied, leading to a great deal of arduous monthly manual validation for each expense claim. This included 17 different expense compliance checks which were carried out by a 15-strong team. For SSCL to hit its SLAs, this work regularly ran into overtime too. The whole process was slow, expensive and tedious for everyone involved.

The second Rapid Deployment Innovation we undertook was designed to help our clients more easily conduct simple tasks, like finding out the status of a Service Request (SR). Our clients faced unacceptably long wait times to get this information out of our Single Operating Platform (SOP) system. They had to raise their own service request and then call into the main Contact Centre, waiting in the queue alongside more complex calls, and then waiting again while Contact Centre staff carried out their request. The tools we had provided were simply not up to the job.

Both processes had become extremely inefficient and time-consuming: it was clear that new ways of working were urgently required.

**“Harmonising fundamental capabilities of our data analytics (Qlik) and RPA (UiPath) technologies to support Expenses TAX Compliance has enabled consolidation and transformation of SOP and Non SOP data, management of standardised and automated claimant email communications, enhanced and documented business processes and a reduction in effort and costs.”**

Graham Cockcroft, Head of Innovation



## The solution: automation unlocks smarter workflows

Both of the new bots we created were some of the first RPA processes ever developed at SSCL. They were designed to integrate directly with key systems and rapidly deliver seamless, innovative workflows. Both have proven to be a real success, taking inefficient processes and frustratingly long waiting times and rapidly deploying innovative, smooth processes as part of our journey to creating a low-cost, service-centric business at SSCL.

The first Rapid Deployment Innovation demanded close synchronisation between the RPA and QlikSense application. A great deal of automation development was carried out to ensure a tight integration with Qlik reports. Several revisions of BETA processes and refinements of the output template were carried out before the automated process was launched. By collating all necessary email content into configuration files, our development team was able to use the same components for every process within this Qlik group, regardless of the number of email templates needed. This greatly simplified the RPA development.

Our solution to the second Contact Centre challenge was even simpler. We created a process that combines a bot with one of the web based tools already used to text out standard bulk messages to clients, such as 'Please update your password'.

With the new solution, the client simply needs to text a given phone number with the phrase 'SR update' followed by the SR number in question. Our bot then takes the SR number from

that text, opens up the SOP database, searches for the number and – if it's found – gathers the status of the service request and texts it back to the user. If the number is not found, it will also notify the client by text and ask them to check that the number is correct. Job done!

## The Results: transformed business efficiency and happier clients and staff

The impact of these new automated processes has been significant, delivering new levels of simplicity and ease. By automating the retrieval, transformation and provision of data to each Qlik user (including SOP data and 3rd party data sources) the turnaround time for validations has significantly improved. 100% of validation checks are now conducted and the team is currently exploring scope to add further validations. It's a great example of how a simple new automation approach can deliver deep and long-lasting workflow improvements

The Contact Centre challenge delivered equally impressive results. Usually when a client called up with an SR status query, they would have to wait on hold up to 10 minutes. While that's well within the CCS Service Level Agreement, it's still a frustratingly long wait time. Once they had explained their request, they would then get put on hold for a further 30 seconds to a minute before they received an answer.

Thanks to the new bot, requests are now carried out in under a minute on average and the new service is fast, convenient and easy. Who doesn't want that?

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