INTELLIGENT AUTOMATION SERVICES

Driving Private and Public Sector Transformation
Service Definition

About Arvato CRM Solutions

Arvato CRM Solutions trusted partner to both the private and public sectors. We have proven expertise in delivering award-winning customer relationship management (CRM), business process outsourcing (BPO), digital transformation and intelligent automation solutions. We have an extensive list of case studies and client references where we have delivered intelligent automation solutions, which has enabled front and back back-office teams to make transformative efficiency savings across their operations.

Our business focuses on providing customer service which is driven by technology and powered by our people. With over 50 years' experience, we design and deliver innovative, individual solutions for some of the most respected global consumer brands and UK public sector organisations, all through long-term valued partnerships.

A division of Bertelsmann, Arvato CRM Solutions employs approximately 1,500 people across five UK locations. For more information, visit: **www.arvato.co.uk**

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Our Services

Arvato has extensive experience of delivering a broad range of Intelligent Automation (IA) services, underpinned by tried and tested methodologies. We have helped a wide variety of organisations, including numerous local authorities and respected brands, to drive efficiencies within their existing business processes through automation.
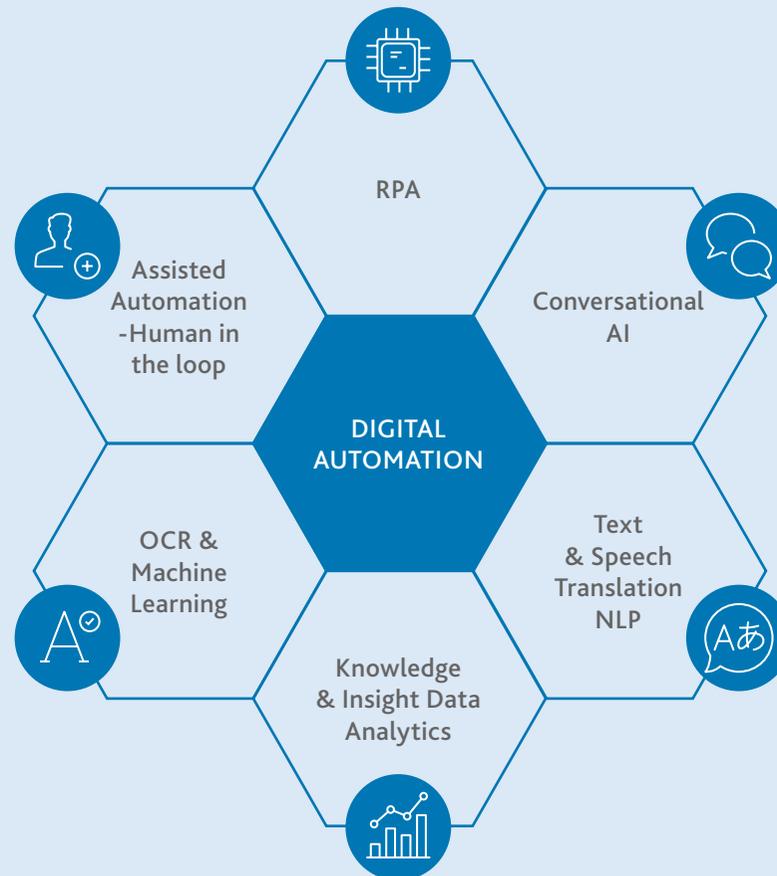
At Arvato, we always look at new technologies and solutions, including how automation and Artificial Intelligence (AI) will shape our world. A vital route to savings is through optimising individual processes. Our ProcessAutomate solution enables organisations to make each transaction more efficient, by streamlining and automating repetitive, labour-intensive back- and front-office tasks.

Intelligent Automation Eco-System

Call Centre Technology that automates some agent activities, deployed via a server to employee workstations

Leverage Optical Character Recognition (OCR) so Digital Workers can work with text just like humans

Leverage true Machine Learning to give Digital Workers the ability to "learn" without being programmed

RPA

Assisted Automation -Human in the loop

Conversational AI

DIGITAL AUTOMATION

OCR & Machine Learning

Text & Speech Translation NLP

Knowledge & Insight Data Analytics

Deploy Chat Bots to work with Digital Workers to autonomously support customers and escalate to humans when needed

Use Natural Language Processing (NLP) to allow Digital Workers to understand, translate & interpret human language

Intelligent Decisioning supports several customer-facing activities with next best action and customer impacting decisions

Through our IA Centre of Expertise (CoE), we provide end-to-end digital automation support capabilities, which address all ongoing project scoping, design and implementation, training, maintenance, technical support, and any ongoing development needs. The IA CoE is run by experienced, accredited individuals who will support you throughout the life of the service.

This capability was borne out of an initial local government RPA pilot project in 2014 where we evaluated the technology to deliver service improvements. The service went into full production following a hugely successful pilot. We then built a team and subsequently replicated our proven solutions across several other private and public sector organisations, all of which was delivered entirely in-house.

Due to this, we are confident that we have a unique skillset of automation coupled with real sector knowledge and process expertise.

Arvato's RPA solution, Process Automate, has been designed to support many business functions including:

- Finance and Accounting
- Customer Services
- Human Resources
- Payroll
- Supply Chain
- Cross Function
- Operations/Compliance/Legal
- Information Technology

Service Features

- Flexible service and pricing options built on specific customer requirements
- Unattended and attended automation
- Automation candidate analysis and business process creation
- Consultancy and assessment delivered by experienced RPA professionals
- Local government industry leading experts
- Extendable functionality for Cognitive, Machine Learning, OCR, ICR, Intelligent Decisioning & NLP
- Technical infrastructure expertise to support delivery
- Full end-to-end testing and quality assurance
- Hyper-care lifecycle management, with exception monitoring to drive continuous process improvement
- Change management support, including Intelligent Automation Centres of Excellence and self-sufficiency

Services Benefits

- Reduced operating costs and rapid return on investment through a Virtual Workforce. Depending on complexity, processing times and transactional costs can be reduced by up to 80%
- 24/7 increased productivity through implementing RPA
- Increased operational accuracy for repetitive tasks. Tasks are processed with 100% accuracy
- Increased efficiency through Cognitive RPA and Intelligent Automation
- Ready-made automation components for rapid delivery
- End-to-end service includes planning, implementation and validation testing
- Removal of traditional challenges with rapid business scaling
- Accelerated digital transformation
- Employee satisfaction by removing manual, repetitive tasks

Our Methodology

The journey to automation can be seen as a daunting choice and a significant undertaking. However with proven and extensive experience gained across multiple automation projects, Arvato can help ease the burden and assist in creating a rapid and low-risk path to realising the benefits of automation.

Our framework is based on three functions operating as a continuum or stand-alone, with offerings ranging from pure consultancy to fully packaged hybrid service delivery. Each function has very specific capabilities, tasks and expected outputs.

Assess-Build-Run

ASSESSMENT AND SUITABILITY

Consultancy approach to deliver impact and opportunity assessments for automation and service delivery.

- Workshop to assess and understand end-to-end processes and business challenges

- Process identification for automation

BUILD (PROOF OF CONCEPT)

Arvato will develop an initial pilot (if required) on client test systems. Following a successful pilot, Arvato will develop a target architecture and support model in agreement with the client.

- Preparation and planning

- Business process review

- Process development and full testing sign-off

- Review success of proof of concept

RUN

After the initial implementation, RPA will be embedded within restructured operations to formalise support, monitoring, and management to ensure business continuity and stable performance

- Service delivery strategy

- Process maintenance and improvement

- Service performance

Approach

Our Intelligent Automation approach has evolved significantly over the last few years, refining our methodology based on the experience gained both in the private and public sector. This has developed our published methodology and product set: ProcessAutomate. Clearly each organisation has its own unique characteristics, and local authorities are no different. The strength of the ProcessAutomate methodology is that it provides a robust framework, which allows our clients to fully understand and engage in the process. It also retains flexibility to accommodate the requirements of each client. Typically, we recommend introducing a proof-of-concept phase when working with organisations who are new to automation. This allows them to understand the scope of possibilities and builds confidence in the project amongst stakeholders.

Arvato have created a blueprint document, which we use to drive the implementation of RPA. The content of this document guides each step, enabling a successful implementation supported by our partnership approach:

- Workshop preparation and planning

- Business process review

- Business case development

- Process mapping

- Process development

- User acceptance testing

- Process sign-off and deployment into live

What We Offer
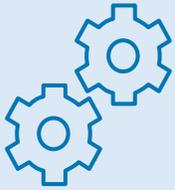
Build and Deploy

Our Build and Deploy service is the foundation of any initial RPA engagement and focused on the discovery and build out of the core solution. Our engagement starts at the analysis stage and ends when the initial processes move into production, which is the point where the customer takes the service forward. The service can be summarised with the following features:

- Simple build and deploy model with no ongoing service component

- Components include client engagement, analysis of requirements and process design, development and deployment, set up of technology infrastructure

- Client provides subject matter experts and signs off business processes

- Client manages residual operation, including monitoring of robots

- Support and assistance for trainee to reach accreditation level within automation
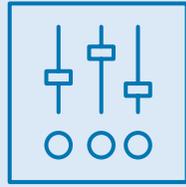
Automation as a Managed Service

Our Automation as a Service offering builds upon the core foundation put in place with the Build and Deploy service and adds an ongoing service component to manage and monitor the underlying RPA service and infrastructure. Arvato's managed service provides organisations with the full support of our experienced Centre of Excellence after the initial development and deployment of automated processes.

Arvato will manage, supervise, and maintain the customer's robots and processes to maximise their availability and productivity. The service can be summarised with the following features:

- Delivers processes that are subject to automation

- Sits as a defined part of an overall service which continues to be delivered by the client

Components include set up of technology infrastructure, deployment of process and a remotely managed robot service.

Contact Me For Further Information:

Mike Stewart | Business Development Director | Digital Automation
Email: Mike.Stewart@arvato.co.uk **Telephone:** 07880 052 077

🐦 **@arvatoUK**   💼 **company/arvato-uk/**

We are Arvato CRM Solutions. We design and deliver award-winning customer service and back-office processing services for some of the world's most respected brands, as well as innovative public sector clients.

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