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# Navigating Economic Headwinds with Automation

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With rising customer expectations and the need to stay competitive, organizations must find ways to lower costs while driving efficiency and delivering exceptional customer experiences. According to research from [Forrester](#), organizations that solve customer problems quickly and communicate clearly are more likely to retain customers and drive higher spending.

To navigate these challenges and succeed in the long term, organizations must invest in technology that drives ROI and fast time to value. Automation has proven integral in eliminating repetitive and time-consuming tasks, allowing organizations to free employees' time so they can focus on higher-value activities and more strategic initiatives, while streamlining processes to solve customer issues fast.

Here are three ways automation can help organizations navigate economic headwinds and stay competitive in today's market.

## Improve employee and customer experiences

Improving both customer and employee experiences is critical to the success of any organization. According to research from [ServiceNow and Thought Lab](#), 60 percent of respondents cited greater revenue as the number one advantage of aligning customer experience and employee



experience. Organizations that align customer and employee experience also say they benefit from better products and services, an improved reputation, and new business models.

### **Employee Experience**

Employee experiences are formed from the moment a new employee joins an organization and continue throughout their entire career journey.

With automation, organizations can connect employees seamlessly with the information they need to solve problems quickly, ensuring they receive the necessary support to succeed in their roles. Automation can also classify and route questions, tasks, and incidents to the right person with the right skills and information, saving time and driving efficiency, productivity, and engagement.

### **Customer Experience**

In a similar sense, automation also streamlines the customer experience, helping solve issues fast, while decreasing the cost to serve and meeting evolving expectations for speed and convenience.

Let's put ourselves in the shoes of a customer getting ready for a vacation abroad. You know you want international roaming, but the standard process is time consuming. It often involves calling the carrier and waiting on hold for a live agent. Sometimes, you don't have time to wait. In other cases, you may not remember until your plane lands. Service providers can provide a self-service option for customers to set up international roaming at their convenience prior to a trip, saving valuable time. Or, based on location data, they can send a push notification recommending the customer sets up international roaming when they land, giving them the option to opt-in or opt-out of the service, and offering proactive notifications to keep them informed of any changes.

This is a simple example of proactive communication, automation, and self-service; but it's impactful to the customer and, by extension, a brand. Let's look at another example.

Rogers for Business is a case study in stellar customer service. The telecom company is constantly looking for ways to meet the evolving needs of their customer base. Recently, Rogers for Business Technical Customer Service transformed its service assurance organization to manage and prevent issues before they occurred. With the ability to proactively monitor service performance, teams can evaluate, fix, and proactively engage with customers—driving customer loyalty and satisfaction. And the results speak for themselves: a 41 percent reduction in daily case volumes, and a 19 percent reduction in inbound calls.

### **The Connection Between EX and CX**

Automation has the potential to significantly reduce a customer service agent's workload while providing a better overall experience to customers. By automating manual processes, organizations can free up agents' time to focus on more complex tasks, driving efficiency and

productivity while increasing customer satisfaction. Let's look at one final example. 7-Eleven's customer service teams were bogged down by manual processes, leading to slow resolutions across its more than 66,000 stores

and frustrating experiences for customers and agents alike. The retailer brought 20 different help desks together on a single platform, so agents had the information they needed in one place. 7-Eleven also used automation to create, prioritize, and route cases to the right agents at the right time—leading to fast time to resolution, less friction, and increased productivity. Investing in a positive employee experience through automation can result in a motivated and engaged workforce that is better equipped to provide exceptional customer service, positively impacting the organization's bottom line.

## Uncover hidden inefficiencies with AI and process mining

Most organizations today have the technology to identify issues in a process. But it can be challenging to understand *how* or *why* the issues occur. Traditional analytics often only show top-level insights.

In a complex and competitive market, where customers have high expectations for great customer service, organizations can't afford to have processes slowed down by hidden inefficiencies. And they can't waste time or money on manual process analysis.

AI and process mining can help, providing organizations with a more comprehensive understanding of their business processes and identifying the root cause of the issues at hand. Using data from existing systems to analyze and visualize how work is actually being performed, organizations can identify inefficiencies, bottlenecks, and areas for improvement that might have otherwise gone unnoticed.

The true benefit to AI and process mining comes from the ability to diagnose processes in real time, so organizations can identify and address issues quickly. This can lead to more agile and responsive business processes, ultimately improving the customer experience and helping organizations save money.

For example, one financial services company used process mining to visualize inefficiencies and pinpoint improvement opportunities, such as better coaching for agents. The result: millions of dollars in cost-savings and a reduction in case resolution time.

## Scale automation across your workforce with low-code

Historically, the creation of applications used to automate work has been limited to professional developers because of the technical expertise required to build and implement automation

solutions. However, with the emergence of low-code platforms, businesses can scale automation across their operations without solely relying on IT and dev teams.

Low-code solutions make technology accessible to a broader range of employees, not just those with specialized technical skills. For example, many low-code platforms provide a visual interface that allows non-technical users to automate their workflows. This accessibility enables businesses to personalize automation solutions to fit their specific needs. Every customer has something unique about their landscape, business, and processes. Therefore, no solution is turnkey, and it's essential to make technology come to life, built for the customer.

Low-code platforms aim to bring personalized solutions to the end-user, business owners, and people who are closest to the problems they are solving. This is especially crucial today because businesses can't just hire more staff. They need to do more with the team they have, making low-code platforms even more critical.

We're seeing low-code use cases across industries, and in many cases, it can be used to improve customer experiences. Take the City of Los Angeles, as an example. At the start of COVID, the city used low-code tools to quickly build digital solutions to support their employees and citizens throughout the pandemic, building a COVID testing app in less than 72 hours.

Bayer also recently put low-code to the test, using the technology to streamline its legal and compliance department. The company wanted to create a more efficient and effective way to handle compliance requests while navigating global and local regulations. Bayer used low-code tools to build a platform that allows employees to request compliance, data privacy, and legal services specific to their region through a self-service portal available 24/7. The automated platform has made a huge impact, helping to reduce costs by as much as 30 percent without compromising on compliance.

In a tough economic climate, it's more important than ever to stay competitive and provide exceptional customer service. Businesses that invest in automation, AI, and process mining are setting themselves up for long-term success. In doing so, they'll be able to meet the expectations of their customers and employees who want seamless and efficient experiences.