



**PROBLEM STATEMENT:**

**Significant opportunities for companies where manual intervention is often the norm.**

**Client profile**

- Australian Advertising Industry
- SMB Customer Segment
- 200k+ customers
- 1500+ employees
- \$600M+ Revenue

**Key Team Roles**

- Business Analysts
- Process Analysts
- RPA SMEs
- Sales & Service SMEs
- Operations SMEs

**Business Impact**

- Established a lite in-house RPA capabilities
- Deployed first automated process in the cloud-based solution in month 5
- Automated 18 processes over 3 business divisions in first 9 months
- Released 14k hours back into the business for more value-add activities
- Established a framework for assessing and backlog grooming candidate processes



The client was a large domestic business offering many products to customers, each with a unique and often manual fulfilment process. The client was cognisant that there were many inefficient processes at play, driving costs into the business. With double (and often triple) handing of activities, existing procedures were resulting in poor customer satisfaction, increases in staff churn, and disengaged employees across the board.

Fulfilment processes were complex and required multiple hand-offs points across the value chain. The client was interested to understand how Robotic Process Automation (RPA) could be implemented to produce cost savings and improve engagement within the business.

### Approach: Collaborating to align objective and candidate processes.

Working with the client, a clear set of objectives was established early on. That is, in the first year. The client was looking to shift the burden of repetitive, high volume transactions

and tasks from the team into automated processes; releasing human capital to focus on high value interactions and creative problem solving.

### In collaboration with the client, a key set of criteria was established to evaluate the candidate processes:

1. Process efficiency opportunity
2. Quality and compliance improvement
3. Increase speed to market
4. Improve customer experience

### Strategic initiatives implemented:

- Established a lite in-house RPA team and completed technical Trial & RPA pilot within the first 3 months.
- Deployed first automated process in the cloud-based solution in month 5.
- Automated 18 processes over 3 business divisions, releasing 14k hours back into the business in month 9.
- Established a backlog process which will see a further 22 processes deployed in future.

RPA

**18**

PROCESSES AUTOMATED IN  
1<sup>ST</sup> 9 MONTHS

DIVISIONS

**3BUs**

SALES, SERVICE, OPERATIONS

HOURS RELEASED

**14K**

FOR VALUE-ADDING ACTIVITIES