automation
hero_

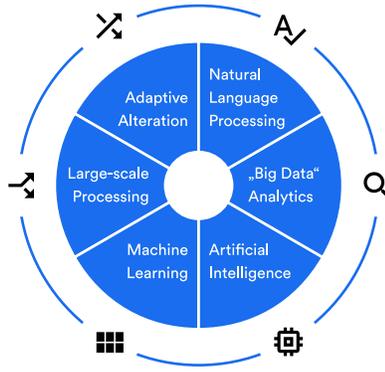# 5 Use Cases for Intelligent Automation

5 industry use cases for IPA

Businesses are now depending on robotic process automation (RPA) for their daily operations. Sixty-six percent of companies plan to fully implement RPA over the next three years, while 18% plan to use it selectively. This means at least 84% of companies already have RPA on their radar.

Gartner predicts the RPA industry will grow 57% in 2019, making it the fastest growing software category by more than double.

The RPA market is booming, but many enterprises don't realize this market is over a decade old and that the technology is vastly limited and outdated.

RPA limitations

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Intelligent Process Automation (IPA)

Adaptive Alteration

Natural Language Processing

Large-scale Processing

„Big Data" Analytics

Machine Learning

Artificial Intelligence

- Artificial Intelligence (AI)
- Teaching versus programming
- Natural language recognition and processing
- Self-optimization/self-learning
- Digestion of super data sets
- Predictive analytics
- Hypothesis generation
- Evidence-based learning

Basic Robotic Process Automation (BPA)

Rules Engines
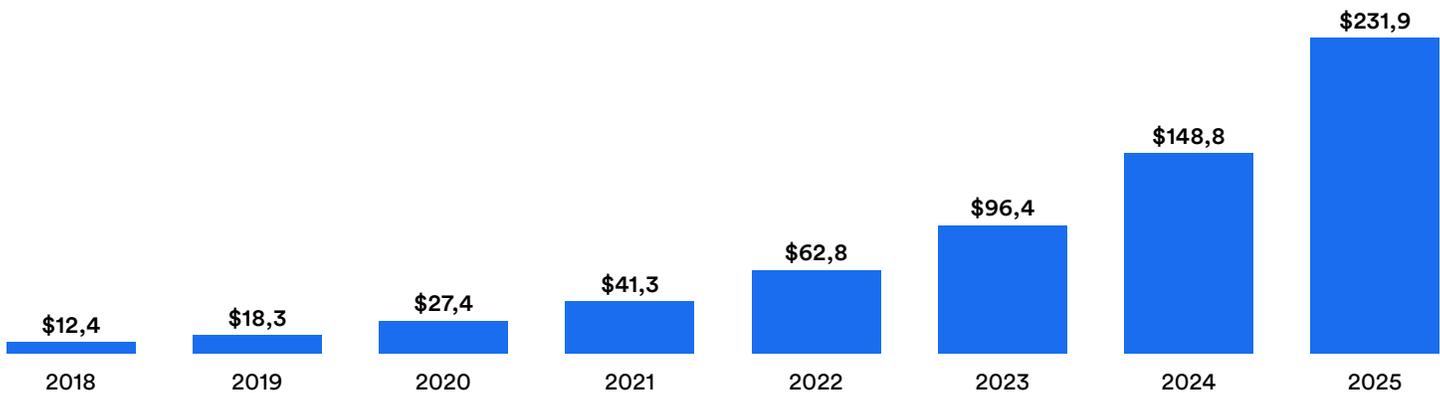
Work Flow
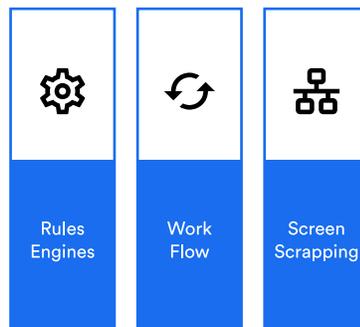
Screen Scrapping

- Macro-based applets
- Screen scrapping data collection
- Work flow
- Vision-type building blocks
- Process mapping
- Business Process Management (BPM)
- Pattern recognition
- Able to work with unstructured data

RPA alone has restricted capabilities. It performs one action repeatedly without considering nuances or exceptions. For example, if an RPA system was programmed to sort red and blue balls, it would be unable to react in the case of a yellow ball. It's only able to perform automations within its predefined process.

RPA automations must have these process programmed. They don't learn or adapt to different workflows, making it impossible to perform complex, human-like tasks on their own.

However, when you add AI to RPA, the optimization possibilities are endless. This powerful combination is called intelligent process automation (IPA), which is a superior alternative to RPA.

IPA potential

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$231,9

$148,8

$96,4

$62,8

$41,3

$27,4

$18,3

$12,4

| 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |

IPA systems can learn, making them flexible in the face of complex processes. It's intelligence and adaptability make it capable of handling complicated, tedious human processes. Giving these robotic processes to the robots enables employees to be more productive.

Enterprise investment in intelligent process automation and alike technology is expected to reach $232B by 2025, compared to $12.5B today.

So what can IPA do?

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Companies across dozens of industries are implementing intelligent process automation, with impactful results.

But what can IPA actually accomplish for your industry? Here are five use cases across different industries to show how it's being used across the board.

A McKinsey study reported companies who're already working with IPA have resulted in:

- Automation of 50 - 70% of tasks
- Reduction in straight-through process time of 50 to 60%
- Cut of 20 - 30% of annual run-rate costs
- High ROI in the triple-digits for most companies

(1) Financial Services
Mortgage Cross-sell

The average acquisition cost for a mortgage customer sits at $7,747, according to a Mortgage Bankers Association performance report. Banks want to cut these acquisitions costs as much as possible.

At the same time, 80% of banking customers don't have their mortgage with their primary bank. As it's much cheaper to sell to an existing customer than to a new one, banks can reduce their acquisition costs by cross-selling mortgages to existing customers.

Because IPA platforms have access to vast amounts of business data, they can alert bankers when existing customers exhibit home buying behavior. They can also suggest which loan products the banker should cross-sell to them based on their data profile.

(2) Insurance
Claim Processing

Much of the claims process in traditional insurance companies require hours of manual effort by employees. IPA platforms can automate most of those important, but routine steps.

IPA can port over customer data from completed claims forms into the company's CRM or database through field mapping. For printed forms, they can scan, digitize and port that information into the database too. This eliminates hours of click work and data entry for claim's employees.

McKinsey predicts that automation will reduce the cost of the claims journey by up to 30%, while Autonomous reports the insurance industry could see a $1.5 trillion reduction from automated claims processing.

(3) High Tech
Churn Prediction

Many technology companies have moved to the subscription-based pricing models that allow their customers to use their product. The market for this model has more than doubled every year, resulting in $2.6 billion in revenue in 2016 alone.

This gives customers more flexibility, which also makes cancelling subscriptions easier. Once a customer decides to cancel a subscription, it's often too late to attempt to retain them.

IPA can improve customer retention by alerting a tech sales rep of the churn risk of their customers before they decide to cancel their service. These systems analyze customer behavior to find risk factors, alert the sales or service representative associated with that account and provide recommendations on how to keep their business. This includes giving suggestions on different subscription models or products that could better fit the customer's needs.

(4) Telecommunication
Automate Common
Customer Requests

Many incoming messages from telecommunication customers are repetitive, often only requesting minor changes to their plan. However, these minor updates add up to many hours for employees, which take them away from gaining new customers. Some of the most common incoming customer requests are for changes to address, removing a line from their service plan or paying their bill.

These manual changes can easily be automated with IPA. These systems rely on natural language processors (NLPs) which scan and determine the intent of a message. Depending on the message content, it generates an automated reply, updates the customer's existing plan or routes the message the appropriate department.

(5) Logistics and Supply Chain
Demand Prediction

More and more consumers are looking for online, on-demand purchasing experiences. The increasing demand applies immense pressure to logistics and supply chain companies and further complicates their processes. These companies must optimize every part of their operation (e.g. inventory, shipment, scheduling, loading) to get products out as quickly and effectively as possible.

At the same time, logistics companies are collecting mountains of data, much of which goes unused, such as average time to make a product, customer waiting times and how much inventory is produced. According to IBM, 80% of that data is unstructured and invisible to current technology.

IPA systems can pull that data together to make predictions about consumer demands which logistics businesses can use to optimize their processes across the board and meet ever-changing demands.

According to McKinsey, supply chain and logistics that implement intelligence can increase their forecasting accuracy by 20-50%.

For more IPA use cases in more industries, visit
www.automationhero.ai/usecases