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Connected Experiences.

**Tech
Mahindra**
BUSINESS PROCESS SERVICES



RPA

TUNING INTO THE BOT ASSISTED BUSINESSES



There are many buzz words which are lashing shore of businesses with the wave of digital. One such word which has touched almost all verticals and is now becoming one of the most demanding is RPA – Robotics Process Automation. While many still seem to use RPA and Robotics alternately, but there is a need to understand the underlying major difference. While RPA uses computer program to imitate manual repetitive/recurring tasks, Robotics is a branch of engineering which revolves around mechanism of putting machines to perform human activities in a more efficient way. This efficiency has different parameters which are not in purview of this paper. So RPA will never have mechanics and tangibility attached to it while it holds true for robotics. Hence RPA is widely offered by service providers while robots are majorly product based company's lookout. To state in one line, RPA is software-only robots while Robotics involves building tangible robots of which software is one of the major components.

The programs which are developed to perform RPA tasks are fondly referred to as Bots. These bots can be developed using many frameworks and tools which are amply available in the market. Blue Prism, UiPath and Automation Anywhere to name a few. Most of these tools are licenced versions while the open-source community is still struggling to meet the standards offered. Many service providers have built their own frameworks and tools which are capable enough to deliver results as good as other third party licenced software. Using these tools one can build RPA bots which cut across verticals and have a wide applicability. If we look at current business scenarios where go to market has reduced dramatically, it is essential that all your processes should also be capable to catch the pace. So all such redundant, repetitive, time consuming processes which can be bottlenecks, can now be automated. Hence these RPA bots have become very popular when it comes to business process optimization. Let us see how different business verticals are adapting them to make business processes quicker and efficient.



CME

Communication, Media & Entertainment is one of the largest sectors in terms of daily data churn and customer footfall for service usage. Given to the amount of daily customer facing processes and ever demanding quicker turnaround time by end customers, this vertical is rapidly adapting RPA for all the possible repetitive and non-value add processes. Most telecom service providers have put chatbots as the first interface for customer care. Processes like sim enquiry, tariff enquiry, sim exchange and many other which are repetitive in nature are

re-implemented using RPA. This has led to reduction in response time and resolution time. With abundance of data being offered at cheaper rates, streaming sites like Netflix, Amazon Prime, Hotstar are being widely used and the observatory research interprets that Gen Y is involved mostly in these subscription based media. Hence wide range of their processes, to have quick go to market responses, are being botified.

Healthcare & Pharma

Pharma is known as one of the most regulated industries while Healthcare is spreading its wings, thanks to social awareness. Validation is one of the most important processes in Pharma industry. It is mandatory for pharma companies to get its drugs, operating procedures, procurement materials etc. validated periodically. The documentation post this can be very painful. However, now RPA has made it easy with automated reports and online validation. Traditionally, pharma companies adopted missionary sales strategy wherein medical representatives influenced physicians to prescribe drugs leading to fewer customer direct sales except for OTC (over the counter) which are sold directly. While Healthcare opts for direct retail and hence has more customer impressions. Healthcare industry is now shifting towards healthcare tourism making them more customer centric than product/service centric. With digitalization and reduced customer retention period, companies need to resolve queries rapidly and hence are implementing chatbots and RPA for quicker system outputs. So RPA will play a major role through repetitive processes automation and CC transformation.





BFSI

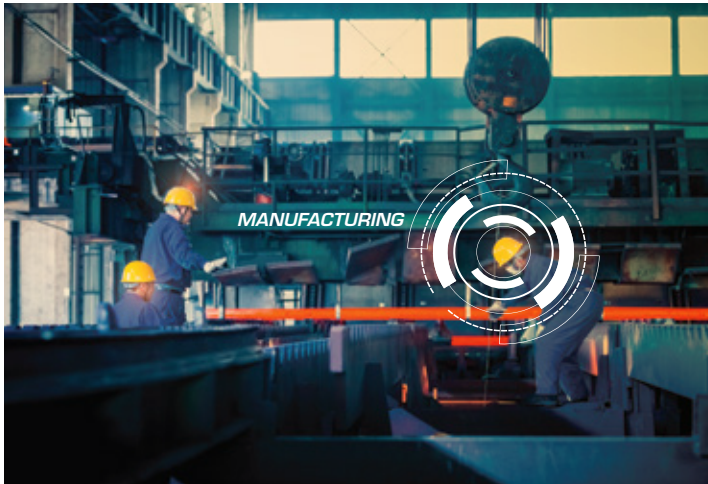
BFSI sector is one of the most impacted due to digitalization. From branch banking to complete virtual banking, the goal of banking is to have minimum footfall in banks. Certainly the smart interfaces, strong network security practices and mobility has been enablers in driving this. As per a research only 5% of the millennial banking customers have visited banks more than 2 times in their lifetime till date. Keeping in mind this interesting finding, we can surely say that quicker responses, faster transactions, minimal waiting time, one stop solution for all

banking needs are some of the traits that one looks in banking services. RPA is playing a major role here. Query resolution, auto loan approvals, teller transaction reconciliation, premium calculation KYC, customer profiling, RAG reporting are few among the many processes that are now being automated with chatbots. However not only RPA but even humanoids are now been introduced in banking which is a recent example from one the leading Indian private sector banks.

SCM

SCM is a very complex business as it has tremendous interdependencies on raw/processed materials, information, people and finances on each other as they move from supplier's suppliers to customer's customers. Automating the entire supply chain is not possible, however this can only be done in chunks and bits. Deliveries in SCM are very time sensitive and hence many times good relations are defined by this sole parameter, assuming quality is constant across. Now if that is a crucial point to stumble on then RPA would help to reduce this time further by automating labour intensive and repetitive work. RPA can bring change in many B2B processes of SCM like ordering and tracking for contractors and customers, autofill forms, supplier on-boarding, supplier evaluation whereas internal SCM processes like procurement, inventory management, dashboards, order processing, competition monitoring are few to name among many.





Manufacturing

Manufacturing is very shop floor centric business. While it is very tightly integrated with inward flow of raw materials and inventories, its focus is always on optimizing the shop floor. Being an integral part of a supply chain, manufacturing acts as a link between suppliers and consumers and hence quick go to market with quality adherence and stipulated throughput is what keeps manufacturing units under pressure. Processes like indirect purchasing, contract management, expense reporting, purchasing and others become repetitive. Only after

certain period they are updated or modified due to changes in terms, policies and other procedures. RPA fits best in such cases. Due to RPA implementation the processes will have better and error free response timings which will ultimately result in less time for support to shop floor. After streamlining, these RPA implemented processes will help manufacturing units deliver efficiently without much ado. This reduces the go-to-market time thus, completing the supply chain quicker, faster and with defined quality.

Retail and CPG

Retail industry is always at the forefront of customers. Live, huge footfall, demanding, changing, quick and happening. But to stand tall on all these attributes retail industry struggles a lot. On other hand in CPG even 1 hour of delay can damage entire day's sales cycle. In such a dynamic environment, it is imperative that there cannot be any deviation due to malfunctioning in the standard processes. Generally, it happens due to human errors or uncontrollable factors. These factors have many points which may or may not be minimised but human error certainly can. This is where RPA will play role in retail and CPG industry. Processes like order processing and payment, procurement, inventory management, shelf management, effective communication between partners, POS management can be automated as these processes once defined can follow a standard pattern and then need to look upon for changes unless any amendment is done in the processes.



To support these RPA transformations for agile and next generation quicker processes, Tech Mahindra has its home built RPA tool called UNO. Unified NextGen Operation (UNO) is a robotic process automation solution which helps manage operations effectively and efficiently in back and front office operations, thereby improving average handling time and customer experience. It has two variants - **UNO-P** and **UNO-R**.

UNO-P

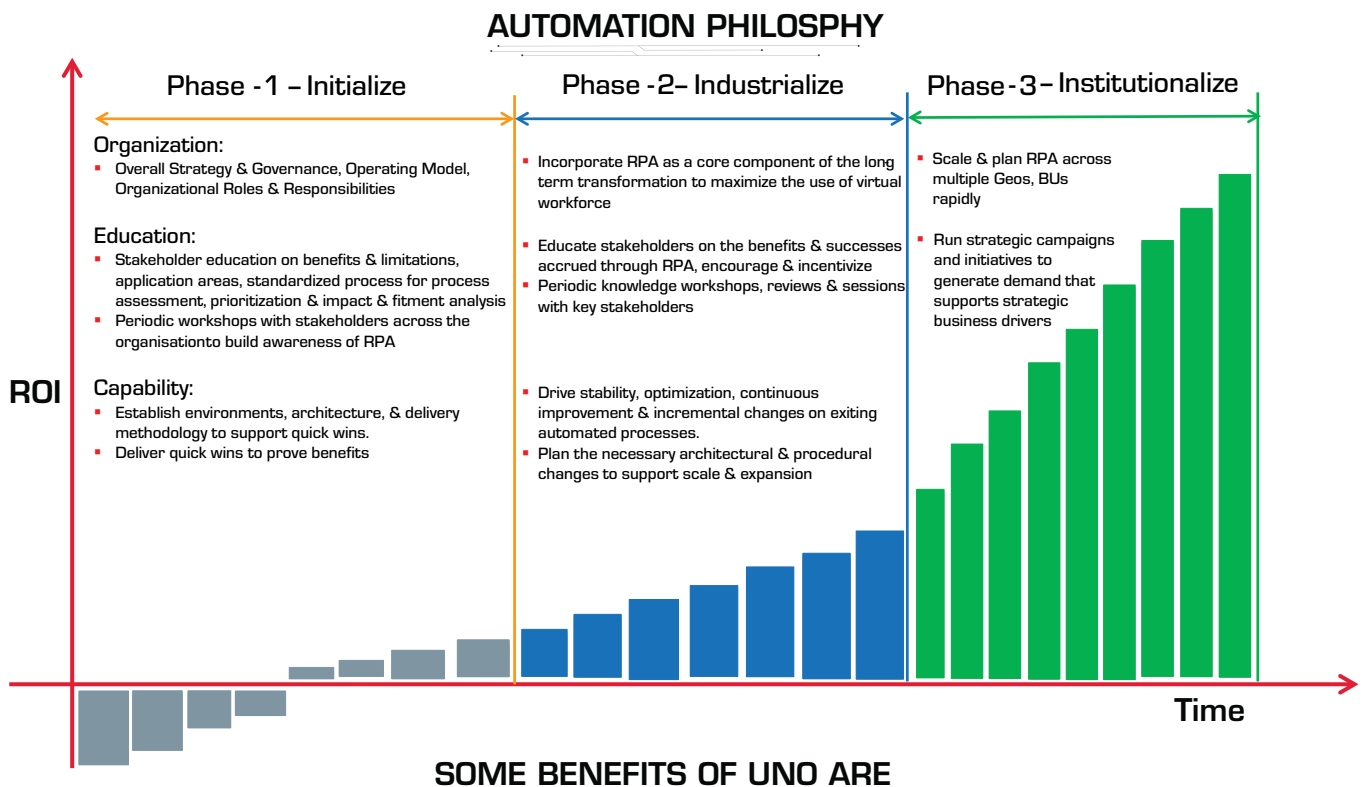
It is powered by our solution partners Automation Anywhere, Blueprism and UiPath. UNO-P is deployed for office automations.

UNO-R

It has been developed in-house by us entirely and offers front office automation as well as unified desktop.

With UNO, an enterprise can achieve faster and more accurate issue resolutions yielding improved customer experiences and lowered costs. The best part about UNO is that it does not need to be integrated with a client's existing IT infrastructure. The UNO automations operate at the UI level of applications. Below figure tells about automation philosophy using UNO.

Below figure tells about automation philosophy using UNO:



- Reduces human efforts by 20% to 50%
- ROI in < 1 year
- Reduces Opex by 20%
- Industry agnostic
- Non- Intrusive, so no integration with IT applications required
- Its accurate as it is completely rule based
- It's cheaper as no integration cost



CONSULTANT PROFILES



Brijendra Sharma
BTS (Consulting) Head

Brijendra heads Business Transformation Services, the consulting arm of TechM BPS. He has 20+ years of work experience in BPS industry across various domains ranging from BFSI, Supply Chain, Telecom to name a few. He has helped clients in their front, middle and back office transformations. He has 19+ years of experience in BPS industry across many domains. He is Lean Six Sigma Master Black Belt holder.

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Rahul is accomplished Lean Six Sigma Black Belt certified consultant with over 12+ years of experience across multiple domains and verticals as Telecom, e-commerce, Retail banking, Investment Banking, Supply Chain and Manufacturing. He has an extensive experience of consulting on technologies as RPA, IoT, Analytics, Next gen platforms etc. He is a Science Graduate in Chemistry and certified ISO auditor as well.

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Sarang has 5+ years of experience in IT delivery, consulting and training. He is management graduate with experience in Pharma, Telecom, SCM and Retail & CPG. A techno-functional, he has experience in technology with hands on. He has worked on lean projects and has also been a trainer in Digital stream and have trained more than 1000+ associates on digital.

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TECH MAHINDRA BUSINESS PROCESS SERVICES

is the Business Process Outsourcing unit of Tech Mahindra, which is \$4.9 Billion dollar conglomerate operating from more than 90 countries with a workforce of 113,500+. Tech Mahindra Business Process Services provides Next Gen Digital CX & Back Office services across multiple industries, which include Communication, Media & Entertainment, Retail & CPG, Healthcare & Life Science, Banking & Financial Services, Transport, Hospitality & Logistics and Manufacturing & Utilities. We work on the ideology to disrupt customer's legacy process by digitalizing its end-to-end product lifecycle by introducing AAC (Automation, Analytics & Consulting) methodology with focus on improving & delivering perpetual positive CX. With the emphasis on incubating BPaaS elucidations (Including our comprehensive technology alliance relationship), which include Platform & Point Solutions of plug and play model, we look forward to achieve optimum productivity by cannibalizing, transforming and delivering positive CX.

The Mahindra Group is a USD 21 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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