

# CONNECT

WITH YOUR

# CUSTOMERS

BY ACCELERATING YOUR

# DIGITAL FUTURE

Evolve Your E-Commerce Capabilities  
with RPA and See Immediate ROI



Boyd | McKenna

**TECHSPARQ**

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## WHAT IS ROBOTICS PROCESS AUTOMATION?

Robotics Process Automation (RPA) is the use of software to emulate human interaction with any repeatable task on a computer. Unlike in manufacturing automation, these bots don't take up extra space as they are virtual workers that run on local servers or through cloud implementations. The bots are trained or coded to complete tasks on computer systems that would typically require human interaction. This could include entering catalog data into legacy systems, opening multiple screens needed for a customer service call, or automating customer communication to increase revenue.

The proliferation of systems and large data sets has provided companies with the potential to exploit competitive advantages in everything from financial forecasting to better customer service. Yet, many companies seem to be bogged down by the mundane tasks of manual data entry, re-keying data into catalogs, and cobbling together information from disparate legacy systems to serve the customer. While RPA is not a cure all to these issues, it offers a way to automate substantial amounts of high volume repeatable tasks. This leaves your team to focus on what matters - the customer.

You won't need extra office space but you will

want to introduce your team to their new digital co-workers. In this short guide, we will walk you through some of the basics you need to successfully introduce the technology into your team. In this way, you move towards a digital evolution with an almost immediate ROI while enabling a future that can include expansion into emerging Artificial Intelligence and Machine Learning technologies.

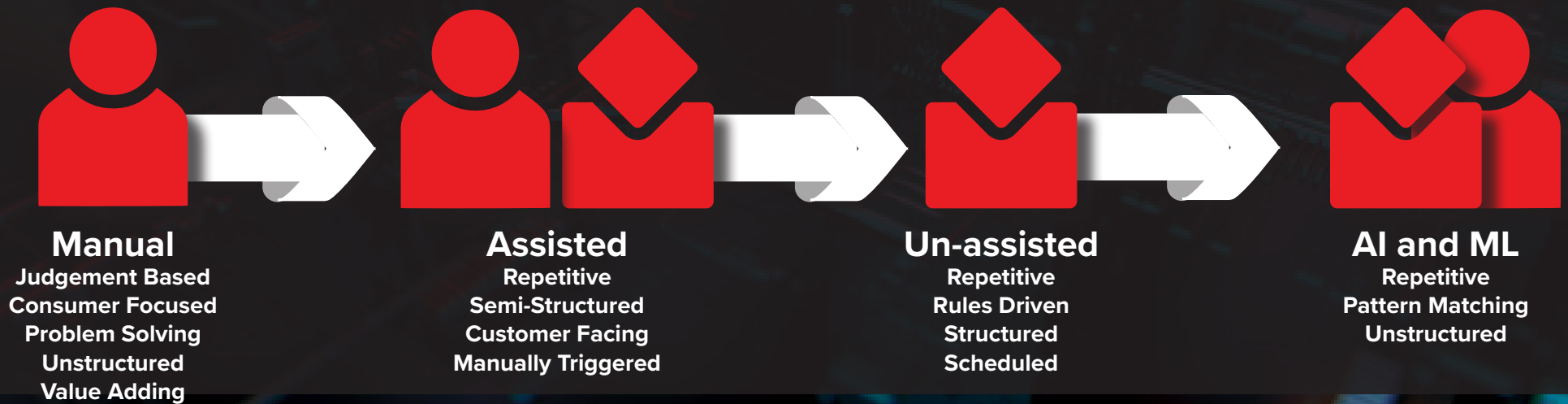


**By 2024, organizations will lower operational costs by 30% by combining hyper automation technologies with redesigned operational processes.<sup>1</sup>**

**The RPA software market grew 62.9% in 2019 to \$1.4 billion and held its position as the fastest-growing segment in the enterprise software market for a second year.<sup>2</sup>**



# Continuum From Human-centric Work to AI RPA Starts With You and Your Team on a Journey to Take Advantage of Emerging Technologies.



# RETAIL AUTOMATION OPPORTUNITIES

Uses Cases



[TECHSPARQ]

## MARKETING

Increase your revenue through automated marketing campaigns that personalize the messages to the customer and give a feel of VIP personalized treatment. Utilize site interactions and order history to create marketing campaigns that resonate with the individual customer through rules-based processing. The relevance of the messaging can be increased and the cadence of the interaction can match the customer's preference in a way that keeps them engaged with your brand and invites you into their buying process.

Cosmopolitan hotel in Las Vegas deployed a chatbot named Rose to serve as the guests' concierge. It is a great example of thinking beyond the pop-up in the right corner of your screen. The bot answers questions for the guest including room service requests, restaurant recommendations, events, and tours all with a Vegas personality that matches the branding aimed at the hotel's young trendy customers. The results speak for themselves. Guests that interacted with Rose during their stay had a 33% higher satisfaction rate and spent 37% more than those that did not. The online and physical worlds are melding. Companies need to find a way to provide their customers with a consistent brand experience across platforms. Automation is a great starting point for that journey. This often provides immediate ROI while bringing an in-house technology experience that will align them with the future of e-commerce.

**“[Rose’s] playful personality has wooed hotel guests who booked direct into spending 37% more than guests who do not engage with her.”<sup>3</sup>**

- Mamie Peers Vice President, Digital Marketing, Cosmopolitan of Las Vegas

UNLOCK  
THE  
FUTURE  
TURN  
ON  
WHAT'S  
NEXT



## PERSONALIZED CUSTOMER SUPPORT

Build stronger customer relationships by providing personalized support at scale. RPA is a tool that can be deployed to help on things like automated emails on abandoned carts or preparing a call center screen by quickly finding relevant customer information across multiple systems. Every interaction with a customer effects the customer's perception of your brand. By providing more accurate and timely responses to issues and personalizing your messaging, you can make the interactions memorable.

**McKinsey Global Institute estimates 53% of retail trade activities are potential candidates for automation.<sup>4</sup>**

A black and white photograph of a man in a dark suit, white shirt, and patterned tie, sitting in the driver's seat of a car. He is looking down at a laptop on his lap, with his hands on the keyboard. The background shows the interior of the car and a window looking out onto a building with a grid-like facade.

## CATALOG MAINTENANCE



Reduce costs by automating mundane back office tasks. Catalog maintenance including price changes, copy edits, and translations across multiple countries can lead to a large amount of updates being done in an inefficient manner. For tasks that require a high-volume of repeatable tasks that process across multiple platforms, RPA can provide a fast and cost effective solution as compared to system consolidation or couple integration. Move your team's focus from the back office to the customer. Spend your company's time on strategy versus spreadsheets.

# 01 SPARQ AUTOMATION INTRODUCTION



Sparq Automation's mission is to move your company from zero to value, as fast as possible, in the Intelligent Automation space. The approach addresses automation in a holistic way. This includes developing a team culture that delivers. By utilizing lean and agile principles, we ensure the bot development is laser-focused on the projects that will help your business immediately.

The first steps are to score potential projects in a way that focuses on true ROI for your business and to code minimum viable products (MVP) that show value. While speed of implementation is critical, it is just as important to build a sustainable model for the long run. Our approach works with your team to develop a vision of your digital future while enabling the team to develop the skills to continually build on the initial Sparq going forward.

Sparq Automation RPA services that are provided in our holistic approach:

- Lean and Agile coaching
- Establishing a Center of Excellence
- Identification of projects for fast ROI
- Selection of software
- POC and pilot execution
- RPA staffing to reach critical

Schedule an overview today:

<https://rebrand.ly/sparq-rpa-inquiry>



## 02 DIGITAL WORKFORCE PLANNING

The steps into the automation space can seem overwhelming, including: new software, new skillsets, new vendors, and so many unknowns. It helps to remember that building out a digital workforce using bots is a journey. You do not have to have all the answers at the start. A methodical approach can simultaneously help you create value and increase your team's skillsets.

### ASSESSMENT OF PROCESSES

The first step in defining the value that RPA can provide your organization is to assess processes that are within the ownership of the sponsor of the project. If it is a corporate-driven initiative, the natural areas may be to look at repetitive data and form entries from the back office, starting with non-customer facing items first. If your project is more contained, such as at a department or functional area, you will want to find processes that require high volume repetitive human interaction with systems in that area.

The best starting point for most automation initiatives is to start with a time-savings metric. Sparq uses a scoring methodology that assesses

the hours and additional criteria to gauge RPA readiness. Regardless of the methodology, the goal of the initial review is to come up with a backlog of project ideas that are ranked for the initiation of your RPA journey.

### PROOF OF CONCEPT

Out of the initial assessment of your process domain, define a tightly scoped test project that will show interaction with internal systems. The proof of concept (POC) is a way to work through the ramp up of the software and team at a low cost while minimizing risk. Often, this can be completed using a test instance of software to validate that your software selection is correct for your organization. The POC will allow you to align the team on the agile processes, test the IT infrastructure, interact with your own systems, and show a use case that would be of value to the organization. The selection should consider the ability of the idea to resonate with various stakeholders and help build acceptance of the program.

### PILOT

Once you are able to show success and validate the POC, your next step would be to complete a pilot project. The selection of this project should be heavily focused on something that is well-scoped and will also provide easily recognizable value to business on day one. The pilot is meant to refine the team's working methods and to



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move from practice to live interaction with production systems.

The pilot should provide a test for IT interactions, permissions, and production release strategy. The focus on a single project will also allow for the team buildout and further refinement of the agile implementation. The successful completion of the pilot will also provide additional demonstrated-value to secure the needed resources to accelerate the RPA program.

## CENTER OF EXCELLENCE

In order to increase the maturity of RPA within the organization, a Center of Excellence (COE) should be formed to serve as a central resource center for the initiative. The organization's structure and deployment breadth will define some of the implementation choices. The leadership team that establishes the use of best practices will help to ensure successful and sustainable

The COE will provide the organization expertise in the following areas:

- Architecture
- Software
- Training
- Support
- RPA modeler

## BACKLOG

The transition to a fully operational RPA program should include an expansion of the product backlog. This will vary depending on the operational scope of your project. If you have small organizational breadth, this will involve doing a deep-dive into the areas and processes within the domain and focusing automation on items which will transform operations in the most effective way. If the scope is larger, it may make sense to broaden the areas reviewed quickly to focus on low-hanging fruit where you can see major transformation and continue to build supporters.

The key to the buildout is to know your Key Performance Indicators (KPIs) and to prioritize that list. The KPIs could include increased revenue, cost reduction, and decreased cycle time. Make sure they align to your stakeholders and customers in order to continue to show the value of the program.



# 03 START-UP PLANNING FRAMEWORK



Another key area to focus on in the beginning is the governance plan for RPA. This contains the rules that will govern where you will deploy, how you will deploy, and what will you deploy. The key areas are:

## Planning

- Key goals and scope of the program
- Stakeholder alignment and evangelizing the technology

## Technical Team Alignment

- Code review, deployment, and production support
- Agile implementation
- Business partner alignment
- Project prioritization focused on business value
- Building business knowledge of digital workforce, ML, and AI technologies
- Core business alignment and industry knowledge to help you win
- Focus on value creation and commitment to business improvements versus software
- Enabler of automation that brings your team into the process for a sustainable future

## Select a Technology

- UiPath
- Automation Anywhere
- Others: Blue Prism, Pega

# 04 CONCLUSION

RPA and the intelligent automation space is expanding at an incredible pace. Companies that are leading efforts have reduced costs, personalized customer service, and increased speed to market. With the various landscapes of companies, software leaders will continue to evolve. Those companies that do not define a digital workforce plan risk being quickly at a competitive disadvantage to those that have already started their journey. The risk is not only in the gained efficiencies of automation, but also in the training for their people in a future where mundane and repeatable tasks are no longer differentiators.

Like any start to a journey, there are many unknowns. The key to success in the intelligent automation journey is to develop a plan that limits cost exposure up front and to focus on immediate value projects. The software selection and technical implementation are obviously key components of success. Integrating the digital workforce in a way that enables your human workforce is the goal. The recent maturity in this space makes clear that the time to start your team's journey is now.



## References

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## About TechSparq

We help the world's most innovative and leading brands Turn On What's Next™ in ecommerce with Sparq Commerce. Our no wasted-motion policy means more efficiency and higher profits for our clients. Since our founding in 2007, we've been delivering software solutions, process improvement, and cost savings to the fortune 500.

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