



CASE STUDY

# Bot-Powered Transformation: Automating Complex Workflows for a Global Contact Center

## Organisation Profile

The client, established in 1955, is a leading multinational service provider of contact center solutions, specializing in outsourcing, account receivables management, and customer service, with operations across Canada, Costa Rica, the Philippines, the UK, the United States, Trinidad, Tobago, and India.

## Industry

Software

## Results

Increased Process Efficiency up to

**90%**

Manual effort reduced up to

**70%**

Enhanced accuracy up to

**95%**

## Business Problem:

Our client, a multinational contact center solutions provider, faced significant inefficiencies due to the manual handling of HR, finance, and document management tasks across their global operations. These manual processes, including data entry, email communications, and document uploads, were not only time-consuming but also prone to errors. Tasks such as HR recruitment, enrolment processes, and bank statement uploads required extensive manual effort, impacting overall productivity and accuracy. The labor-intensive nature of these tasks hindered the client's ability to scale efficiently and maintain operational consistency across regions, driving the need for a transformative solution to streamline their processes.

## Solution:

- **HR Recruitment & Enrollment:** Automated recruitment via Workday integration and streamlined enrollment with web-based automation.
- **Report & Statement Automation:** Automated Suncoast DP reports and bank statement uploads with AA A360 RPA and IQ Bot.
- **US Benefits & Correspondence:** Automated ICHRA waiver reminders and correspondence uploads to WebDoc using AA A360 RPA.
- **Client Remittance & Refunds:** Simplified remittance and refund processing by automating invoice application, EIB file creation, and letter generation.
- **Payments & Currency Exchange:** Automated IP payments and currency exchange rate comparison using AA A360 RPA and IQ Bot.
- **Workday Integrations:** Streamlined CV uploads, invoice processing, AD and Genius account deactivations, and document/photo uploads to Workday with RPA bots.
- **Notifications & Letter Processing:** Automated final pay notifications, sub letters, and merit/ITR document uploads with AA A360 RPA.
- **Canada Benefits:** Streamlined email distribution for new hires' benefits with automation.

## Challenges:

- **Manual Data Entry:** Inefficient, error-prone processes in HR, enrollment, and invoicing.
- **Complex Data Management:** Labor-intensive tasks for bank statements, remittances, and refunds.
- **Delayed Processes:** Slow handling of ICHRA forms, uploads, and final pay notifications.
- **Inefficient Document Handling:** Errors in file creation and uploads, including currency exchange.

## Business Benefit:

The implementation of AA A360 RPA solutions delivered remarkable improvements across operations. The automation ensured 95% accuracy in task execution and achieved a 70% reduction in manual effort, drastically cutting processing time from 9 hours to just 20 minutes. With 24/7 processing capability, the client experienced a 90% increase in process efficiency and enhanced consistency, enabling seamless scalability and operational excellence across their global operations. The transformation not only minimized errors but also optimized resource allocation, significantly boosting overall productivity.

## Key Stakeholders:

- Client's IT Department
- Bot Developers
- Engineers
- Quality Assurance Team
- Project Management Team
- End Users of the Bots



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