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# SUCCESSFUL

USE CASES ON RPA IMPLEMENTATION

# 1

## CASE STUDY: ANZ



### Why RPA?

ANZ Banking Group has traditionally suffered from a lack of agility when it comes to dealing with the changing volume of their transactional processes. In order to cope with seasonal trends, ANZ continually needed to complete rounds of hiring and training, before scaling back again once the seasonal high was over.<sup>(1)</sup> This inefficient cycle increased operational costs while wasting senior management's time.



### Project Initiatives

ANZ rolled out a staged automation program involving 100 robots during the first stage with another 100 during the following quarter. The key processes being automated included transaction investigations, tracing and recalling funds, audit certificates and funds disbursements for mortgage loans. The staff members who used to complete these basic transactional tasks were freed up and moved into more creative and strategic roles



### Results & Future Programs

RPA gave ANZ 40% cost savings across its business transactional processing operations and significantly reduced end-to-end delivery time for their customers. In one area of payments, ANZ were able to reduce the number of human staff from forty people to just two.<sup>(2)</sup> ANZ now plans to extend their automation program to incorporate a further 900 robots across all of their global hubs in order to replicate the same kind of success on a much grander international scale.<sup>(3)</sup>

- (1) Everest Group, A Conversation with Simen Munter and Pankajam Sridevi, ANZ Global Hubs Leadership, 12/12/2015
- (2) Financial Review, Rise of the machines as ANZ brings in robot workers to do the 'boring' jobs, 24/08/2016
- (3) Everest Group, A Conversation with Simen Munter and Pankajam Sridevi, ANZ Global Hubs Leadership, 12/12/2015

# 2

## CASE STUDY: Telefonica O2



### Why RPA?

In 2004 a large number of Telefonica O2's business transactional processes were outsourced to India over the course of an ongoing back office transformation program. By 2009, the company had 375 Full Time Equivalents (FTEs) in Mumbai and operational costs were rising in step with wage increases occurring in India. <sup>(4)</sup>



### Project Initiatives

Towards the end of 2014, O2 invested in RPA technology in order to automate a number of key transactional processes, most of which affected customers directly.



### Results & Future Programs

O2 now utilise over 160 robots to automate between 400,000-500,000 transactions across 15 core business processes, many of which were either partially or wholly repatriated from overseas outsourcing service providers. The three-year return on investment was between 650-800%, resulting in just under \$1.25 million in benefits.<sup>(5)</sup> This was a "slow and steady" beginning for O2, who are now looking to expand the RPA project into a much wider range of essential transactional processes.<sup>(6)</sup>

- (4) The Outsourcing Unit, Robotic Process Automation at Telefonica O2, April 2015
- (5) The Outsourcing Unit, Robotic Process Automation at Telefonica O2, April 2015
- (6) Genfour, O2 deploy Robotic Process Automation to complete processes in slick timescales, 15/12/2014

# 3

## CASE STUDY: Dell



### Why RPA?

Dell's BPO clients needed to be educated about the long-term benefits and transformational potential of RPA. Instead of viewing it merely as a tool for reducing FTEs and making cost savings, Dell needed to demonstrate to its customers the ability of RPA to redesign the entire process of developing and delivering core business transactional products for a wide range of industries.<sup>(7)</sup>



### Project Initiatives

Dell has released a range of RPA solutions (including a real-time monitoring dashboard known as the Automated Full Time Equivalent (AFTE) Command Centre) which allow their operators to massively reduce the turnaround time of developing customer-facing processes. Their customers can now design and sell products in ways that are more immediate and effective than ever before.



### Results & Future Programs

Dell's AFTE solution has won the Best Outsourcing Thought Leadership award for BPO innovation from the Outsourcing Institute.<sup>(8)</sup> Dell Services is now integrating the AFTE personal assistants into its BPO solutions with a view to providing its customers with the ability to completely revolutionise and overhaul its key business processing development strategy.<sup>(9)</sup>

- (7) Institute for Robotic Process Automation, An IRPA Interview: Tanvir Khan, Vice President, Business Process Outsourcing, Dell Services, December 2015
- (8) Dell, Dell Services Announces Robotic Process Automation Solution to Improve Quality, Speed and Deliver Better Value for Customers, 10/08/2015

# 4

## CASE STUDY: Volvo



### Why RPA?

Volvo's supplier invoicing systems in its accounts payable (AP) department involved a wide range of manual interactions and interventions which often required human agents to read invoices before manually validating, registering and redirecting them. This system was leading to increased operational costs and slower processing of time-sensitive invoices, which in some cases impacted on supplier relationships with Volvo.<sup>(10)</sup>



### Project Initiatives

Volvo implemented an RPA solution which operated on top of the existing applications in a non-invasive way, allowing the processes to remain unchanged while the robots performed the associated tasks much more quickly than their human counterparts.<sup>(11)</sup>



### Results & Future Programs

The need for human intervention in the AP process was completely eliminated while accuracy and speed of invoice processing were both significantly increased. This improved customer relationships while freeing up key staff members for more strategically-oriented tasks.

- (9) Ibid
- (10) PC World, Learn about: Robotic Process Automation (RPA), 07/09/2016
- (11) UI Path, The Challenge of Accounts Payable Automation, 14/09/2016

# 5

## CASE STUDY: Shop Direct Group



### Why RPA?

Shop Direct needed to improve its back office processes in order to deal with the highly seasonal nature of its operations more effectively. <sup>(12)</sup>



### Project Initiatives

Shop Direct created an in-house centre of excellence equipped with a suite of suitable automation solutions. Furthermore, the RPA solutions equipped the centre with a “business self-service” option which allowed trained Shop Direct staff to develop and implement their own automation processes much more quickly and effectively. <sup>(13)</sup>



### Results & Future Programs

The centre of excellence provides Shop Direct staff with easy-to-use automation tools which enable the implementation of RPA processes within a matter of days. The project’s ROI was such that the initial investment was made back within a month and it eliminated the recruitment and training costs of 22 FTEs. <sup>(14)</sup> Shop Direct aims to expand the centre’s scale and sophistication in order to bring more effective RPA processes online through the ideas and experience of their own staff.

(12) Blue Prism, Case Study: Shop Direct

(13) Ibid

(14) Blue Prism, Project Background: Shop Direct

## SOURCES

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- ▶ <https://www.blueprism.com/case-studies>



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