



Hyperautomation in the contact center

**Leveraging automation and AI
to enhance customer experience**



Realizing (and reimagining) the limits of automated customer care

Customer satisfaction is critical to business success.

It sounds like a simple truth, but it's inherently complicated. Because the prerequisites for that satisfaction aren't static. Expectations are intensifying, and customer questions or concerns are expected to be resolved with increasing professionalism and proactivity, across multiplying channels—and at a constantly accelerating rate.

New customer contact technology has promised us a solution: Emerging cloud-based contact centers and self-service channels can enhance agent capabilities to meet higher volumes of customer contact and provide faster resolutions.

But in reality, they often fail to deliver.

The main detractors? Siloed data and disparate technologies.

While agents find themselves with more tools at their disposal than ever before, the friction between applications that don't cooperate breeds frustration and stress.

The next step for customer contact centers is bridging the gap between customer needs, agent empowerment, and business optimization—by amalgamating existing customer care technologies and applying advancements in AI, machine learning (ML), and robotic process automation (RPA).

The good news is that this “next step” is happening, right now.

Hyperautomation: Overcoming the challenges of siloed systems and processes

The newest digital business applications always boast exciting potential, but when it comes time to integrate them into an existing and often complex tech stack, their true capabilities usually remain stifled.

Let's consider IVR systems as an example. The benefits of an IVR system are well-documented: It helps increase first contact resolution, improve service and agent efficiency, and reduce operational costs. And the technology continues to evolve in powerful ways. One such example is Amazon Connect's Natural Language Understanding (NLU) service for bots, Amazon Lex, which includes an automatic speech recognition (ASR) option, also known as speech-to-text (STT), so it can handle voice in addition to text.

IVR systems continue to remain a significant first point of contact for customers as part of an enterprise's customer service system, and they are foundational in providing "self-service" solutions for customers.

For IVRs to fully resolve customer queries, they must send information to and from back-end systems such as finance platforms, customer relationship management (CRM) tools, and many others. However, many back-end systems, especially legacy and in-house developed applications, do not have APIs available. Even when they do, resources (people, technical skills, time, money) are required to manually connect these systems and regularly maintain these integrations.

This means that for the vast majority of contact centers today, which rely on a combination of modern, legacy, and homebrewed systems, most customer concerns cannot be resolved solely using IVRs. The disconnects created between these systems are leading to a mere 9% of customers solving their issues via self-service channels.¹ But these technologies can be effectively integrated with a centralized, overarching vision to support customer service.

¹ "Gartner Says Only 9% of Customers Report Solving Their Issues Completely via Self-Service," Gartner, 2019.

UiPath & Amazon Connect: Automate the contact center

1 Customer contacts support via voice or chat powered by Amazon Connect

2 UiPath Robots and human agents work together or independently to fulfill requests

3 UiPath RPA can reach into any system, including on-prem mainframes, cloud-based web services, and those not previously accessible via Amazon Connect Lambda functions



Technologies like IVRs and AI-powered chatbots—and the benefits they provide—are vital for today’s contact centers. They work in conjunction with other tools to execute the right actions for the customer at the right time. For instance, the IVR can understand the intent of the customer request—which is incredibly valuable—but it also needs to reach into the right systems to act on that information for the customer, and to fulfill the customer request efficiently.

Robotic process automation (RPA) is the glue that binds these pieces together, and acts as the last-mile fulfillment for the customer. RPA integrates individual channel solutions into the “whole”—helping to create a productive, efficient, and thriving contact center.

When unified by RPA, these new technologies can supersede what we’ve traditionally considered effective customer contact, and they do so by augmenting the human aspects of the contact center.

This is the essence of hyperautomation.

The UiPath end-to-end platform for hyperautomation starts with RPA at its core, and then expands automation capability with artificial intelligence (AI), process mining, analytics, and more to support organizations across their entire automation lifecycle.

The UiPath platform for hyperautomation integrates tools and technologies that support your contact center's end-to-end automation journey—from discovering what to automate; to designing, managing, and running automations; to engaging humans in automation projects; and finally, to measuring impact and results.

Because UiPath RPA can reach into any system, including on-premises mainframes, cloud-based web services, and those not previously accessible via AWS Lambda functions—deployment of Amazon Connect, an easy-to-use, omnichannel cloud contact center, can reach its full potential to serve customers with the right information at the right time.

The idea is to have software robots automate tedious, mundane tasks and empower a contact center's workforce to spend time on tasks that drive its business forward.

The UiPath Platform: Built for hyperautomation

Discover



Discover automation opportunities powered by AI and your people

Build



Build automations visually, with drag and drop activities and templates. Combine RPA with AI to do even more

Manage



Manage, deploy, and monitor your automations—from anywhere, at scale, securely

Run



Run automations with software robots that work with your applications and your people.

Engage



Engage humans and robots in collaboration to automate complete processes

Measure

Measure and align automations with strategic business outcomes with powerful, embedded analytics

The human side of hyperautomation

Despite how far the technology has come, ultimately, customer contact is still a human-driven endeavor. The UiPath platform augments the capabilities of helpful, proactive agents.

Unattended robots (robots that do not require human intervention) powered by Amazon Connect and UiPath work together to resolve simple issues, such as resetting a password, through self-service channels with zero agent involvement. While agents are not directly involved, they still benefit: A seamless process enables customers to resolve issues quickly and easily in the self-service channel of their choice, freeing up agents to work on resolving more complex customer issues.

When complex issues do arise, Amazon Connect routes customers directly to agents, who are assisted by UiPath attended robots (robots that work alongside humans). With UiPath, agents spend less time toggling between applications or screens to find the information they are looking for during the call, and more time delivering personalized customer conversations. After the call, UiPath unattended robots help the agent reach into back-office systems to complete

post-call work that is often manual, such as updating call summaries or taking post-call action and automatically notifying the customer when the action is complete.

With agents and robots working in unison, UiPath and Amazon Connect provide a solution that achieves measurable KPI improvements—like reduced average call handling times and greater first call resolution—while also:

- Providing agents with a holistic “360-degree view” of the customer, with information at their fingertips from all relevant systems accessed by RPA.
- Giving back agent time for high-value conversations and customer assistance.
- Helping agents do post-call work, like submitting call notes, or taking action on the customer’s behalf.
- Simplifying training and onboarding costs for agents through clearly defined, automated systems and prompts.

“ RPA alone is not hyperautomation. Hyperautomation requires a combination of tools to help support replicating pieces of where the human is involved in a task.”

— Gartner, 2019²

² “Gartner Announces Top 10 Strategic Technology Trends For 2020,” Forbes, 2020.

Outcomes of RPA-driven contact center solutions by UiPath:



Improve customer experiences.

With robots handling tasks, teams are free to deliver world-class, personalized services to customers.



Elevate your employees' experience.

By automating tasks, your teams are free to spend time on higher-value work, resulting in happier agents whose positive engagements equate to happier customers.



Ensure compliance.

UiPath robots improve compliance by following the exact process that meets your standards. Reporting tracks your robots, keeping documentation at your fingertips.



Save time and effort.

Uncover efficiencies and insights that streamline digital transformation and increase its cost-effectiveness.



Increase business resilience.

Error-free, compliant processes across any complicated tech stack means that you're ready to respond quickly to any shifts in the market.

UiPath and Amazon Connect: Powering the future of the contact center

Designed from the ground up to be omnichannel, Amazon Connect provides a seamless experience across voice and chat for your customers and agents. This includes one set of tools for skills-based routing, powerful real-time and historical analytics, and easy-to-use, intuitive management tools.

The UiPath platform extends the value of Amazon Connect by connecting it to any back-end system, even if an API is not available. This drastically expands Amazon Connect's capabilities to gather information and perform actions across any tech stack, from on-prem mainframes to virtualized systems to cloud-based web services.

Deploying our fully automated robots alongside Amazon Connect helps resolve customer issues with more effective self-service, reducing call volume by up to 50%, improving customer satisfaction, and driving operational efficiencies.

While great customer service and experience ultimately drives top-line revenues, there are also more direct impacts: Gartner's 2019 Customer Service and Support Leader poll identified that live channels such as phone, live chat, and email cost an average of \$8.01 per contact, while self-service channels such as company-run websites and mobile apps cost about \$0.10 per contact.³ That's an average savings of 98.75% per interaction for businesses that deploy effective, integrated self-service tools.

Integration is key—UiPath and Amazon Connect bring together all the components needed for hyperautomation in your call center, with end-to-end call center capabilities that integrate with your existing tech stack and access siloed data.

³ "Gartner Says Only 9% of Customers Report Solving Their Issues Completely via Self-Service," Gartner, 2019

UiPath RPA's extensive open platform easily integrates with any system that your contact center relies on to gather information and take action for your customers. Customers can utilize a combination of both pre-built native API integrations for common enterprise applications such as CRMs, and also UI integration to systems with no APIs and previously not accessible via any other tool.

This means you'll see results faster. Streamlined integration capabilities, easy-to-use design experiences, and an intuitive user interface in UiPath Studio ensure fast deployment and a quick return on investment alongside your Amazon Connect instance.

From small automation projects to extensive, company-wide scopes, UiPath Orchestrator and UiPath Robots quickly scale alongside Amazon Connect to meet any enterprise need, for normal business cycles or unplanned spikes in call volume.

A joint solution with UiPath and Amazon Connect helps ensure that customer issues are resolved faster, with reduced effort through a consistent, streamlined, and personalized experience—regardless of the channel—and can even proactively offer solutions that may prevent future issues.

UiPath and Amazon Connect deliver high-value solutions for customers who:



Have a mix of legacy systems, home-grown systems, closed-loop enterprise systems in internal IT environments, and/or modern systems that contain customer information



Are looking for the fastest and most cost-effective way to build and maintain integrations to the back-end systems that support the contact center



Have implemented automation initiatives in business processes and are looking to scale digital transformation in customer service



Are invested in Amazon Connect and need to rapidly bring together their continuously expanding tech stack in the contact center



Seek to modernize and innovate their customer service technologies

Contact Center Use Case: Financial Services

A major financial services firm found its contact center overburdened.

The bank's call center handled both customer calls and internal calls from branch employees. The increasing call volume consisted of 50–70% simple requests, unnecessarily overwhelming agents and resulting in long wait times.

Amazon Connect and Lex were selected along with the UiPath end-to-end platform for hyperautomation to interface with the customer's disparate systems of record, many of which did not have available APIs. UiPath robots processed transaction disputes, unrecognized transactions, lost or new card requests, and password resets—directly from Amazon Connect, without agent involvement.

Post-deployment, the bank recorded a 40–50% reduction in agent call volume, resulting in significant improvements in customer experience through reduced hold times.

Benefits

1. 30%+ reduction in average handling time (AHT) for inbound calls
2. Reduced call volumes to agents by 40–50%
3. Improved security and compliance from enhanced authentication process

UiPath and Amazon Connect can introduce a level of hyperautomation

If you're ready to create—or level-up to—today's most innovative, effective customer contact center, UiPath and Amazon Connect can introduce a level of hyperautomation that realizes your agents' true potential in terms of productivity, efficiency, and excellence of service, creating exceptional customer experiences that bring your organization closer to your financial goals.

Click below to find out how we can tailor a solution to fit your precise needs.

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