



Robotic Process Automation for Contact Centers



Contact centers today play a critical role in customer satisfaction and experience. More and more they are the front lines of corporate revenue generation and customer retention.

But the information required to operate these contact centers tends to reside in a hodgepodge of disparate systems and require multiple user interfaces and logins. This makes seemingly simple tasks difficult and causes frustration for both employees and customers.

Updating legacy interfaces; adding or even just changing the screens on these monolithic applications can trigger long and costly projects to incorporate new fields or functionality as they are developed, tested, and users are trained and the solution is eventually rolled-out to the workforce.

Here are a few of the areas where Contact Center teams can struggle:

✔ Customer Account Mgmt.

Difficult to quickly access customer details, history, and potential current issues and update customer information, often in multiple backend systems.

✔ Self-Service and Support

Lacking a central knowledge-base creates a frustrating customer experience on self-help portals.

✔ Product Support

Challenging to accurately portray the current and past Product versions, FAQs, and known issues from disparate systems.

✔ New Sales/Orders

Pricing and configuration details are sourced in many places, leaving the agent with stale or incorrect sign-up information.

The Benefits of RPA in Contact Centers



Create Seamless Agent Experiences

By leveraging a robot assistant for agents, multiple system logins, lookups, and updates can be performed by the robot while the agent is focused on managing the customer; all while leaving legacy systems intact. This retains all existing business logic, screen configurations, and data security; while cost effectively improving the agents' effectiveness.



Shorten Call Handle Time

Speed and accuracy are essential when handling customers, and robots shorten the overall call handle time by adding a 2nd set of "hands" for completing tasks in parallel. It is common for agents to retrieve information from multiple systems to complete a single transaction. With a robot assistant, multiple systems can be accessed in parallel (and in the background) while the primary interaction is front-and-center for the agent.



Enhance Self-Service Capabilities

Most contact centers have implemented some sort of initial "automated" customer interaction. Whether through a chatbot, IVR, or intelligent CTI routing - companies strive to garner as much information as possible before assigning a live agent. Automation can provide resolution at a fraction of the live-agent cost. Robots can increase the amount of self-help provided, since additional non-integrated systems and unstructured data can now be included in the evaluation, classification, and completion of the customer request.



Improve and Increase Outbound Interactions

Many contact centers operate in both inbound and outbound modes. The inbound operations tend to benefit heavily from leveraging "attended" robots that work in conjunction and "inline" with agents. For outbound operations, the focus shifts to backend, or "unattended" robots to intelligently gather lists for the target audience.

Top Contact Center RPA Use Cases

Let robots handle the tedious and repetitive Contact Centers tasks so your agents can be more customer focused and provide a better overall customer experience.

Customer Account Management

Propagate account information updates through multiple systems, use basic account data, verify/lookup entitlement details from ERP, verify addresses using USPS validations, automate account creation and closure data entry (either attended or unattended). Build self-service for basic review/changes.

Product Support

Automate the verification of product model, serial numbers, warranty purchase date. Process Returns (RMA) paperwork automatically (create, send email, kickoff logistics), provide deep “knowledge base” lookups to resolve customer issues and questions.

Service and Support Automation

Proactively collect faults and alerts – automatically notify support team and stakeholders, intelligently notify constituents when service activities will impact production systems, provide self-service for Field techs to initiate tests, start/restart/end services, self-service for end-customers for advance troubleshooting (beyond FAQs).

New Sales / Product Orders

Provide product compare/contrast information (pre-sales support), automate estimates, quotes, and PO paperwork (external and internal), capture prior purchase details for re-use - simplify the customer information collection, and instantly sync data across sales, service, and logistics systems to reduce after call work.

Why RPAaaS?

No need to tackle RPA on your own. No need for expensive consultants. Maximize your ROI with Optezo's RPA-as-a-Service. We have the playbook.



Fast-Track to ROI

Optezo's RPAaaS will help you quickly identify the right RPA candidate processes. Deploy your initial bots in a matter of weeks. Optezo focuses on your RPA time to value and will continually improve your bots to ensure you achieve your ROI goals.



“Instant-On” RPA Capability

Engaging Optezo provides you access to all the experts you need with deep experience in all aspects of RPA. No need to worry about RPA and Infrastructure setup. Optezo handles this for you.



Simplicity of Engagement Model

Engaging with Optezo is easy. All costs - software, hosting, development, support, enhancements, monitoring, and ROI reporting are included in one monthly fee.



Out of the Box RPA Center of Excellence

No need to build your own RPA COE. Optezo does it for you. We provide you everything you need for ongoing RPA success including RPA demand generation, governance, best practices, and communication.

Ready to increase your contact center's effectiveness using RPA?

Contact us to have a look at our catalog of ready for RPA Contact Center processes and let's discuss how you can quickly realize the value of RPA.

[Let's Get Started](#)