TECHNICAL BRIEF: Data Analytics & RPA

TECHNOLOGIES AND APPLICATIONS

Python, Power BI, Power Apps

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UiPath for automation with Citrix, Active Directory, AS/400, OnBase, SAP, eGain

BUSINESS CHALLENGE: SALES ANALYTICS & AUTOMATION

A national healthcare supply company had a product portfolio of over 4,000 SKUs, creating complex lead generation and sales processes. Not only did it present a steep learning curve for new field reps, but even tenured territory managers were overwhelmed with product-matching research to fully leverage every customer opportunity. Developing an automated "suggested solutions" proposal process was key for revenue improvement initiatives..

DEVELOPMENT APPROACH

Using an Apriori algorithm, the SMC Squared Global Insourcing Center in Bangalore worked in unison with US-based development teams to provide tools and techniques for advanced analytics. Together, they enhanced the company's sales platform by enabling predictive product matching based on purchase and transaction histories. This empowered the sales team to create customer-specific strategies to better meet their needs.

STRATEGY & RESULTS

The resulting enhancements to the sales analytics platform helped to increase revenue significantly. Field reps were able to create more overall demand by leveraging cross-selling opportunities across the thousands of available SKUs to precisely match customer needs. Additionally, relationship management processes were streamlined, effectively reducing situation assessment research time by over 4 hours per customer contact.

BUSINESS CHALLENGE: ROBOTIC PROCESS AUTOMATION

Looking to improve processing and transaction speeds, a global customer service center engaged the technology development team to automate routine activities that did not require manual interventions. The objective was to reduce operational costs, improve response times, and exceed customer satisfaction goals.

DEVELOPMENT APPROACH

SMC Squared, through its US Enablement approach and Strategic Assessment Model, worked with this global company to identify and prioritize the processes best suited for automation. A development roadmap was established for discovery and analysis of over 25 repetitive workflows and tasks. Together with the Bangalore team, automated processes were built in two-week sprints based on priority and readiness for automation.

STRATEGY & RESULTS

The team implemented a standard development lifecycle and process focused on building modular, reusable components in UiPath. This included a key deliverable for automated processing of approximately 200 daily contracts. Repetitive tasks were eliminated that enabled human resources to strategically focus on higher value-added activities and customer relationship management.

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