

# MHP DeepDive



## Prozessautomatisierung

Mehr Automatisierungs-Power  
Dank AI



# MHP DEEPDIVE PROZESSAUTOMATISIERUNG



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Bachelor Wirtschaftsingenieurwesen DHBW  
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Robotic Process Automation  
Intelligent Automation



Effiziente und automatisierte Prozesse für das  
Plus an Customer Experience



**BENEDIKT BLASER**  
Lead Partner Enablement EU  
Automation Anywhere



Magister Linguistik & Literatur, ehem. Gründer  
und begeisterter Freund von Kommunikation,  
Interaktion und Automatisierung



Intelligente Automatisierung, Ergonomie in der  
Arbeitswelt



User Experience und Prozessoptimierung

Umfrage:  
Haben Sie bereits  
Automatisierungs-  
lösungen in Ihrem  
Unternehmen im  
Einsatz?

[www.menti.com](http://www.menti.com)  
Code **7864 8344**



# MHP DEEPDIVE TERMINE



## Stay tuned

Weitere spannende  
DeepDives ab September



# AGENDA

1. Transformation in the Automation Market
2. GenAI in Automation
3. Considerations for Responsible Use of AI



# **TRANSFORMATION IN THE AUTOMATION MARKET**

# WHILE COMBINING AUTOMATION ACROSS DIFFERENT FORMS



## Business Apps

Requires a process to run entirely within an app and is costly to customize.

- ✓ Connected to Humans
- ✗ Siloed from other Apps
- ✗ Customization Required
- ✗ Incomplete Processes



## APIs

Requires experts to build and runs in the background based on pre-configured rules.

- ✓ High Volume Transactions
- ✗ Disconnected from Humans
- ✗ Expert Development
- ✗ Incomplete Processes



## Traditional RPA

Used mainly for on-prem systems and lacks app-embedded automation for human engagement

- ✓ Fast and Easy-to-Build
- ✗ Disconnected from Humans
- ✗ Not for Real-time Tasks
- ✗ Incomplete Processes

Combining APIs, RPA and embedding in business apps – a solution that gives you the complete automation access

# Optimize Customer Service with the Automation Anywhere Robotic Interface (AARI)

Decrease Average Handling Time for Customer Inquiries

# A TRANSFORMATIVE SHIFT IN THE AUTOMATION MARKET

Generative AI will revolutionize the Automation Market

## Last Four Years

The battle for "pure play" automation leadership

## Last Two Years

Integration vs. Best of Breed  
Back-end systems vs. Front-end Interfaces

## Now...

A new system of work for the enterprise-AI Powered and Transformational

A collection of logos for pure play automation companies: AUTOMATION ANYWHERE, UiPath, celonis, SIGNAVIO, outsystems, appian, workato, and boomi.

**Hyperautomation Segment**

|                           | SAP                 | IBM                  | Microsoft       | salesforce    |
|---------------------------|---------------------|----------------------|-----------------|---------------|
| <b>RPA</b>                | contextor           | WDG AUTOMATION       | softomotive     | servicetrace  |
| <b>iPaaS</b>              | SAP                 | IBM                  | Microsoft       | MuleSoft      |
| <b>Low-Code / No-Code</b> | SAP                 | -                    | PowerApps       | salesforce    |
| <b>Task Mining</b>        | -                   | -                    | Process Advisor | -             |
| <b>Process Mining</b>     | SAP Signavio        | my invenio           | minit           | -             |
| <b>BI/Analytics</b>       | SAP Analytics Cloud | IBM Cognos Analytics | Power BI        | + a b l e a u |

**Interaction Layer**

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**AI Powered Intelligent Automation Layer**

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**System of Record**





# GENAI IN AUTOMATION

# HYPERAUTOMATION PLATFORM

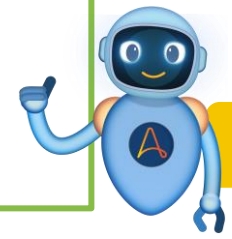
The bridge between Interactions and Systems of Record

Interaction Layer

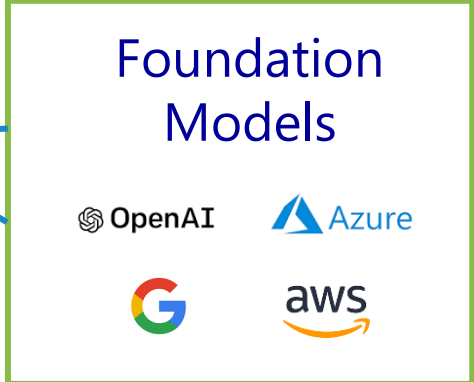


Embed automation and AI into any experience with controls and guardrails

Your Automation Co-Pilot



Intelligent Automation Layer



Systems of Record



# CUSTOMER COMPLAINT RESOLUTION

## Customer Challenge

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- When things go wrong, customers demand instant resolution.
- It's difficult to make this possible, especially when there aren't enough contact center agents to handle incoming complaints.
- And when a flight is delayed, hundreds of passengers are impacted at once, causing an influx of inbound complaints and requests.

## The Automated Solution

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- Incoming customer emails are analyzed for content, need and tone.
- A case is automatically created in the CRM with all of the pertinent details.
- Agent can view case details and initiative workflows directly in the call center app via Automation Co-Pilot.
- Agent can leverage gen AI to auto-draft a personalized reply that includes an appropriate response and resolution with the appropriate tone of empathy and gratitude.

## Business Impact & Outcomes

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- Nearly 100% reduction in AHT
- Increased customer satisfaction and loyalty
- Improved agent experience and employee retention

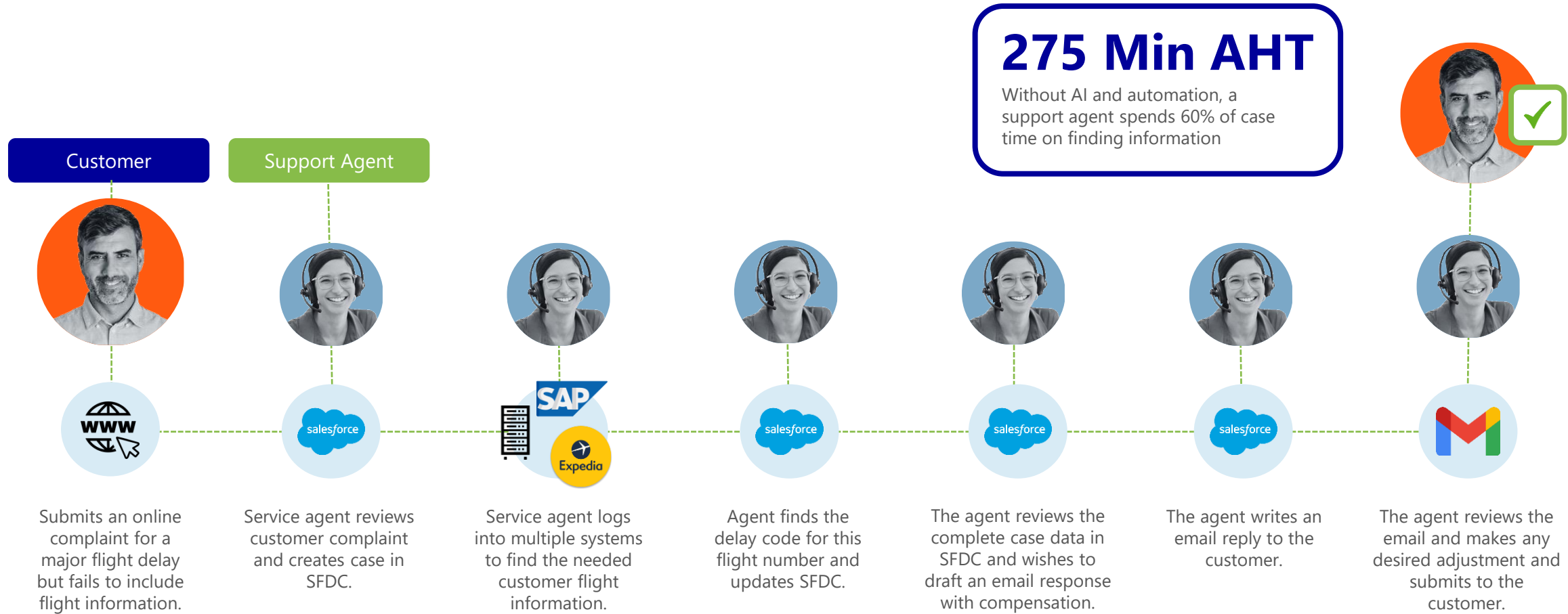
## Products that Support This Solution

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- Automation Co-Pilot
- Robotic Process Automation
- Integration with generative AI

# AUTOMATION CO-PILOT AND CHATGPT

A Flight Delay Claims Process Takes Up To 3-Hour Wait



Feed    **Details**

|                   |           |                       |              |
|-------------------|-----------|-----------------------|--------------|
| Case Number       | 00001026  | Flight Number         | 1974         |
| Passenger Name    | Cindy Lin | Frequent Flyer Number | 8611993      |
| Date              | 1/15/2023 | Compliant Category    | Flight Delay |
| Departure Airport | DFW       | Delay Code            | pixelfed     |
| Arrival Airport   | ATL       | Status                | New          |

Case Description

Description

I am writing to express my disappointment and frustration with the flight delay on Jan 15. The flight was scheduled to depart from DFW at 5pm and arrive at 9:30pm. However, the flight was delayed by 20 hours without any clear explanation or communication from the airline. My Frequent Flyer number is 8611993.

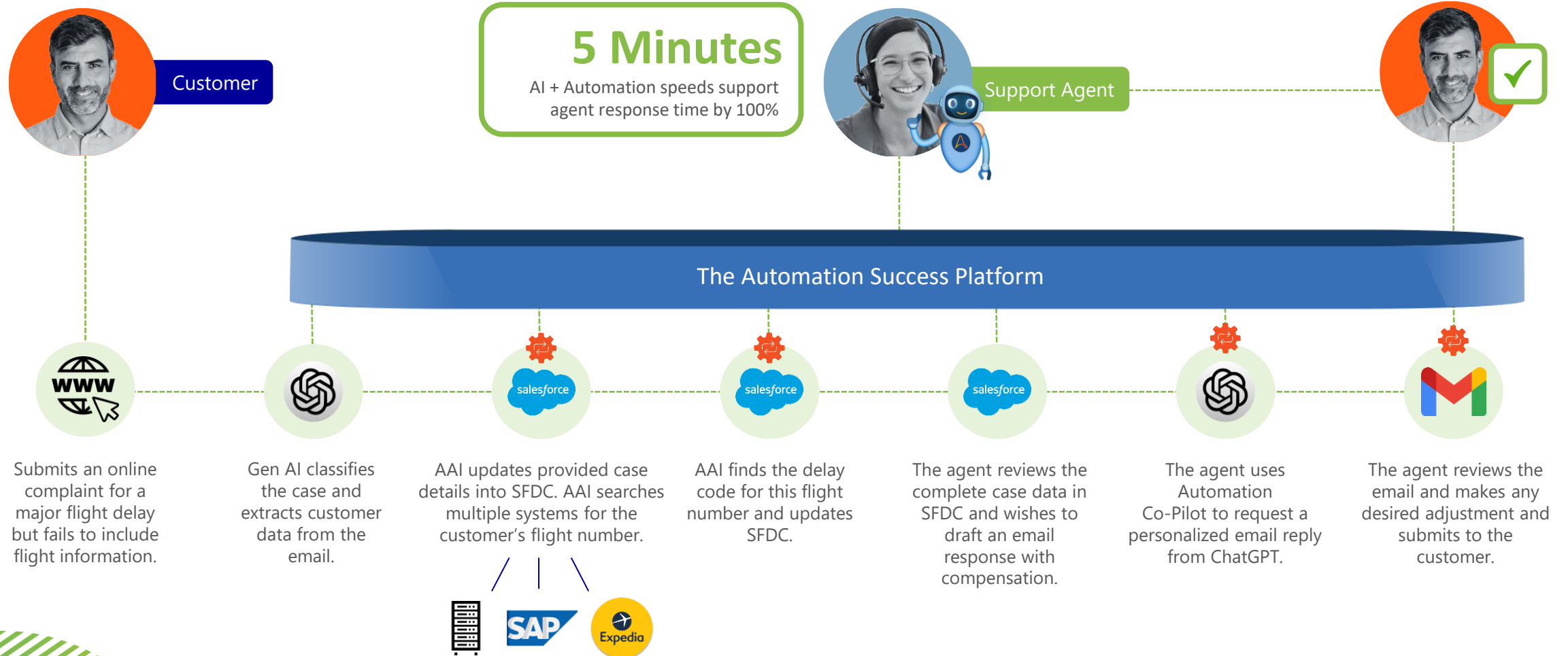
This delay not only caused inconvenience for me and my traveling companions, but also resulted in missed connections and additional expenses. I understand that flight delays can be a common occurrence, but the lack of information and transparency from the airline was unacceptable.

Automations    My Tasks

- Agent Assist**    ▶    🔊  
Completed 3 minutes ago
- Passenger History Lookup**    ▶    🔊  
No activity

# AUTOMATION CO-PILOT AND CHATGPT

Accelerate Complaint Resolution by 100% with Generative AI





# CONSIDERATIONS FOR RESPONSIBLE USE OF AI

# FOUR CONSIDERATIONS FOR RESPONSIBLE USE OF AI

Put safety, security, and governance first. Supported by The Automation Success Platform.

1

## Secure Model Selection

Select LLMs based on their model quality and their ability to protect your data.

2

## Guardrails For Use

Provide pre-defined input prompts in your automation workflows using Automation Co-Pilot.

3

## Human-in-the-Loop

Have a human assess and validate the outputs AI provides and ensure it's accurate.

4

## Performance Monitoring

Log and monitor generative AI model inputs and outputs to ensure data is logged in the context of work, track model performance, and flag potential issues.

Umfrage:

Wann sehen Sie Potenzial für den Einsatz von GenAI und Intelligent Automation in Ihrem Unternehmen?

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# LET'S GET CONNECTED



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Scannen Sie den  
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# MHP DEEPDIVE TERMINE



## Stay tuned

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DeepDives ab September



# MHPDEEPDIVE VERPASST?

Kein Problem!

Alle vergangenen **MHP**DeepDives  
finden Sie hier:



[www.youtube.de/MHPProzesslieferant](https://www.youtube.de/MHPProzesslieferant)



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