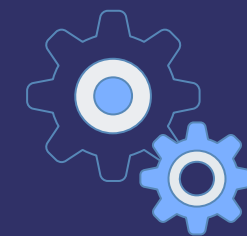




HOW AUTOMATION CAN HELP YOU OVERCOME CUSTOMER RELATIONSHIP CHALLENGES



Novelis

SS&C | blueprism[®]

CLIENT CASE

CONTAXIUM

Smart Automation to improve the efficiency of agents in call centers

In order to offer its customers smoother services and to remain competitive in an increasingly tense and off-shore environment, a French specialist in 24/7 call center services decided to automate and digitalize its business processes, with the help of Novelis and Blue Prism.



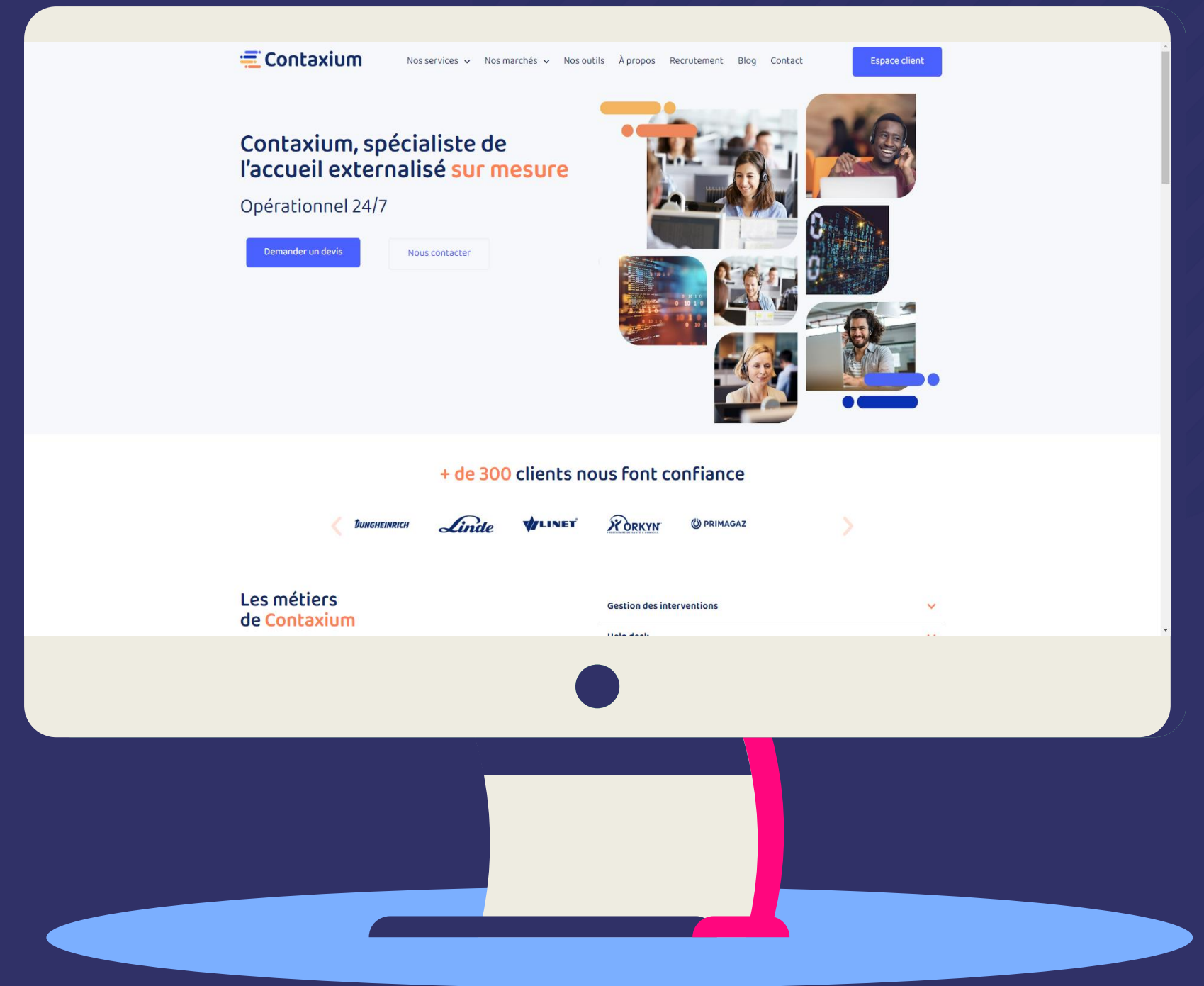
Eric Esnault
CEO - Contaxium

WHO IS CONTAXIUM?

Contaxium was created at the end of 2017, the result of a merger between two contact centers (Adexium and Contactel) that had undergone a comparable evolution since their creations in the 1980s.

With almost 40 years of experience in call center operations, the idea was to create a larger contact center to manage the volume of calls more fluidly and more securely, by distributing the processing of contacts over two remote sites. Thanks to its extensive expertise in outsourced reception, Contaxium can address all types of complex customers.

Contaxium has become a specialist in outsourced reception, operational 24/7 for: intervention management, call center, pharmacovigilance, agenda management, help desk. In reality, this translates into an empathetic, natural and fluid reception, supported by a robust and innovative IT infrastructure. Indeed, since 2021, some processes of Contaxium's High Availability (99.9%) systems integrate RPA (Robotic Process Automation) and AI technology, powered by Novelis and Blue Prism.

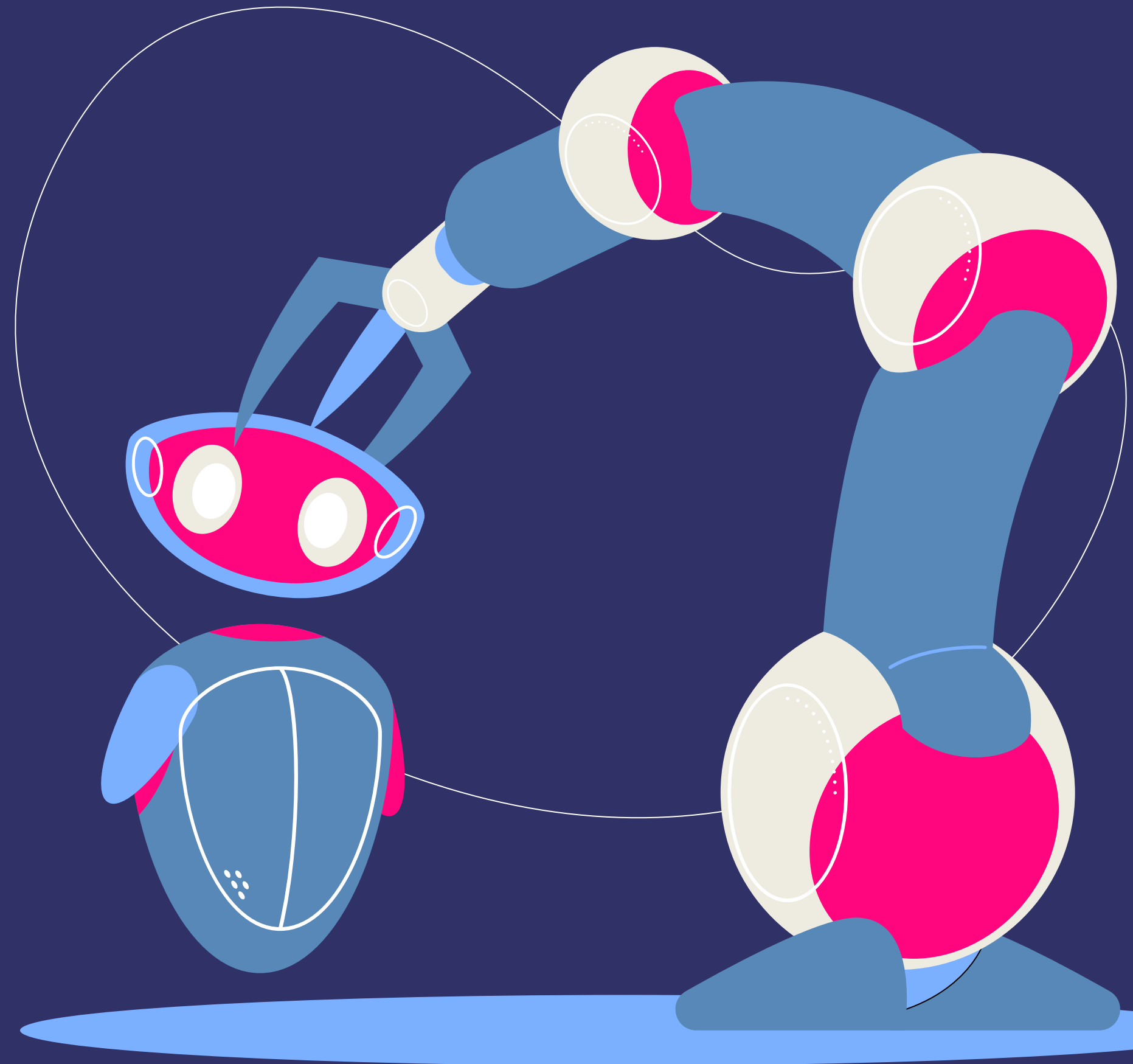


THE CHOICE OF AUTOMATION

For Contaxium, the idea was to use technology to become a creator of value where automation can often be decried as a job killer. For a call center, the main challenge is to reduce costs and call times and to train call center agents on the information systems. "The more we build loyalty among employees by giving them the right tools to feel good, the more we will gain in service quality," explains Eric Esnault, CEO of Contaxium.

This automation approach was also organized around two other issues

- The ergonomics of operator applications, so that services remain fluid
- Complex processes and services that must be made more efficient in an increasingly competitive and off-shore environment.



"Contaxium already had an important IT dimension at the heart of its services, so digitization and automation were the logical next step. Especially since at Contaxium we deal with a lot of data, automation really allows us to focus on our added value and our core business," adds Eric Esnault.

"These techniques allow Contaxium to bring an additional technological touch and to be more competitive with a higher quality service, more punctual and more efficient for the customers who contact the customer support. All of this contributes to the values that are being pushed to customers," comments Mehdi Nafe, CEO of Novelis.



A SEQUENCED ROADMAP TO PRIORITIZE NEEDS

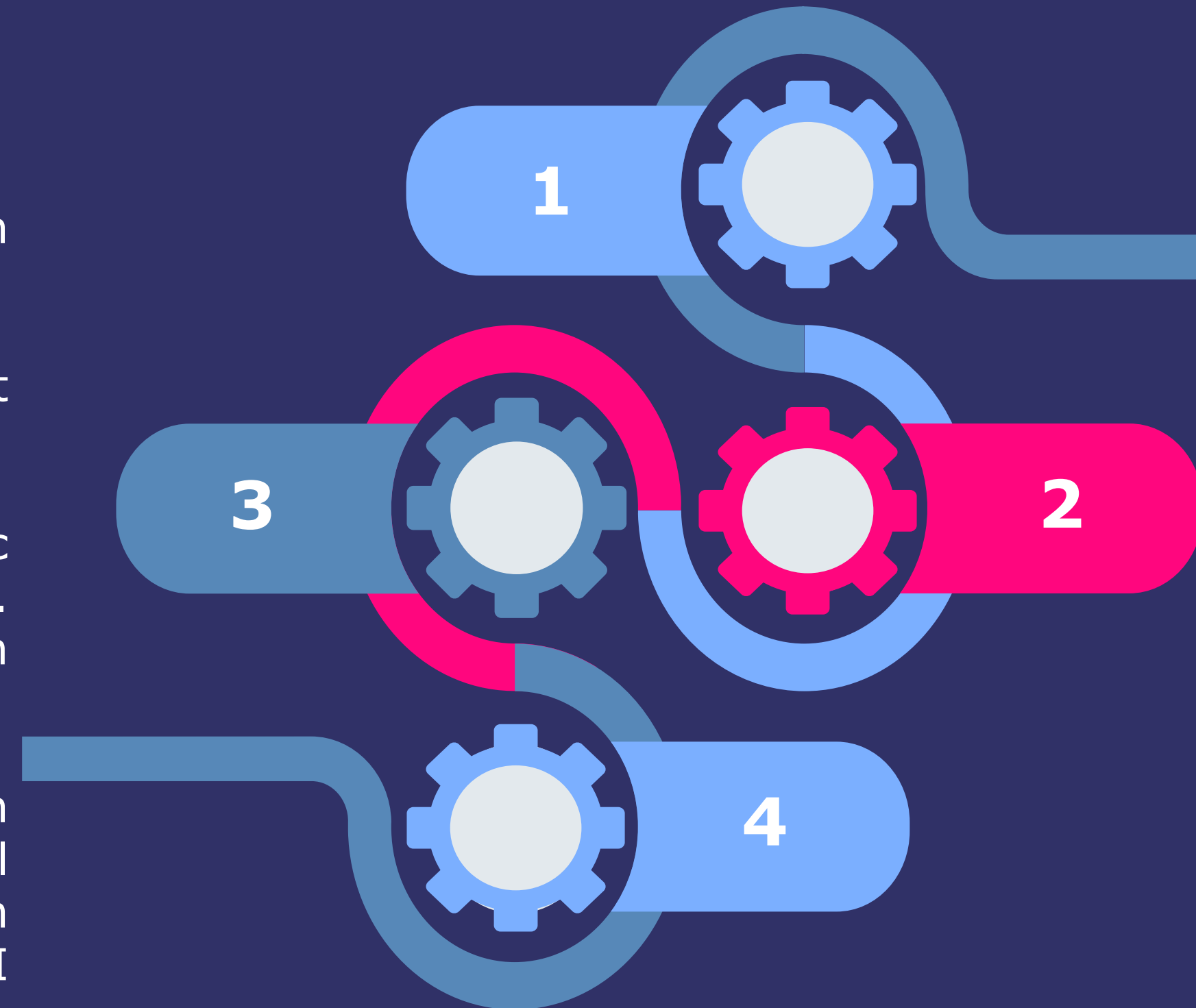
The objectives of the call center were multiple:

- Speed up case processing time,
- Shorten communication times by using technology
- Eliminate non-value-added tasks that require re-keying between different systems.

Automation and RPA enable bijective carryover between different systems.

To sequence the roadmap and prioritize needs, Contaxium CEO Eric Esnault asked himself what would quickly save the most time. That's why he then decided to include the subject of automation in his company's IT roadmap.

"I kind of like this image of working with bricks that add up to each other and allow us to validate that the first ones hold up well before putting the second ones in, without preventing us from having a global vision of the wall we want to build. This is how I prioritized my needs."



This very pragmatic approach adopted by Contaxium, allows to manage priorities while keeping an overall vision driven by efficiency and improvement of the customer and user experience.

The most important thing for Eric Esnault was to work on internal education to explain to everyone the benefits of the approach. "It was absolutely necessary to integrate workshops such as immersion days or to divide the time of the IT teams differently. Because when you launch this kind of project, you have to go through a change management process to address the various fears. The entire company must be involved in the project."

"The integration of employees was essential to the implementation of such a project. By becoming players in the process, they were more likely to be convinced by the effectiveness of the solutions implemented because they immediately measured their impact on their daily activity." -

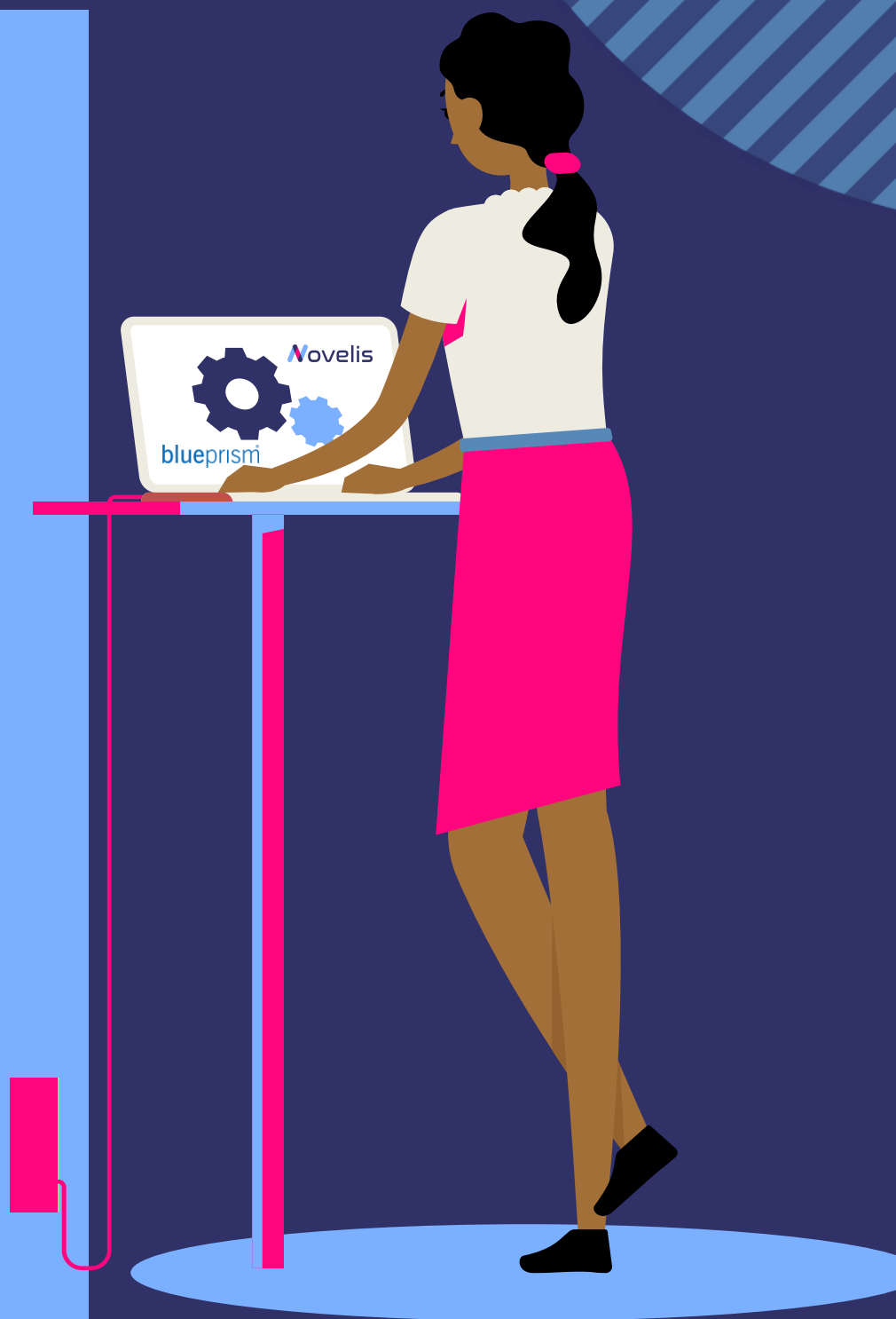
Eric Esnault, CEO of Contaxium



NOVELIS & BLUE PRISM'S SUPPORT

"First, we had a discussion with Novelis so that their teams understood how we worked and what was at stake, then we defined the scope of possibilities, with many items on which to initiate a process. Finally, we established priorities to build a sequenced roadmap based on these first steps. Moreover, we realized that we could automate a number of approaches ourselves. This shows the accessibility of this kind of technology" explains Eric Esnault.

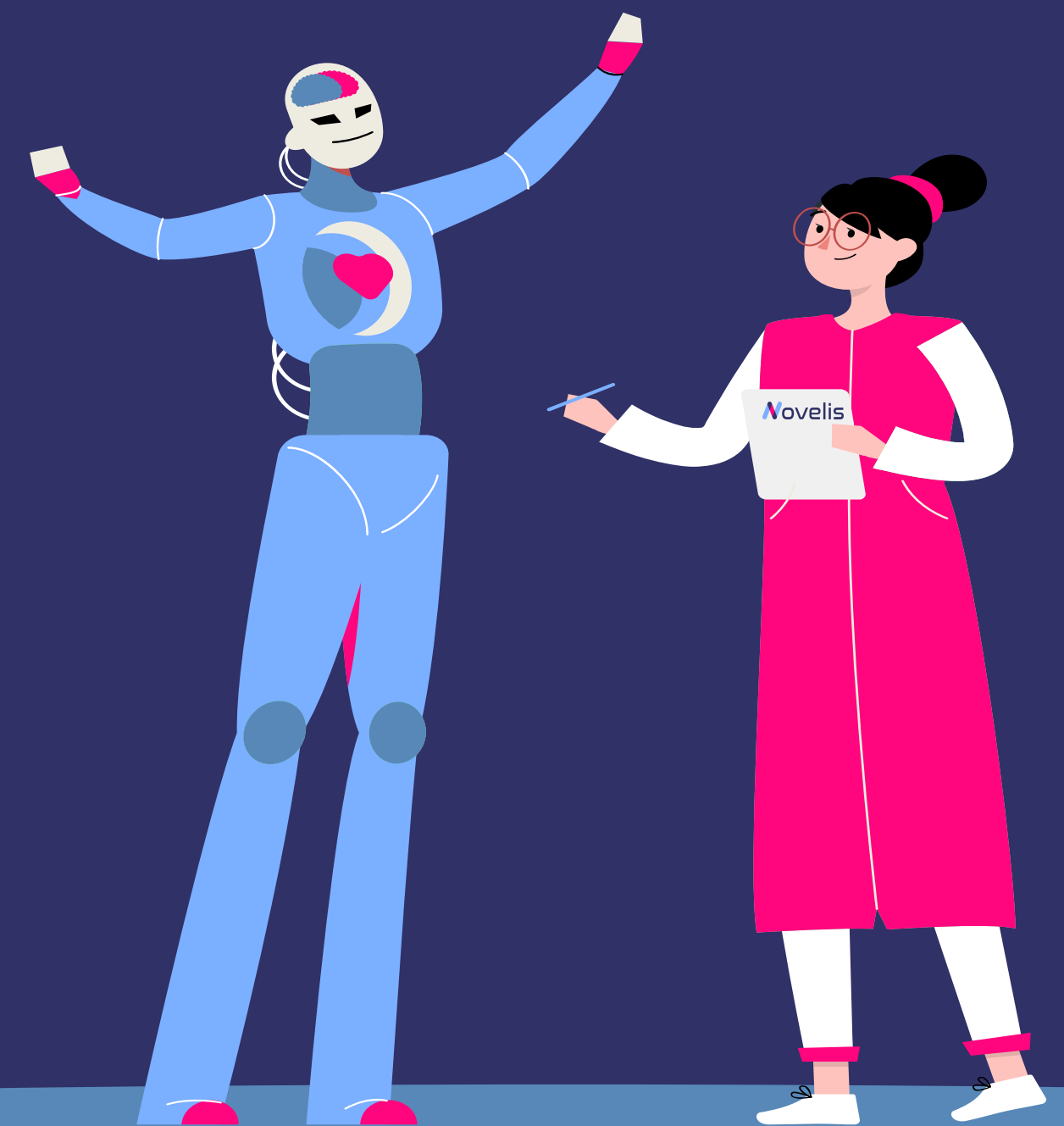
Contaxium was then able to prioritize the automation of its processes according to two principles: the criticality and importance of the subject in relation to the offer proposed to customers or the impact on the daily life of employees and the speed of execution and ease of implementation.



"On the Novelis side, we supported Contaxium in a global way to find the most efficient approach, and not only on the automation axis. In the field, our approach was more empirical than theoretical. We discussed with Contaxium's teams about their day-to-day work to bring out what was implicit and identify areas for improvement to increase productivity. Once the first bricks were laid, we analyzed their effects," adds Mehdi Nafe. "In concrete terms, for processes where Contaxium had a short period of time to process the customer's request, automation became a lever to optimize the response rate and thus improve processing speed".

The choice of technology partner is important when it comes to evangelization, fear identification and change management. That's why Contaxium has chosen by recommendation.

"I found that there was a good fit between Novelis and Contaxium. Both in terms of company size and in terms of common spirit and values. Values such as 'a desire for a job properly done.'"
Eric Esnault, CEO of Contaxium

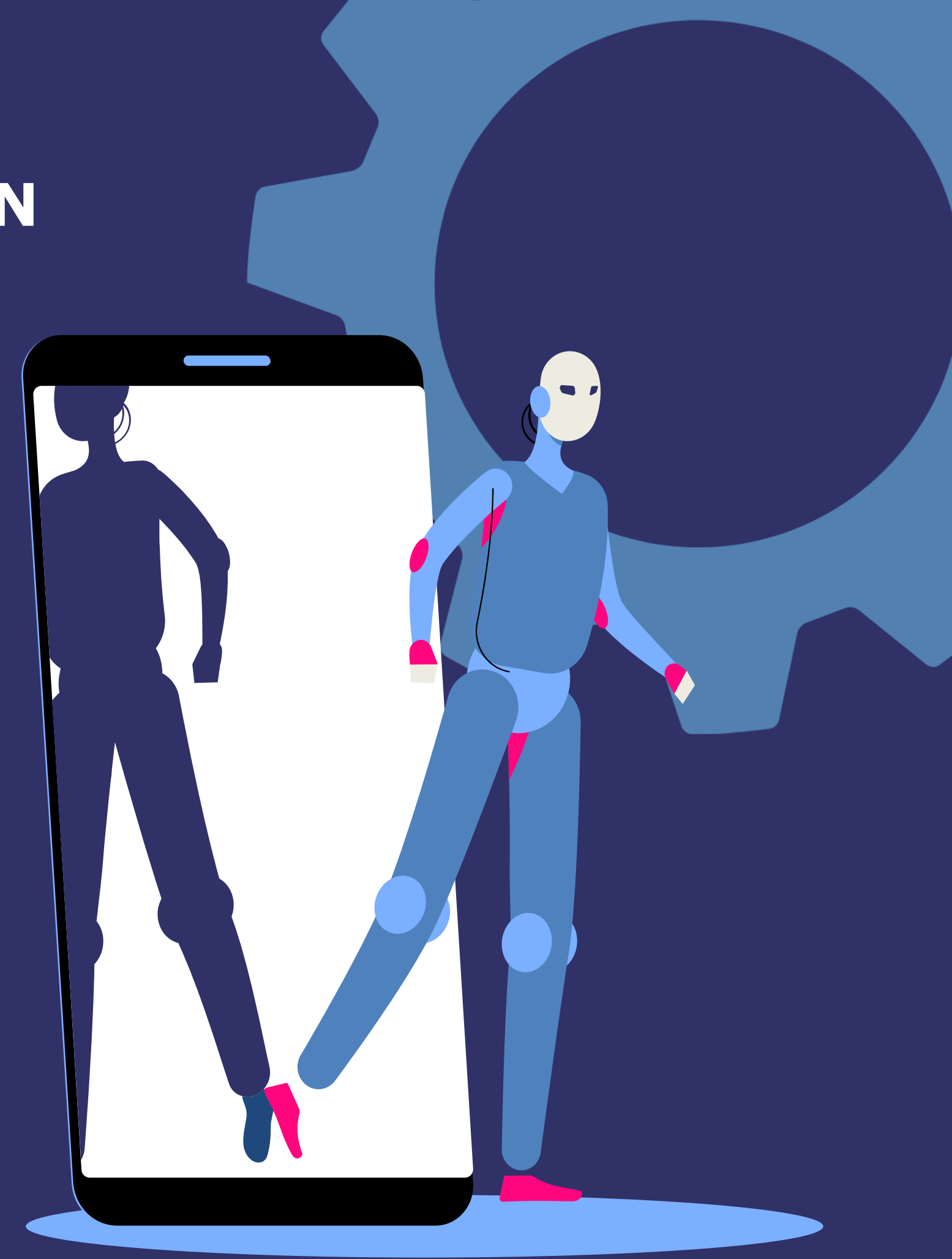


CHALLENGES TO ACHIEVE THE AUTOMATION PROJECT

For Contaxium, the biggest challenge was the pedagogy. The important thing was to understand how the process worked, both for the people directly involved and for the company as a whole, to make it less dramatic.

For Mehdi Nafe: "We faced several challenges with Contaxium. First of all, we had to take the time to educate all types of actors in the organization to share this common conviction and to get everyone on board so that this project would not be an imposed approach, but rather a real collective involvement. This is what determines the success of the project and its sustainability.

He adds: "We also had to be able to collect metrics that would allow us to measure and forecast the expected impacts. For example, measuring the number of times the process is executed per day, quantifying the number of exceptions within this volume to position the automation cursor at the right place. In a project like this, we should not try to automate 100% of the subjects, but rather find the right balance point to have the best possible impact".

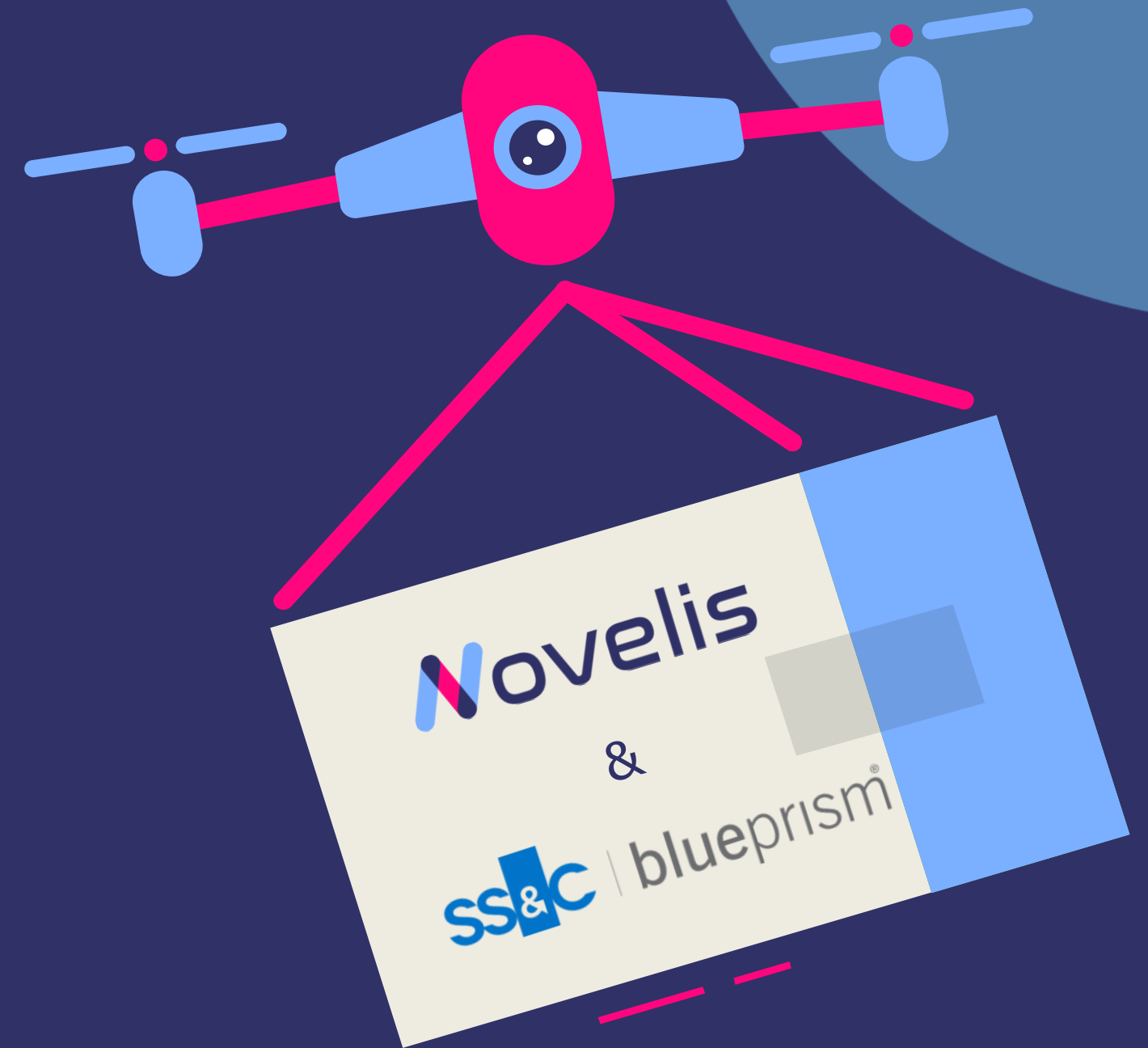


A POSITIVE VISION OF THE YEARS TO COME IN TERMS OF DIGITALIZATION AND AUTOMATION

For a company such as Contaxium, where the human being is at the heart of the business model, automation could generate obstacles, but for Eric Esnault it is rather an opportunity: "I think that digitalization and automation will become factors of valorization for operators: AI at the service of emotional intelligence".

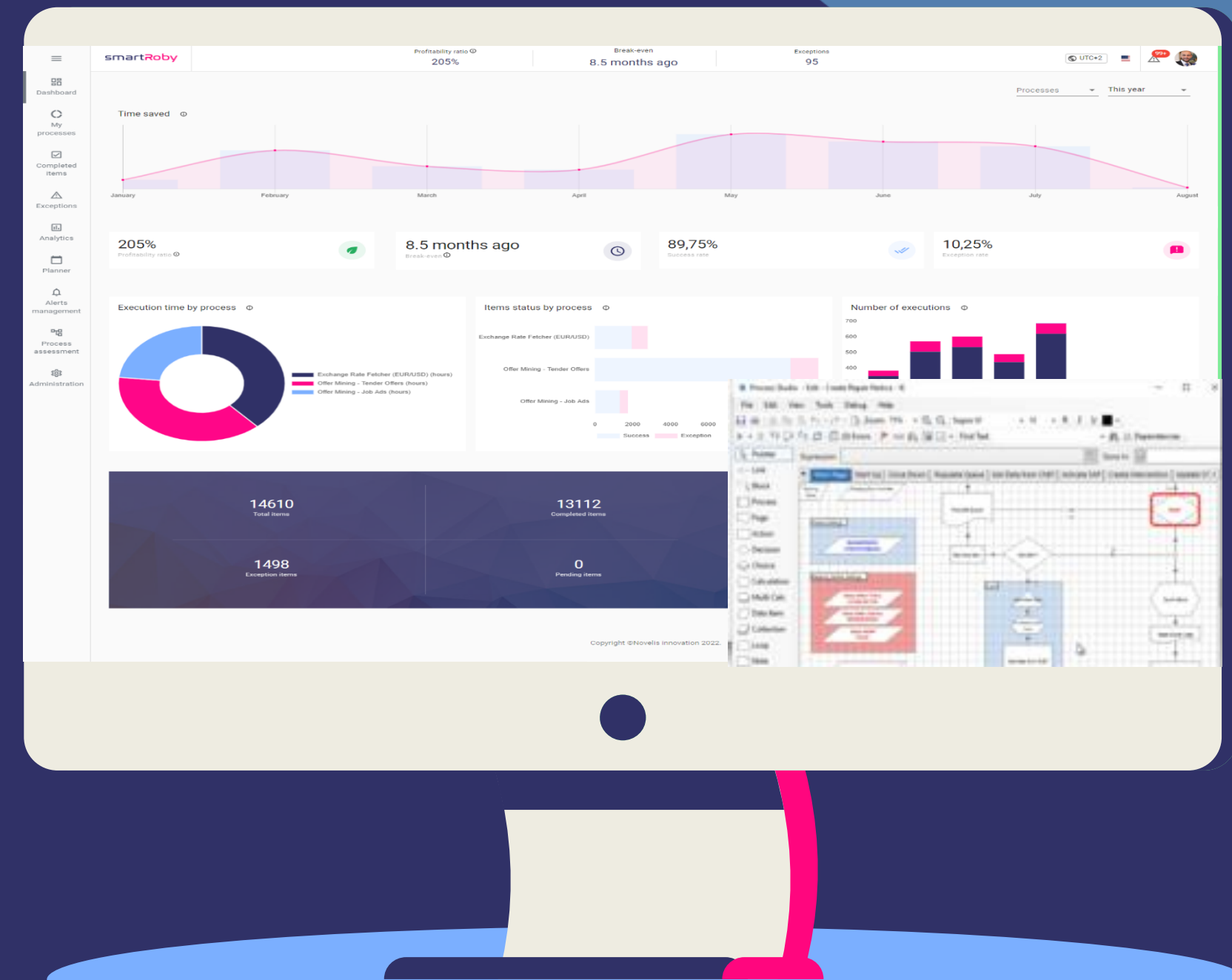
Mehdi Nafe adds: "Interactions between man and machine will become much richer and this in both directions. Today it is the human being who controls the machine, tomorrow it will perhaps be the machine that will come to solicit the human being to relieve him of his time-consuming tasks and thus allow him to refocus on tasks with high added value such as creativity or innovation. Exchanges will be bidirectional".

"The essential point is really the complementarity between automation and services" - Eric Esnault, President of Contaxium



Result: smart and efficient solutions

"The challenges of this project were ergonomic, economic and human. Indeed, the tools offered by the implemented solution allow to reduce the number of actions of the employees on a daily basis, while accelerating their workflow to allow them to concentrate on what is the most interesting and the least time-consuming. For example, intelligent automation has enabled employees to stop duplicating information in two different tools. They gained in ergonomics since they no longer had to navigate between the 20 screens of the existing tools and they gained in productivity since, in total, the automation of 110 tasks per day allowed them to concentrate on their core business. This saves time on a daily basis, which means shorter call times and deadlines, which enhances the value and loyalty of our employees and ultimately improves the service provided to our customers," adds Eric Esnault, President of Contaxium.





IN SUMMARY

An RPA project to optimize the processes of an outsourcer and improve its competitiveness

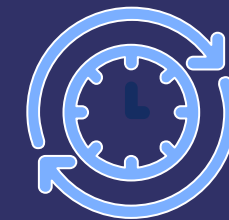


THE CONTEXT

- Need to improve the competitiveness of its offers in an offshore context
- Lack of mastery of technologies to fluidify and tool the processes
- Respect of security constraints for the IS
- Turnover of teleconsultants and high expectations on the improvement of the work experience.
- Human errors in manual execution
- Incomplete and/or erroneous reporting
- Too much LMD
- A large number of repetitive tasks



LES RÉSULTATS



110

automated re-entries / day

Optimization of the quality and processing time of tasks

Navigation and re-entries on 20 automated monitors



Improved employee work experience

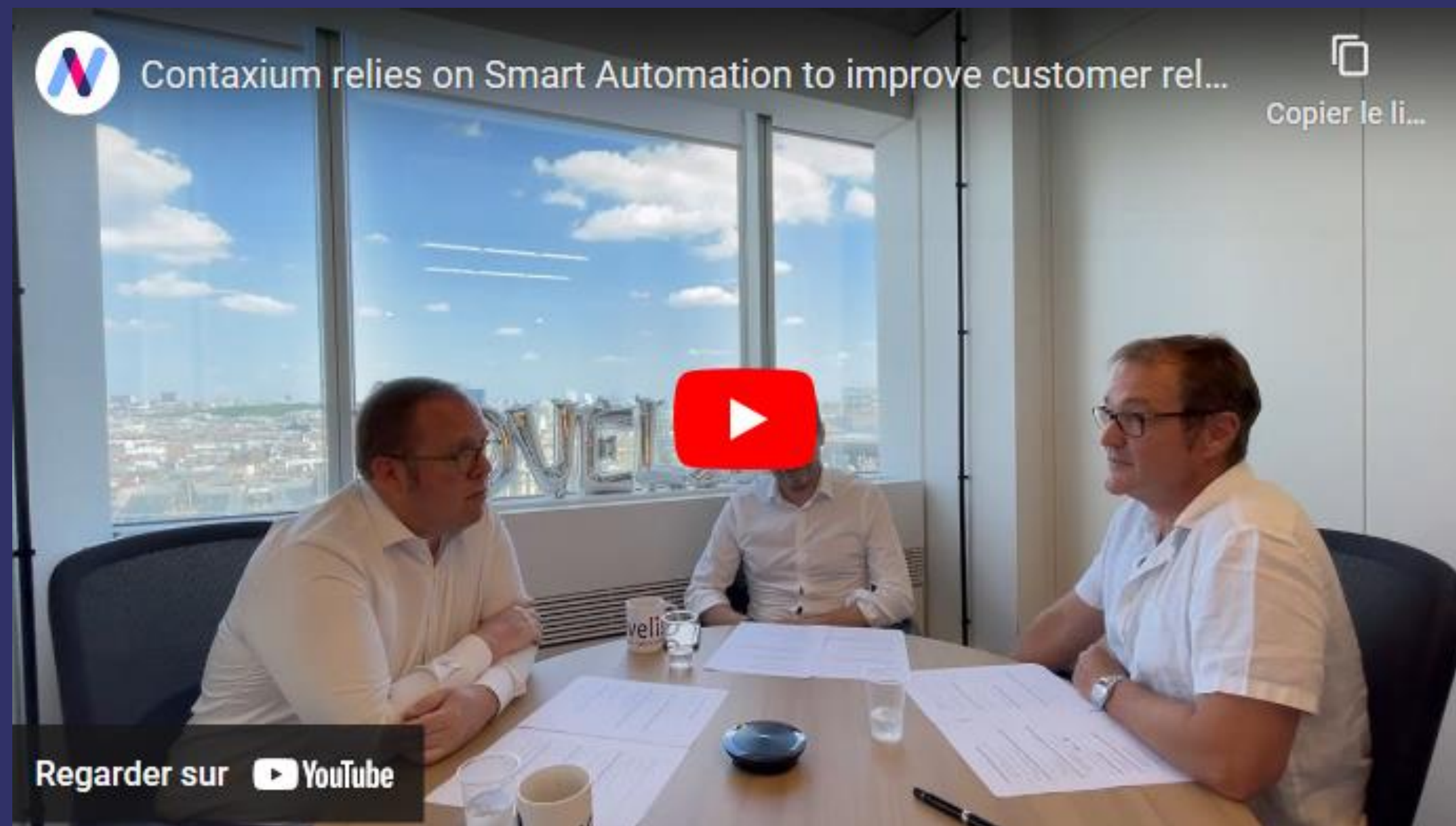


2 FTEs saved

20 pages of prioritized roadmap with 15 processes studied on 4 business lines



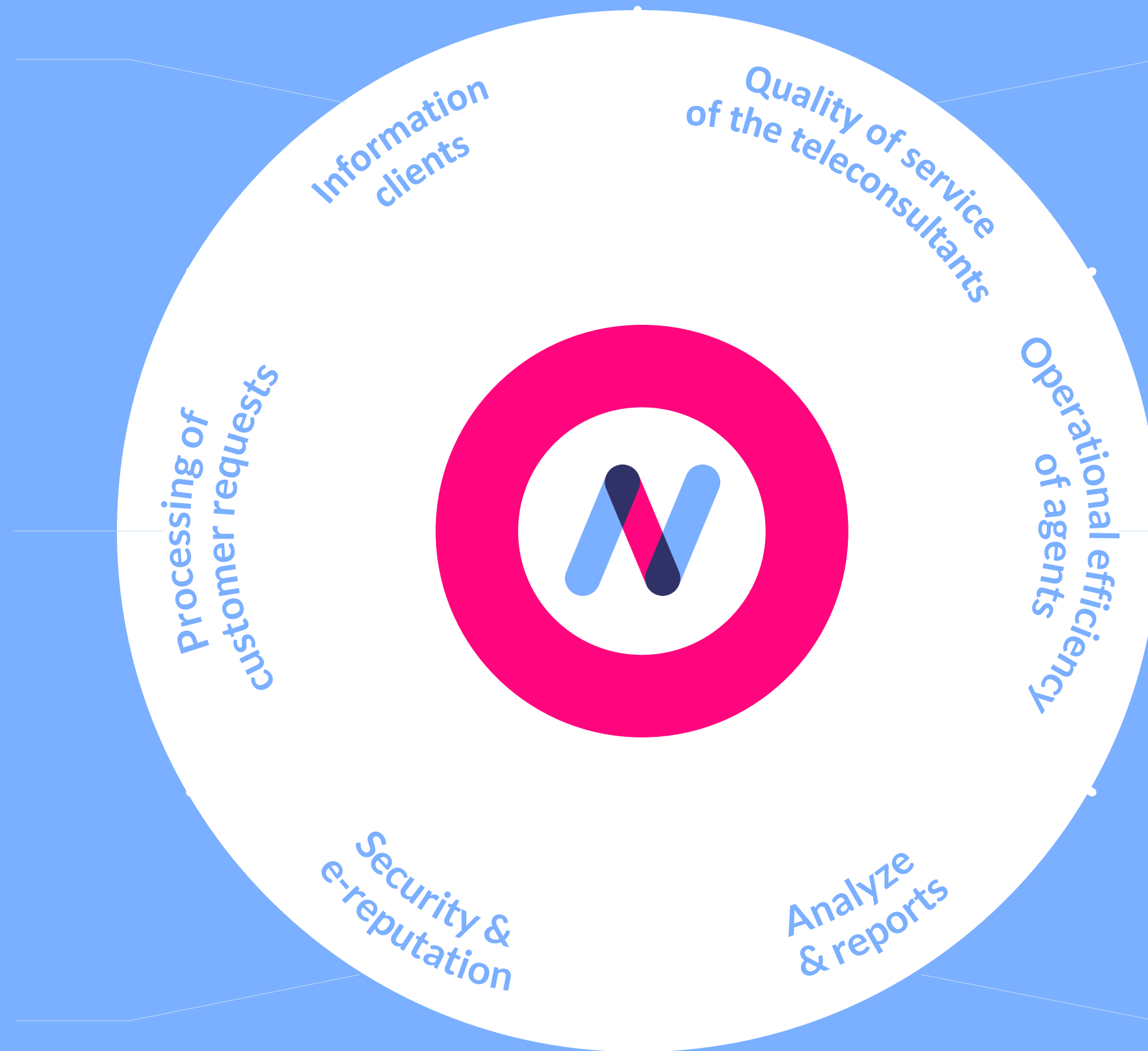
[VIDEO] Contaxium relies on Smart Automation to improve customer relationship management



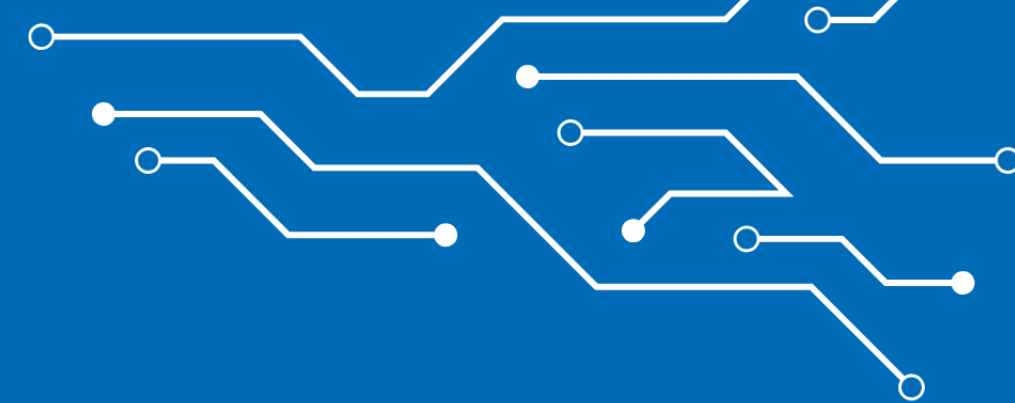
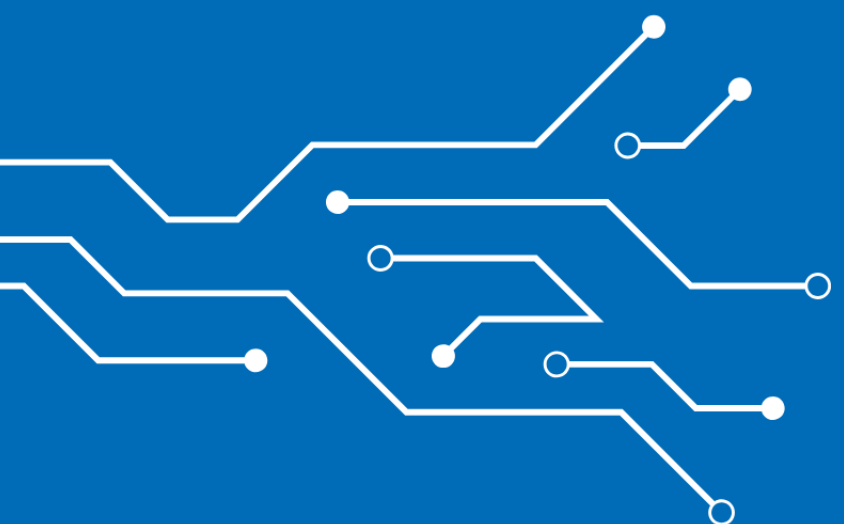
Speakers: Dominique Duquennoy (SS&C Blue Prism), Eric Esnault (Contaxium) and Mehdi Nafe (Novelis)

Tasks with high automation potential in customer relations

- + Automation of the collection and re-entry of customer data between different systems to facilitate the consideration of needs
- + Revaluation of customer data
- + Data sharing between applications
- + Automatic update of the customer account (change of address, contact details)
- + Automatic update of administrative and legal data (SIRET number, address, VAT...)
- + Automation of the sending of emails
- + Automation of appointment scheduling
- + Automated pre-qualification of requests by Voicebot
- + Account opening request
- + Automatically direct to the right service
- + Automate the consolidation of incoming requests
- + Secure exchanges (remote authentication, biometrics)
- + Scanning and automatic search around a keyword related to a brand or a product



- + Sentiment / voice analysis
- + 360° overview
- + Predictive analysis to identify outbound contact opportunities
- + Advisor assistance in handling complex customer requests (virtual assistant, augmented advisor)
- + Improve Know Your Customer (KYC) due diligence processing
- + Ensure consistency and quality of experience for all agents with standardized processes
- + Gain full operational visibility of onsite and remote agents
- + Expand support service hours
- + Match callers to the agent best suited to meet their needs
- + Reduce call handling time
- + Automation of call reporting
- + Automation of the analysis of key performance indicators of a call center
- + Automate the creation of reports on the requests being processed

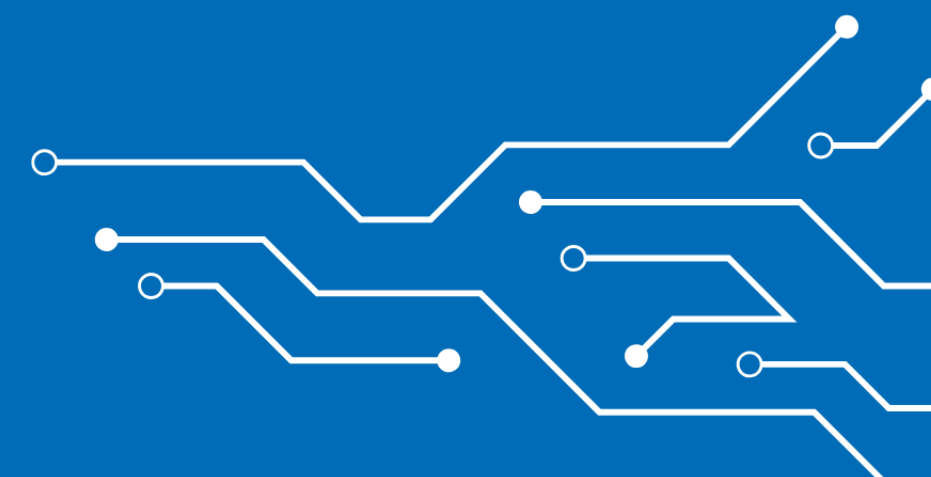


SUCCEED
IN YOUR AUTOMATION PROJECT
IN 7 WINNING STEPS



Novelis

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Departure

Automation is being implemented throughout the company to provide the best support digital transformation. Blue Prism has mapped out a 7-step path to get you there easily.





1. Define

Define the vision and strategy from the start.

Allows to align the sizing of the infrastructure and the teams needed to implement it.

Identify basic, but quantified, goals to get started. These will serve as a basis for calculating the resources needed.





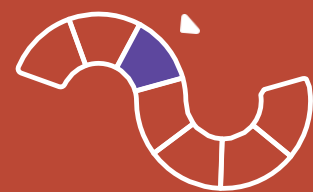
2. Organize

Review or adapt your organizational structure.

> Enables the new automation capability to be implemented and aligned with the corporate culture and strategy.

We advise you to hire an RPA manager or to appoint an internal person, who will be responsible for implementing the defined strategy.





3. Choose

Evaluate candidate processes for automation, triage them and prioritize their automation. To analyze the impact of the process, you need to understand the transaction volume of the current process as well as its place in the daily work of the teams: how many employees are involved in this process? How often is it repeated? What is its impact on the IS?

- > Allows for business benefits.
- > Identify new candidate processes by communicating the benefits of automating in the early business processes.

The ideal process is :

- A** Standardized: optimized and standardized across the company.
- B** Repetitive: few exceptions in repetition of necessary tasks.
- C** Transactional : includes a significant volume of transactions.
- D** Complex : composed of multiplicity of steps or systems to be interrogated.





4. Develop

Take an industrial approach from the start.
To do this, you need to:

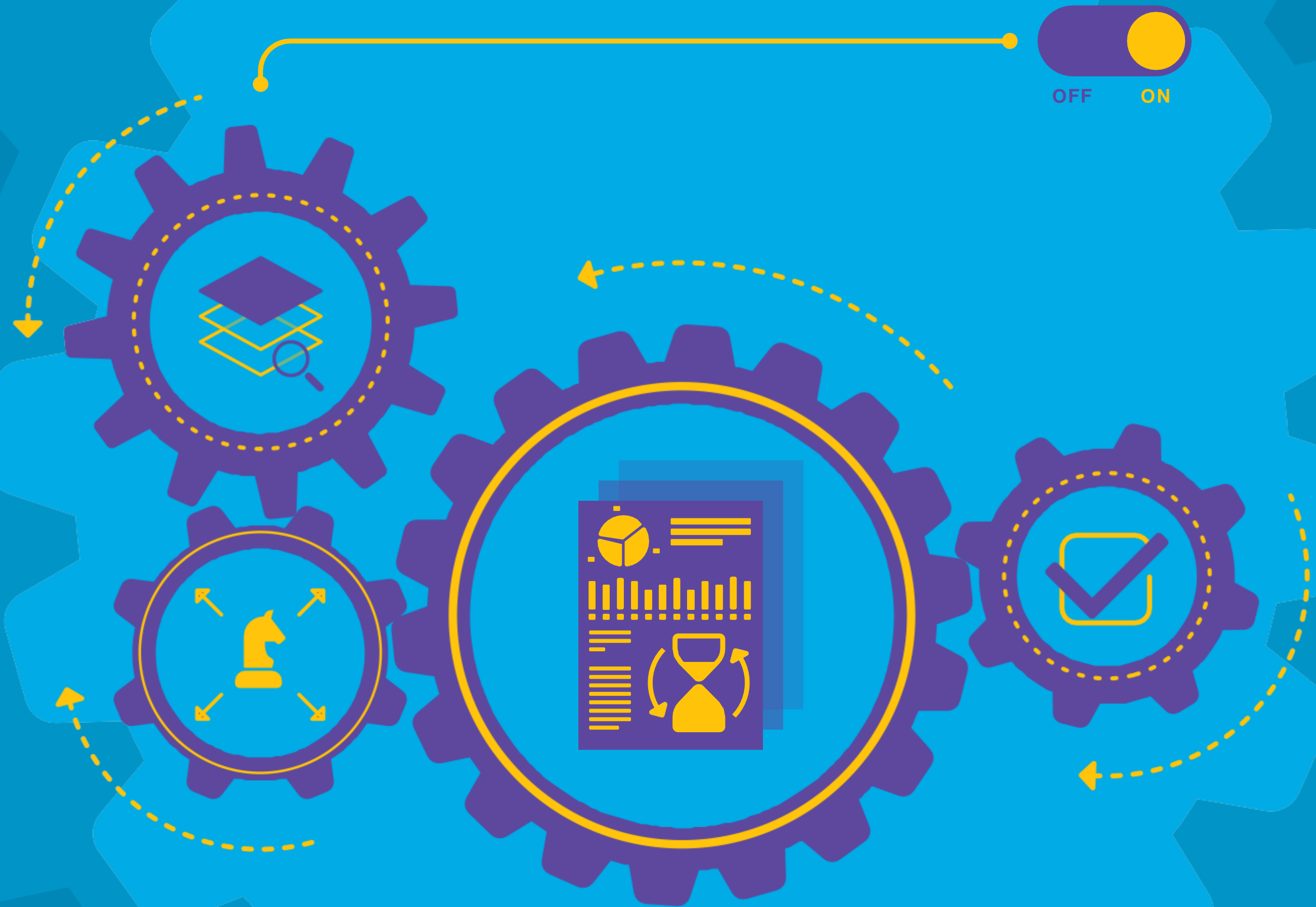
- A. analyze the existing process and the solution to be developed,
- B. create the automated process,
- C. test the production launch of the process.

During the creation phase, Blue Prism advises you to reuse objects.

An object can represent a connection to software or a series of actions in a target system.

Once created, the object is saved in a centralized library, and can then be reused in future processes. For example, the object that allows the connection to your ERP can be reused for all processes involving the use of ERP.

Time and cost savings guaranteed.





5. Master

Ensure business continuity for virtual agents. They must be able to:

- A. manage production exceptions,
- B. set up a reporting system,
- C. master the support and planning of different activities,
- D. allow the maintenance in operational conditions of the infrastructure and the processes.





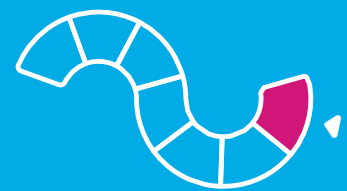
6. Recruit and train

Assemble a team of experts. Bring in specialists to get started quickly and take the time to train your resources internally:

- process development (analysts, developers and testers),
- platform management (resource planning): the RPA manager,
- the technology ecosystem surrounding the virtual workforce.

By clearly defining the roles of each specialist, you will run your program smoothly.

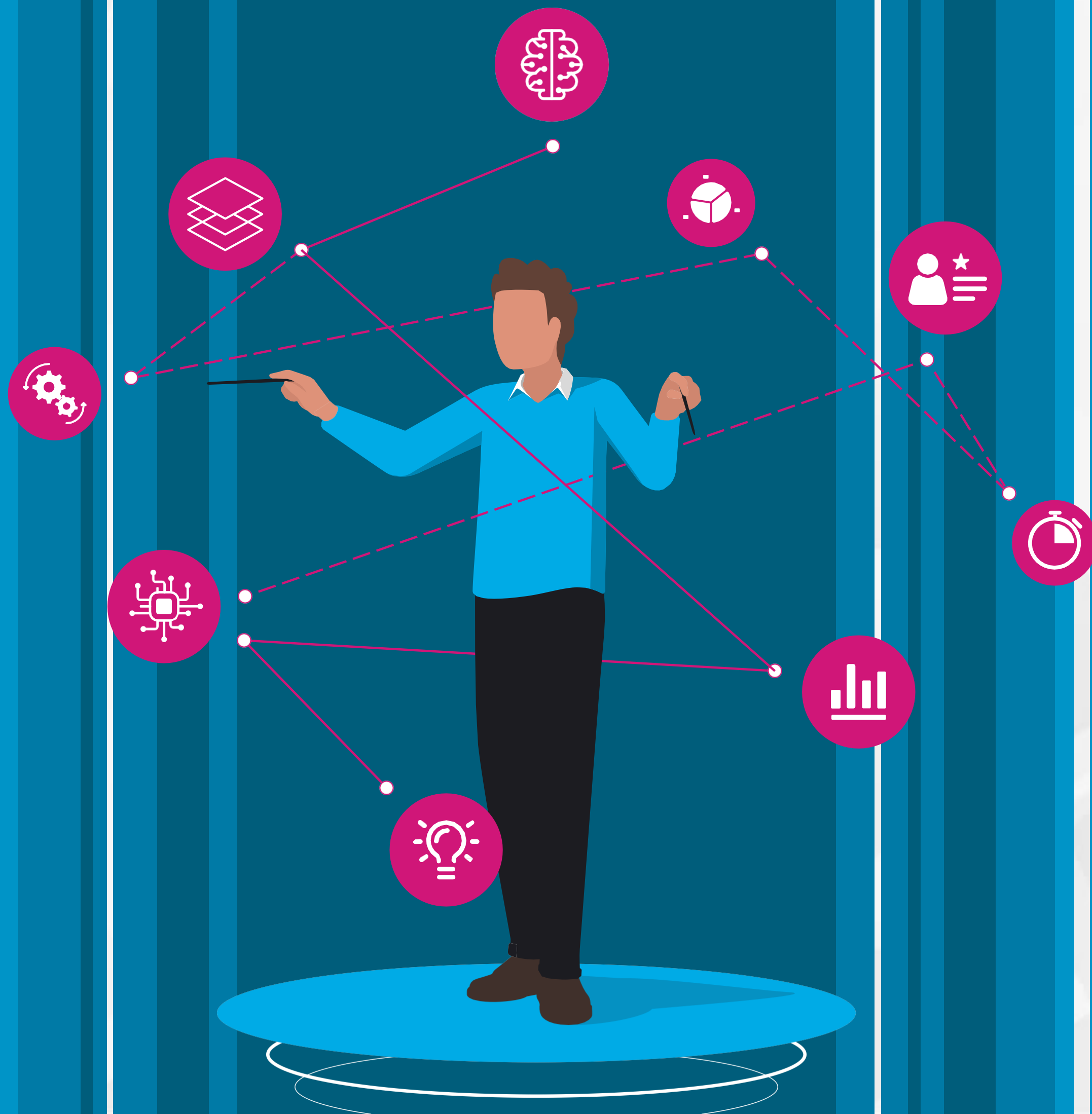


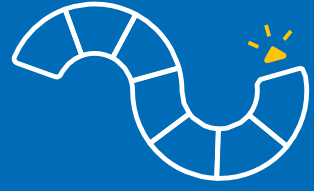


7. Design

Design a technical architecture that is scalable, quick to set up and that allows for long-term monitoring of program developments:

The technical architecture must be well managed to ensure high availability.

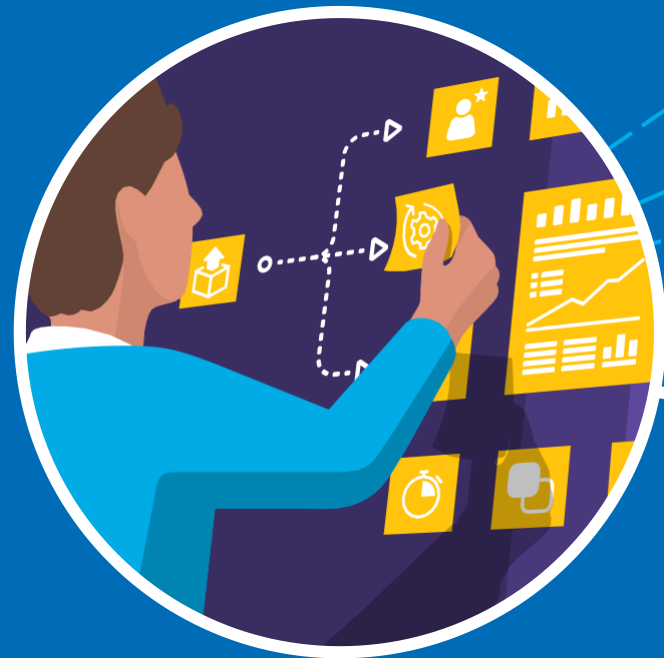




Arrival

These 7 interdependent dimensions allow the automation program to meet the ambitions you have set for yourself. However, it must evolve along with your company, meet new needs and as such be regularly re-evaluated. You don't have to reinvent the entire program, but make sure that the program parameters are still in line with your in line with your business reality.

Find out more,
www.blueprism.com



Let's keep in touch!



Take 30 minutes to study the automation potential of your processes

Evaluating your processes is essential when you want to start an automation process. This crucial step will allow you to measure the impact and profitability of the automation process.

To help you in this first step, we offer you a free analysis to qualify the automation potential of your process with one of our Business Analyst.

Following the session, you will be provided with a **macro-costing and a detailed analysis** allowing you to evaluate the risks, optimize the management of your resources and seize the best opportunities. You will be better equipped to make the best decisions.