Getting the Most out of Intelligent Automation

RG Conlee – Chief Innovation Officer, Xerox Services

Agenda

- Intelligent Automation Defined
- Moving Forward With Your Implementation
- Selecting the Right Intelligent Automation Partner

Xerox Services

An industry leader in Business Process Services with expertise in transaction processing, customer care and human resource services, serving public sector, large enterprise and healthcare clients

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+$100 billion

Pre-paid amounts disbursed annually across several programs

Nearly 40%

U.S, Hospitals Count on our solutions

8.9 Million

People travel through Xerox managed toll systems daily

19 out of top 20

Managed US Healthcare plans are our customers

3 million

Supporting 3 million learners around the globe

2.5 million

Answering 2.5 million customer interactions daily

2 out of 3

Touching 2 out of every 3 insured lives in the United States

1,700

Supporting more than 1,700 country, federal, state and local governments

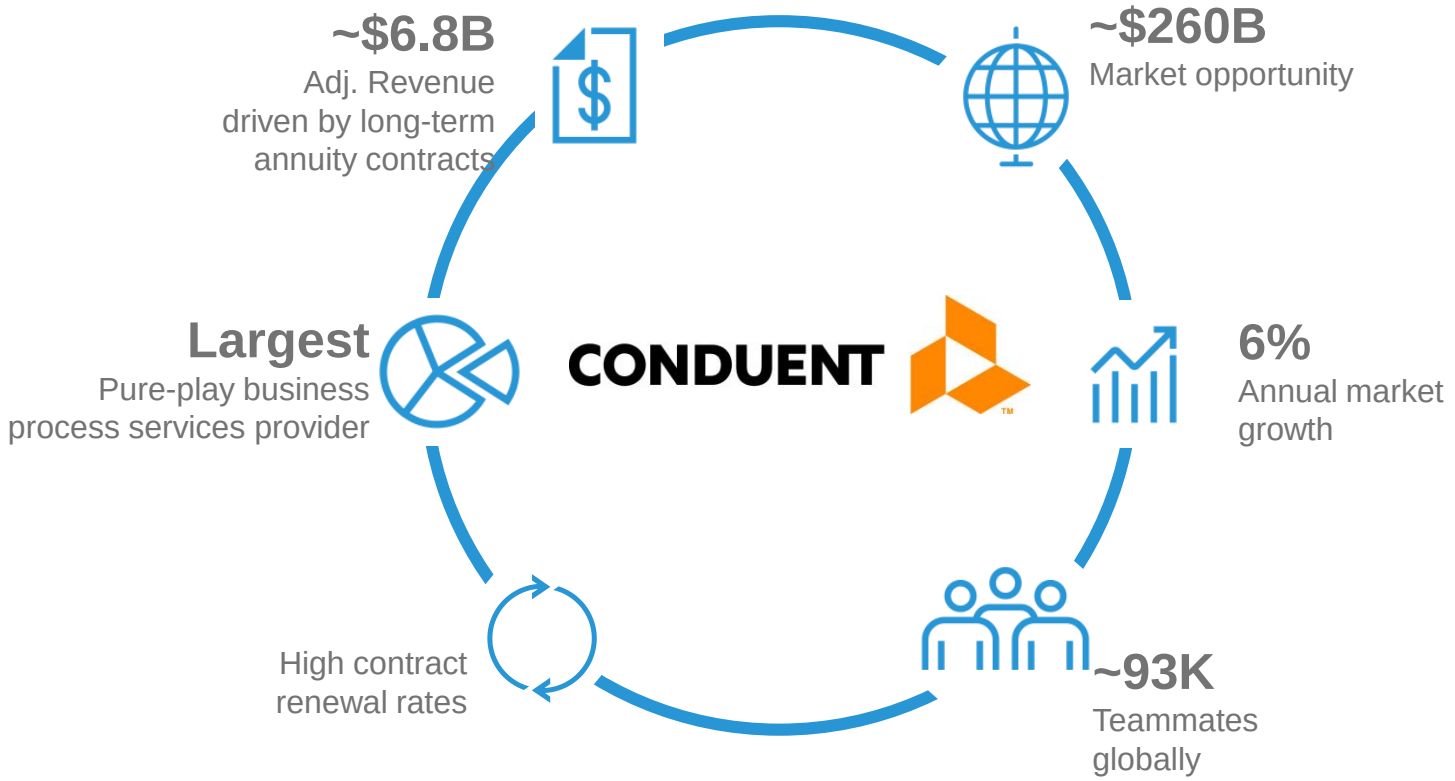
> 50%

Of U.S. wireless subscribers serviced by our customer care

A New Path Forward: Conduent

With the continued strong focus on best-in-class innovation and excellence

A leader in business process outsourcing with a combination of deep industry expertise, market-leading automation solutions and track record of global delivery excellence



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Great Progress can be Achieved by Improving the way Work is Accomplished.

- IT investment as a percent of GDP has risen steadily from less than 1% in the 1960s to nearly 7% today. Yet productivity growth is declining.[1]
- Only 18% of CEOs say they're seeing their investments in innovation pay off. [2]
- 68% of CEOs agree: "True innovation isn't about being cutting edge. It's about being practical." [3]

The next frontier of progress requires improving work itself.

[1] Forrester Research and The Conference Board, Total Economy Database
[2] Accenture: "Why Low Risk Innovation is Costly" (2013)
[3] Y&R CEO Study (2014)

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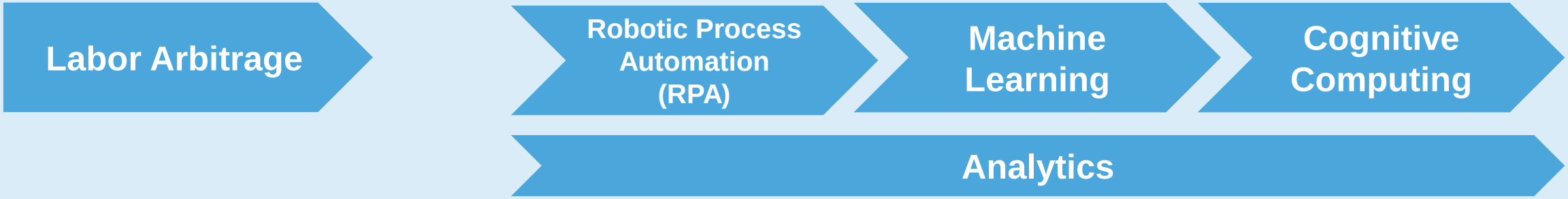
Service Delivery Disruption

Change is coming from an exciting new front: **Intelligent Automation** – the technology that turbo-charges operations and delivers **exponential gains**.



Empowering the Knowledge Worker

- Intelligent Automation helps knowledge workers take a quantum leap.
- Combine a human with a bot and you get incredible performance
- Intelligent automation helps them be more effective and increase the range and level of what they do.
- They can be redeployed to higher-value tasks.

Intelligent Automation Framework

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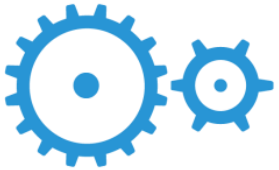
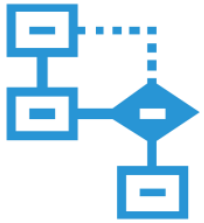
Enterprise Automation



Robotic Process Automation

Software-based intelligent rules-based process automation controlling other software.



Business Process Management

Business process management technology that simplifies operations, aggregates systems and orchestrates business processing.

Voice Assistant

Automated voice assistance which recognizes complex, contextual and abstract vocal inquiries.

Machine Learning

Cognitive learning platform that analyses data to develop the intelligence it needs to understand, diagnose and solve problems in real-time.

Analytics

Business Process Improvement

Change Management

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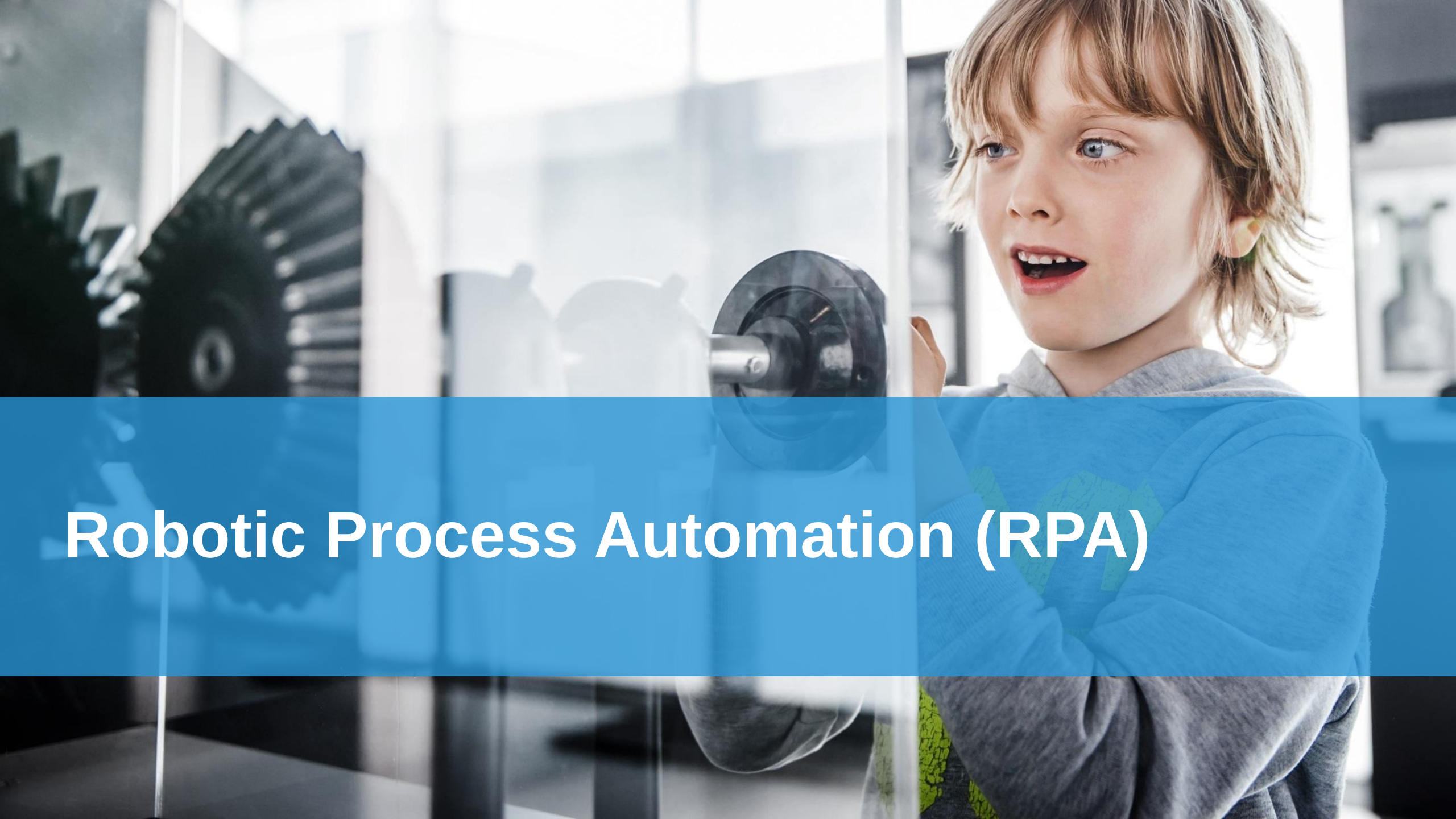
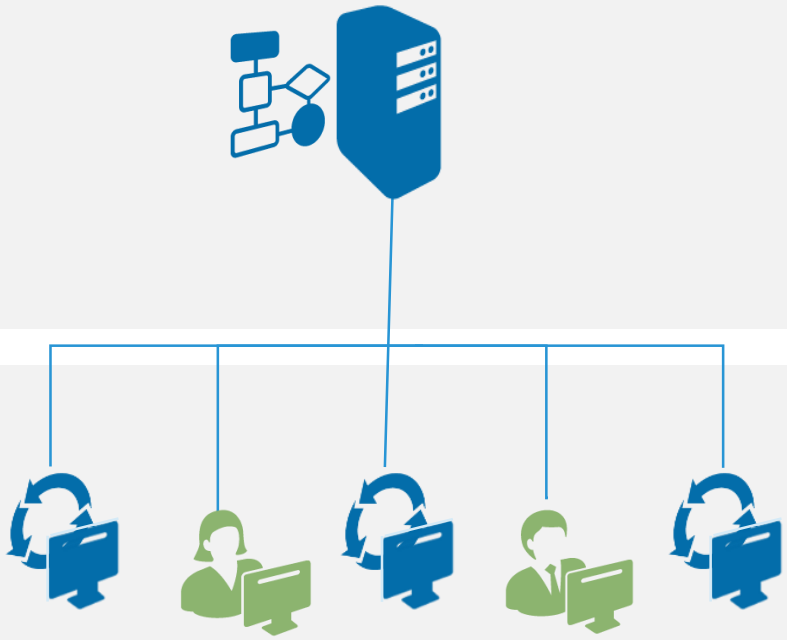


Robotic Process Automation (RPA)

Xerox® Automation Suite

Business Workflow Layer



Business Process Layer

Xerox Automation Server

This Automation Server is a Business Process Manager (BPM) which orchestrates all of the software robots. Its powerful business process workflow provides monitoring, reporting and real-time control all with a streamlined user-interface.

Xerox® Automated Intelligence

Xerox developed this general purpose software to mimic human actions by routing or processing data based on specific rules. The software works with any data source (i.e. emails, spreadsheets) and can be programmed to perform simple routines to complex processes.

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Service Orchestration

How to Scale… Bot Farms:

- A workflow inspector monitors work as it moves from one bot to another, and can deploy more bots as needed if there's increased demand or bottlenecks.
- Linking all these individual bots together into a workflow provides scalability, flexibility and efficiency.
- It delivers instant business agility, letting you scale up or down on demand – without extra cost, disruption or learning curve.

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Case Study
Large Auto Manufacturer

Challenge

The manufacturer was having repetitive, manual work causing significant time and an impact on accuracy causing issues in meeting their SLA goals.

The Solution

Xerox implemented the Xerox Automation Suite and completely designed a new process flow before moving forward with a full implementation to ease the transition

The Result

Accuracy increased from 90 to 100%. Xerox Automation Suite is now accomplishing the same goal that was previously handled by 22 systems.

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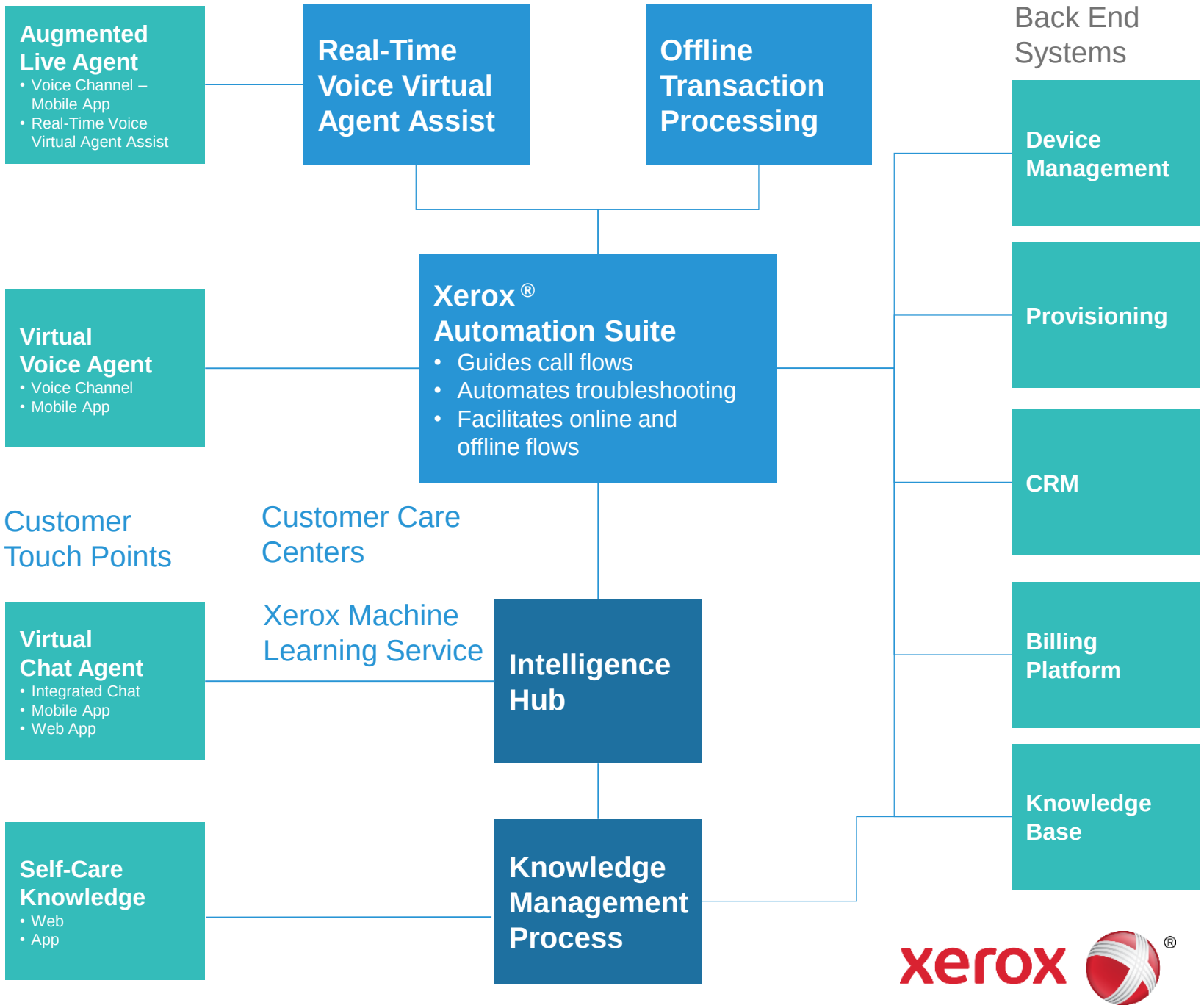
Machine Learning and Virtual Assistant

Next Generation Customer Care



Case Study
UK Digital Bank

The Challenge

Establish a new bank and a new service model

- An innovator in the UK banking sector endeavors to offer a digital only service with all banking transactions and service taking place within their mobile app.
- They are building the banking platform from scratch but also creating a new brand.
- Delivering an outstanding customer experience is critical to their brand proposition.

The Solution

- Since the bank is a challenger in the financial services market, we decided to take a different, technology-based approach to delivering their customer care.
- We leverage the ability of our machine learning platform, which learns through experience to deliver a consistent omni-channel experience and anticipate customer needs.
- Xerox supports the delivery of the bank's customer service through the provision of two machine learning platforms:
  - Agent IQ – an agent-facing interface.
  - Virtual Agent provides a consumer-facing interface which functions like a conversational form of automated intelligence, giving customers the power to self-serve by getting immediate answers directly from the bank's app.

The Results

- This technology will enable the bank to deliver consistent, high quality customer care.
- Clients experience consistent, secure customer support through multiple channels, such as voice, email or webchat, paving the way for customer loyalty and growth.
- Agents specialize in banking support, thus requiring less technical training while delivering better customer care.
- Time and costs are saved as customer issues are predicted using query driver analytics, and solved in advance and through automation.

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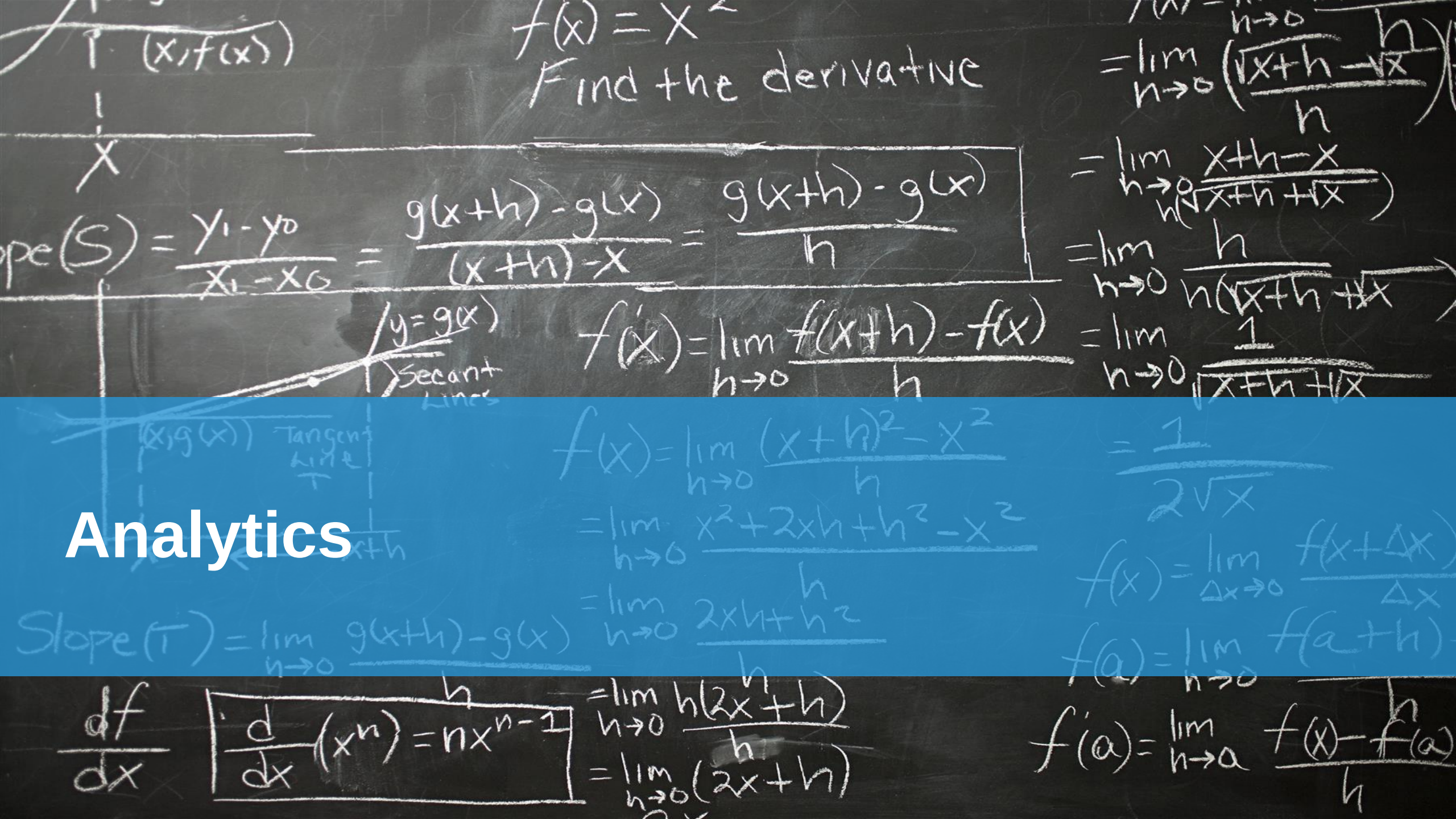


Analytics

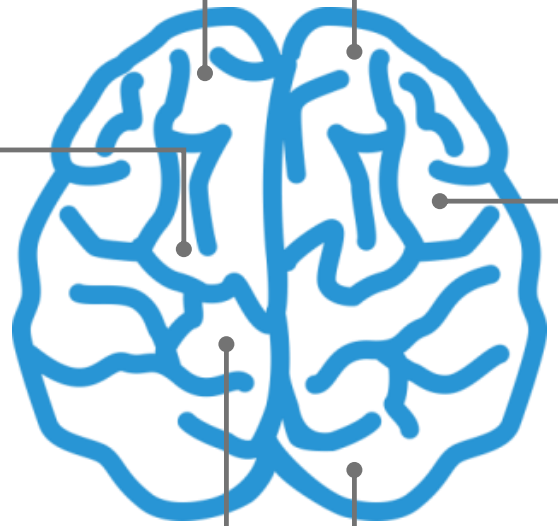
BPO = Big Data

BPO = Process Expertise

BPO = End User Touchpoints

900+ million
Health insurance claims processed annually

1.6 million
Customer care interactions handled daily



40+ billion
Global transportation fares collected annually

1,900+
Hospitals served by our analytics solutions

$421 billion
Customer accounts payable processed

10+ million
Employee and retiree benefits managed

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Client Examples

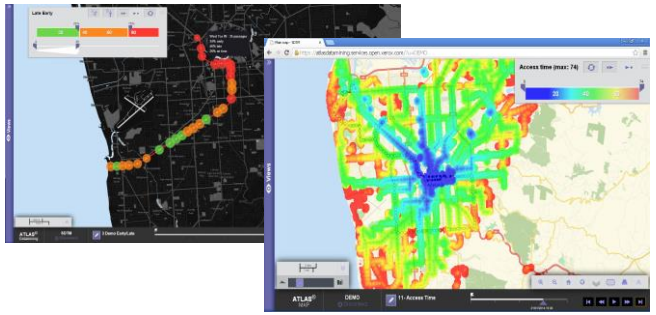
Dynamic Pricing for Parking

- Improving traffic flow using predictive analytics to set parking prices

LA Express Park™
save time, park smarter.℠

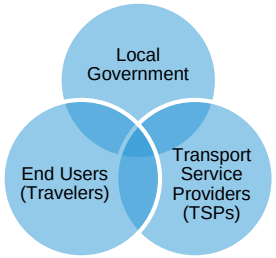
Mobility Analytics Platform

- Integrating data streams and advanced analytics for public transport management



Smart City Services

- Seamless integrated services for the user; Holistic view for city operators



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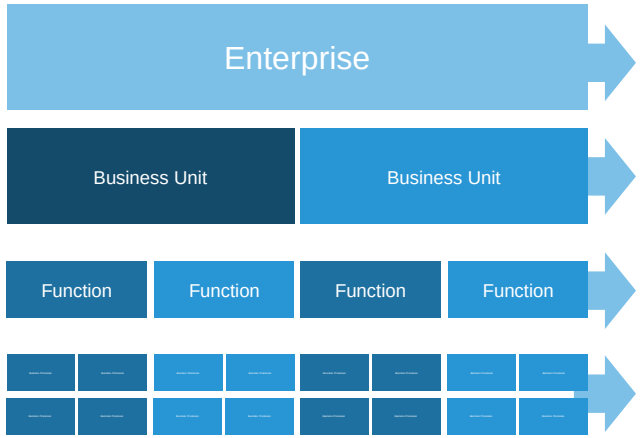
Implementation

Process Selection

Intelligent Automation is a transformative technology. But that doesn't mean you have to start with a strategic, enterprise-wide approach. You can also start with a single process, demonstrate a quick win and then expand from there.



	Speed to Deliver	Benefit Yield	Complexity	Transformative
Enterprise	L	H	H	H
Business Unit	L	H	M	H
Function	M	M	M	M
Workflow Processes	H	L	L	L

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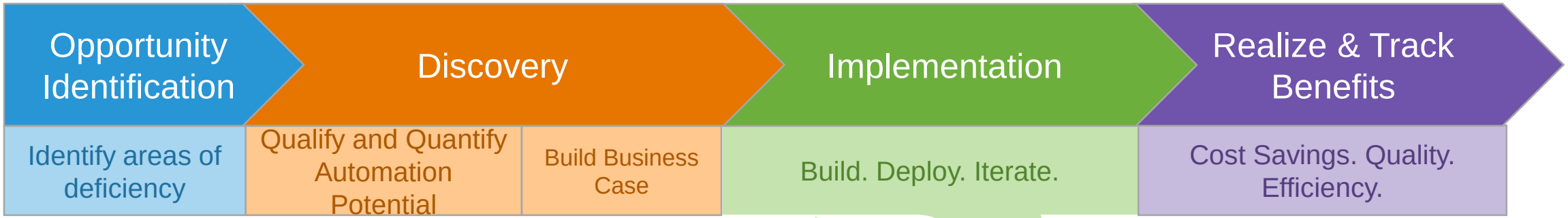
Implementation Process

Xerox employs a progressive approach to implementing automation technologies. From identifying the right opportunity to benefit realization our focus is delivering value to our clients.



1. Current operating models and interactions are benchmarked against best-practices for automation. Opportunities are unearthed.
2. 25 purpose built analytical tools / methodologies enable the creation of a detailed ‘data driven’ business case for automation.
3. Close collaboration with the client to Implement / deliver automated solution.
4. Track realized benefits and document success studies.

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Partner Selection

Xerox Internal Use Only

Partnering Alternatives

1. Buy an **off-the-shelf** intelligent automation solution and do it yourself.

2. Hire a **systems integrator** that deploys intelligent automation for you, then leaves you to manage it.

3. Use an intelligent automation solution that your **BPO service provider has bought and customized**.

4. Use an intelligent automation solution that your **BPO service provider has developed using its unique IP**.

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PDMA Named Xerox the 2016 Outstanding Corporate Innovator (OCI) Winner

The Product Development and Management Association (PDMA) named Xerox Services the recipient of the 2016 Outstanding Corporate Innovator (OCI) Award.

Xerox seamlessly integrates automation, analytics and personalization to provide innovative capabilities for its customers spanning multiple sectors and industries.

During the past six years, Xerox has launched numerous unique new services in the transportation, healthcare and customer care industries.

The OCI Award is the only innovation award which recognizes sustained (five or more years) and quantifiable business results from new products and services.

Xerox is the only company to receive the OCI award twice.

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Delivering Maximum Business Value

Intelligent automation allows organizations to move beyond labor arbitrage, with its diminishing returns, to automated service delivery, bringing exponential productivity gains.

- **Process owners** can simplify, streamline and automate processes, gain better visibility, optimize resources and scale to meet demand and growth.
- **C-level/finance** can operate more effectively, adapting to dynamic market changes by with less costly and more productive processes.
- **IT/compliance** can increase security, improve data governance and simplify complexity.

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