

The Hybrid Automation Revolution

Why 90% of Automation-Ready
Processes Require a Hybrid
Human-Robot Approach

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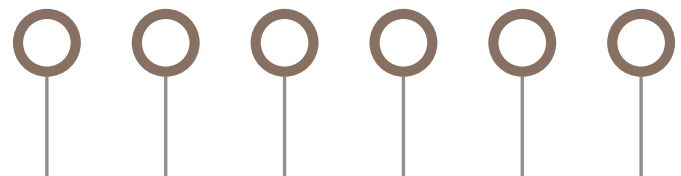
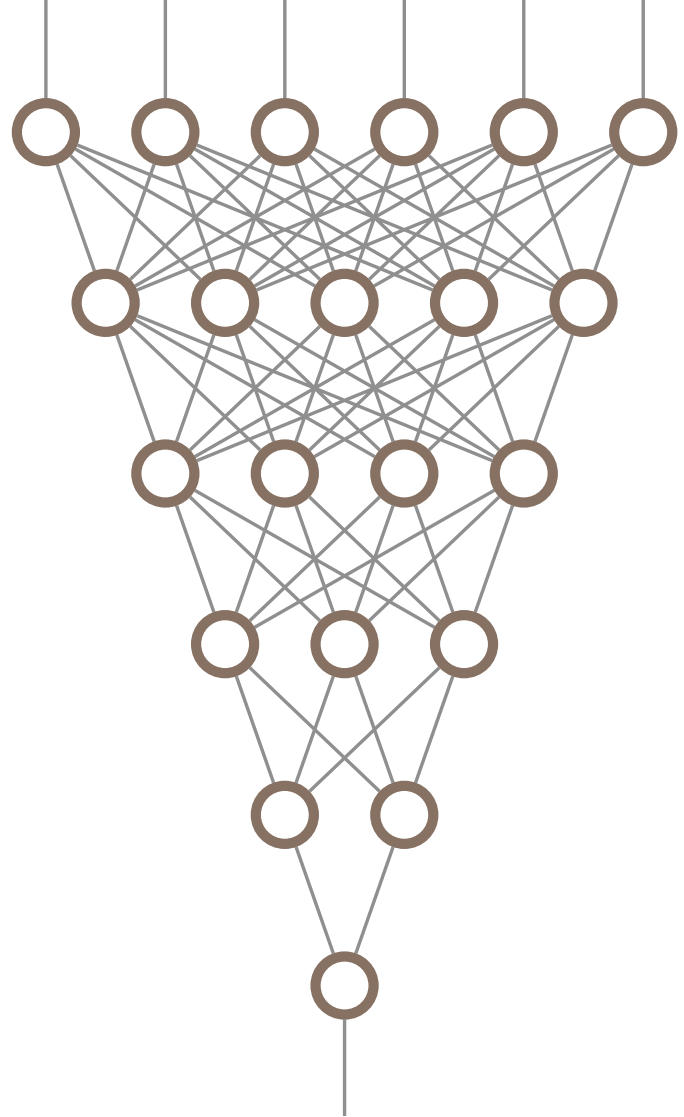
BE YOUR FUTURE

Introduction

RPA (robotic process automation) allows enterprises to reduce costs, innovate, and multiply workplace productivity. It's an extremely valuable tool, allowing companies to deliver more effective solutions and gain a significant advantage in the marketplace. However, many processes are not ready for complete automation and can benefit from human input. In order to leverage the power of RPA more effectively, companies should implement hybrid automation, a combined human-robot approach to RPA that allows human employees and automation to work together.

THE IMPORTANCE OF HYBRID AUTOMATION

Hybrid automation encompasses RPA solutions that seamlessly integrate with the human workforce, allowing companies to leverage both human and robot workers for the tasks they are best suited to. Most business processes combine either structured and unstructured data or a structured process with decision points that require abstraction. This can make it difficult to apply automation solutions, which rely on highly structured processes to function. Hybrid automation makes it possible for companies to use automation in these mixed-use cases, allowing automation solutions to be applied where they are most effective. This hybrid approach is the future of RPA, giving companies the ability to process structured and unstructured data and use human abstraction at critical decision points. By identifying key candidates for hybrid RPA and utilizing a best-practice approach for implementation, enterprises can multiply the effectiveness of their RPA initiatives and stay competitive as automation technology evolves.



The problem with traditional RPA

Traditional RPA solutions do not account for the complex nature of many business processes. Because most data is unstructured and a large number of decisions require human logic, the vast majority of processes still require human interaction. It is not feasible to use current RPA technology to automate all of these processes.

Today, most RPA solutions can only automate processes that are entirely comprised of structured, rule-based steps. This realistically only applies to a small number of tasks, dramatically limiting the usefulness of RPA.

MOST PROCESSES CAN BENEFIT FROM AUTOMATION

Despite the fact that RPA technology is not yet able to automate every step of all business processes, most tasks can benefit from some level of automation. Most processes in a business are, by volume, 90% structured and 10% unstructured. Common forms of unstructured data might include email messages, audio, images, or social media posts. These kinds of input are often difficult for robot workers to process accurately. Similarly, unstructured process steps might include novel customer service problems or other issues that have no associated rule. Structured data and steps have been organized in a way that can be easily processed with automated solutions such as forms, tables and decision trees.

Unstructured elements may be smaller in number, but they are critically important. For example, in a customer-service situation, most customer information could be collected and analyzed by an automated solution. However, in some cases, a customer might have a problem that the solution can't understand or was not designed to handle. In these cases, it is necessary to bring in a human employee who can handle more varied situations and give the customer the help they need.

RPA solutions that do not take these kinds of situations into account can only be used in a small number of cases. To maximize the effectiveness of automation, enterprises require solutions that can be applied to structured data and decisions while collaborating with human workers for more complex tasks. By combining the speed and efficiency of automation with the flexibility and reasoning of human workers, enterprises can reduce costs, improve service, and deliver more innovative solutions.

90% of business processes are structured

Which is exactly where automation is most effective. Leverage RPA for your structured elements, freeing human workers for more nuanced tasks.

Why hybrid automation is the future of RPA

As most processes have both structured and unstructured elements, companies must combine automated and manual solutions to optimize efficiency and results. This approach is known as hybrid RPA and can help companies leverage the power of automation in a more diverse range of processes and scenarios. This provides a solid foundation upon which to build scalable RPA solutions that will prepare companies for the future and allow them to gain significant advantages over the competition.

THE VALUE OF HYBRID RPA

Hybrid RPA overcomes the challenges of traditional RPA - Integrating automation with the workflow of human employees dramatically expands the useful applications of RPA. New solutions allow seamless handoff between RPA robots and human workers. Using a hybrid automation approach allows humans to pass processes to robots automatically or by prompt. Active hybrid insertion sensors can detect when a structured process is about to be started and the robot can automatically take over; user-requested automation can direct a robot to complete a structured

piece of the process while the worker considers the next decision point. This speeds up the process by allowing the automated solution and employee to work on two separate tasks simultaneously. This hybrid workflow can dramatically increase workplace productivity and allow companies to maximize the effectiveness of their employees.

Hybrid RPA provides a solid foundation for growth - RPA technology is rapidly advancing. Each year, new innovations allow more tasks to be partially or fully automated. Although the technology has not reached a point where every part of every task can be automated, it is gradually approaching that future. As AI develops the ability to make more complex decisions, it will be able to grow naturally within the hybrid model, reassigning tasks from the human to the robot with every iteration. Implementing a hybrid automation approach that uses RPA wherever possible provides a foundation for new technologies. If an RPA solution is already in place, it becomes straightforward to move human-handled tasks to the robot as its abilities grow. This makes hybrid solutions highly scalable and prepares companies for the rapidly approaching future of automation.



Use cases for hybrid RPA

Hybrid RPA has a wide range of current and potential use cases. To implement these solutions effectively, it is important that companies understand how new technology can be used and where RPA is most usefully applied.

CUSTOMER SERVICE

Although automated customer service agents have evolved significantly over the past several years, human interaction is often necessary to handle unstructured user input or unusual situations. For example, a customer might experience a problem that cannot be identified through structured questions. In this case, it might be necessary for the customer to describe their problem, providing unstructured input in the form of text or a phone call that can only be interpreted by a human worker. Many customers also appreciate speaking to a real person, so maintaining some human points of contact will likely be necessary for the foreseeable future. This makes customer service an ideal candidate for hybrid RPA. A prime example of this would be call centers in which data would be collected by human workers who would enter it into a structured form. An RPA solution could then rapidly process that information, identifying potential problems, directing the customer service agent to documentation, or automatically creating an issue ticket.

PURCHASE-ORDER PROCESSING

As with customer service, a large amount of PO processing involves repetitive tasks and highly structured data. These elements can be easily handled by robot workers. However, in many cases it is still necessary to interact with a human worker, such as when a customer has a question about a mistake in an invoice or if there's a discrepancy between the invoice and delivery note. Hybrid solutions can augment the workforce by automatically filling out purchase orders based on agent-customer interactions, sending invoices, and ensuring accuracy.

SALES

Human interaction is at the core of sales, but even this highly interaction-focused area can greatly benefit from automation. Sales agents can work with RPA solutions that perform routine tasks, reducing the workload on salespeople and allowing them to be more effective. Solutions can complete the order process after the sale has been made and analyze customer information and sales interactions to identify upsell and cross-sell opportunities. This can help the salesperson increase sales and deliver a more satisfying experience to the customer.

When a hybrid solution makes sense

Automated service and sales agents have come a long way, but human interaction is still necessary – and desired. Hybrid RPA can bridge these gaps in your organization.

Implementing hybrid RPA effectively

RPA can be a powerful tool for growth, but implementing it effectively is often challenging. Every enterprise will have unique opportunities to apply automation and create its own innovative solutions, but also will face unique challenges. To leverage RPA most successfully, it is important to understand how hybrid RPA can be applied and what makes an effective implementation. To ensure success, companies must identify good candidates for RPA in their enterprise and create a comprehensive plan for implementation.

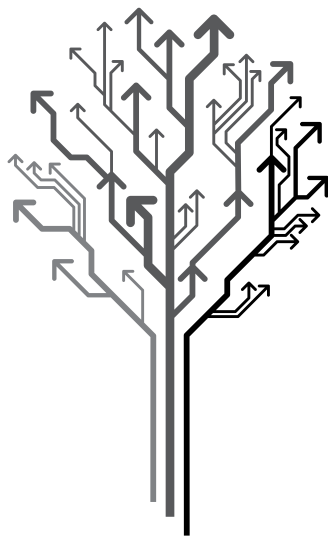
KEY COMPONENTS OF AN EFFECTIVE HYBRID RPA STRATEGY

1

Define success

Before implementing a new RPA solution, it is important to set timelines and milestones for success. Depending on the business goals of the project these can vary significantly, whether its increasing sales by a certain amount, improving workplace efficiency, or delivering a new product. Regardless of the goal, it needs to be stated clearly and quantified.

The success of the implementation then can be measured against that predefined metric to determine whether course adjustments should be made or an entirely new approach should be implemented.



2

Identify good hybrid RPA candidates

The hybrid candidates discussed in the previous section are only a small sample of what RPA is capable of handling. Although many processes can benefit from hybrid RPA solutions, some are better suited than others. Good candidates have several key qualities. Look for processes that require structured information gathering, coupled with decision points that require abstraction of that information. This may be followed by more information gathering or a data-entry process as a result of that decision. Processes that require multi-system data entry or notification after a user-initiated event are also excellent candidates. These processes can benefit from automation that automatically notifies relevant users of events, performs compliance, or copies data to multiple systems.

3

Implement better solutions

Successful hybrid RPA should seamlessly integrate with the workflow, allowing human interaction at all the necessary touchpoints with minimal friction. The solution also should provide robust capabilities, allowing for rapid analysis and action on structured data. This means the solution should have the ability to ID long-chain human-robot processes and mine data for business knowledge. It also means solutions should be able to hand off from human to robot or robot to human through both human initiation and sensory input capture. There should be both attended on-desktop robots and unattended virtual machine robots that can complete transactions without human input, allowing the automation solution to work on something while the employee performs another task. This facilitates an effective collaboration between robot and human workers, allowing tasks to be accomplished more quickly and with fewer errors.

4

Create governance structures

Ownership of automation solutions is a major challenge for many organizations. Allowing business units to implement hybrid RPA on their own can allow for faster rollout speeds and ensure that the solution is meeting the needs of end users, but it also can create a disorganized automation ecosystem that has compliance and data siloing issues. A centralized governance structure or center of excellence (CoE) can help provide guidance for the implementation and ensure that each solution is delivering on business goals. Every enterprise should analyze its own needs and define an automation governance structure that meets them.

5

Work with trusted providers

RPA is a complex and new technology. Implementing it effectively requires the help and guidance of a trusted partner with experience in hybrid applications. A good provider can help companies identify use cases for hybrid RPA in the organization and develop a plan for effective implementation.

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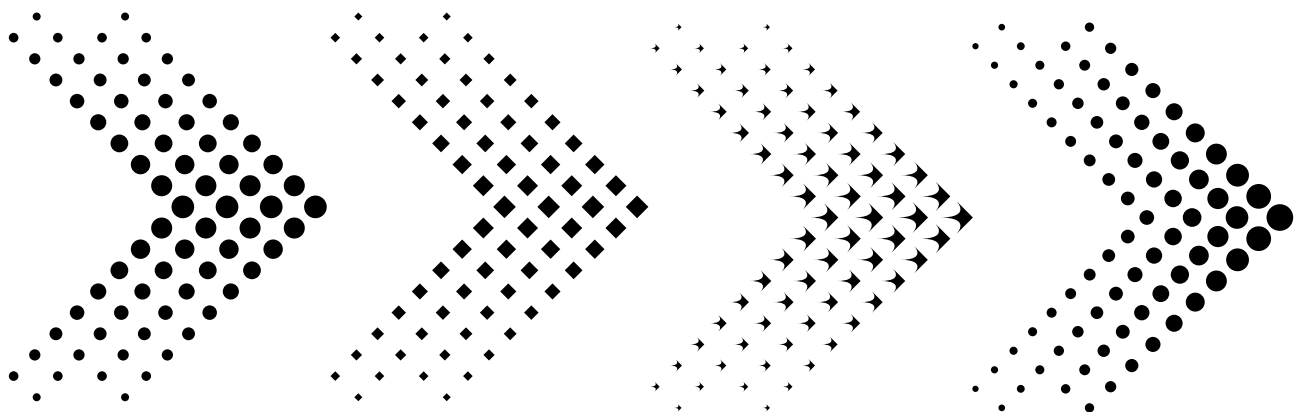
Analyze and iterate

It is unlikely that the first implementation of a hybrid RPA solution will be optimal. After a new tool has been rolled out, it is important to analyze how employees are using it, look for problem areas, and work with the solution provider to make the next iteration more effective. It also is important that the solution provide a measurable ROI and that any solutions that aren't delivering on business goals be reworked or eliminated.

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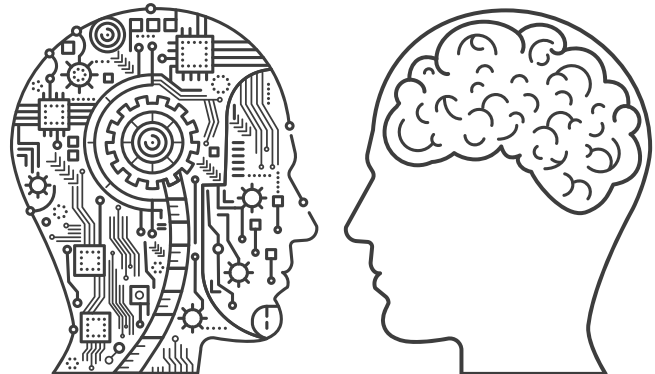
Plan for the future

RPA technology will continue to evolve. As solutions become more powerful, robots will be able to perform a greater number of tasks with minimal human input. This makes it important that companies begin considering the future of automation today. Hybrid RPA solutions should be implemented with flexibility in mind and allow for a greater share of work to be shifted to robots as the technology becomes more powerful. The enterprise should regularly review current automation technology and look for new ways to implement it to aid in business processes.



Conclusion

The vast majority of business processes are not completely composed of structured, rule-based data and decisions. Despite this, RPA can still be leveraged to great effect in these processes, allowing human employees to utilize the power of automation to improve their efficiency and focus on the tasks for which they are best suited. The future of RPA lies in these hybrid solutions. Integrating automated tools into the workflow allows workers to identify opportunities, eliminate mistakes, and reduce wasted time, while still maintaining human judgement for key decision points and a human touch for customer-facing situations. This combination of human interaction and robot efficiency will allow hybrid automation to be utilized in nearly all business processes and produce the majority of RPA business value for most companies. By implementing hybrid RPA, companies can dramatically increase the scope and effectiveness of their RPA initiatives, while building a foundation for an increasingly automated future.



ABOUT Kryon

Founded in 2008, Kryon delivers innovative, intelligent Robotic Process Automation (RPA) that speaks the language of business. This understanding of enterprise operation yields solutions that enable true digital transformation. Our Hybrid Automation enables virtual and human workforces to work better together, so enterprises can fully automate business processes end-to-end. And, our AI-driven Process Discovery solution helps organizations identify all the processes they should automate and automatically creates automation workflows in the Kryon Studio. Leading global enterprises such as Microsoft, Allianz, AIG Insurance and more are leveraging Kryon's AI-powered platform to drive digital transformation and operational efficiencies.

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