90% of Companies Are Doing it the Wrong Way

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According to Frank Casale, IRPA AI Founder, 90% of companies that implement RPA are doing it wrong, and therefore experiencing suboptimal results. In this 3x1 (3 questions, 1 expert) interview, Frank explores why a process led approach to automation is so important and why hundreds of companies are not meeting their ROI targets from their automation efforts.

Q   How are managers going about using RPA today?

A   The majority of managers are buying the technology, and then identifying the process to automate.

Q   What is wrong with this approach?

A After connecting with our clients and observing hundreds of RPA engagements over the past 24 months, we learned that many customers were unable to achieve their target ROIs and where less than satisfied with the results overall. Upon further analysis it became clear that these underwhelmed managers were automating bad / inefficient processes and struggled to establish any meaningful baseline metrics for the "as is" processes - Garbage in garbage out when you have no clear measure of a starting point or a target end-point.

Q How should one approach RPA?

A It is our view that process lead automation is the way to go. If a client wishes to generate the maximum efficiencies and ROI one must lead with process, understand the key processes metrics and NOT just chase a technology solution that is the "flavor of the day". That is to say, evaluate and baseline the process and then ensure that you have optimized them to have the sub-set of processes that can be considered for automation. Only then should the RPA be introduced. The outcomes will be much more significant and anything less leaves too much on the table.

If you'd like to learn more about process led automation or how you can achieve greater ROI through your automation efforts, email Carrie.Simon@irpanetwork.com to schedule a 30-min informational phone briefing with an expert team member.

Interested in learning more on this topic? Stay tuned for a process led automation podcast series - produced by the Digital Solutions Exchange (DEX), a division of IRPA AI. More details to be announced soon!

About Frank Casale

Frank J. Casale is the founder and CEO of The Outsourcing Institute (OI) and the Institute for Robotic Process Automation and Artificial Intelligence (IRPA AI). Established in 1993, OI is a global marketplace and community of 70,000+ executive members including leading practitioners, service providers, advisors, thought leaders, industry observers and analysts. IRPA AI was established in 2013 as an independent professional association and knowledge forum for the buyers, sellers, influencers and analysts in the rapidly growing field of robotic process automation, cognitive computing and artificial intelligence.