



CASE STUDY | TRAVEL

A leading UK Multinational Retailer uses Robotic Process Automation to drive operational excellence

Client Expectations

As a top-tier retailer, the client was looking for a solution that ensured operational efficiency in today's fast-paced digital world, without the pressure of overspending on technology to enable it.

Challenges:

- Highly-complex processes handled manually
- Unstructured data in multiple formats
- Seasonal increase in load leading to backlogs
- Frequent process changes

Solution:

- Robotic Process Automation

Benefits:

- Error-free and compliance-strong processes
- Reduced FTE by 45%+
- Increased productivity
- Ability to handle large transaction volume
- Faster TAT

About the Client:

The client is a leading UK Multinational retailer with captive business support services in India. The business support servicing team works for all retail outlets and warehouses across Europe, and supports business operations. They have initiated a strategic transformation program to improve business services operations covering Product, HR and Finance divisions.

Technology Challenges:

Currently, the servicing arm is involved in creating and executing strategic initiatives covering IT, Financial, Commercial, Property etc. Servion conducted a discovery study on the people, process and product processes. Over 20+ processes across HR, Finance and Product functions, with 120+ FTEs, were assessed. The following challenges were documented:

- Highly complex processes due to number of rules/logic in combination of applications used by the processing team
- Unstructured data formats with requests coming in via emails, processing of handwritten documents and printed PDFs
- Seasonal load putting pressure on capacity and SLAs
- Frequent changes in process due to changing business scenarios
- Lot of exception scenarios for handling specific suppliers

Business Benefits:

- Reduced FTE by 45%+ and increased productivity
- Scalable Infrastructure with ability to handle large transaction volumes without significant increase in people or IT infrastructure
- 24/7 service resulting in faster TAT for consumers
- Error-free solution increasing accuracy and compliance

Solution Offered:

Servion Consulting team used its SPARC (Servion Process Assessment and ROI Calculation) Methodology to assess the processes and come up with feasible automation. Based on the assessment, the Servion Technical team proposed a phased

implementation of a cutting-edge Robotic Process Automation solution that can automate majority of the client's people, finance and product processes. The existing processes were re-designed and standardized, along with digitized work-flows. As it involved finance and HR-related processes, compliance and accuracy were critical. Some of the key changes proposed are highlighted below:

- **Digitization of scanned documents:** Process-specific changes to handle scanned documents; manual indexing, and OCR-based solution
- **Processing and validating:** Validating steps were handled by software robots to make the processes - accurate and error-free
- **Exception handling:** Generating report to analyze the type of exceptions, calling out for human intervention and initiating process changes to help in further optimization
- **Reporting:** Process-level KPIs to identify bot efficiency and bottlenecks

Servion's RPA proposed solution included 20+ robots deployed in various schedules, depending on application availability times. It was integrated with varied systems including mainframes, web applications to standard XL inputs.

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