

CASE STUDY

SoftBank's Digital Transformation Saves 4.5K FTEs and Improves Employee Experience

Organization profile

The SoftBank Group is a telecommunications operator in Japan and a global technology player that aspires to drive the Information Revolution.

Results

4.5K

FTEs saved

85%

reduction in recruitment hours
Hours saved

52K

generative AI proposals from employees

50%

reduction in mobile service registration



We aimed to inspire a fresh sensibility through the experience of technology... we have been realizing a work style and workplace where employees and technology are integrated together.

Satoshi Kaminagayoshi,
VP of Customer Success,
SoftBank Corp.





Challenge

After a full-scale deployment of automation in 2016, SoftBank faced a bottleneck in expanding further. The challenge was to find a breakthrough that would enable the company to evolve its automation efforts from a customer and management perspective. Essentially, SoftBank was looking to go beyond the initial benefits of RPA and drive deeper, more transformative change within the organization. The company was motivated to enhance the employee experience (EX) and free up staff to focus on value-added work rather than routine tasks.

Solution

As a key Automation Anywhere partner, SoftBank is fully invested in automation. The company's digital transformation started with a strategic overhaul of business processes to identify automation opportunities. By leveraging the Automation Anywhere platform, SoftBank successfully automated many cross-functional business processes that incorporated several different applications already used by its teams. The company invested significantly in employee training to foster a digitally savvy workforce that embraces and drives automation. SoftBank has begun implementing advanced technology, integrating RPA and AI to transition from task-based to comprehensive process automation that can transform the employee and customer experience.



Generative AI will continue to merge with existing technologies. I see this trend accelerating the realization of end-to-end process automation, moving away from automation based on tasks.

Takashi Kinoshita, Director,
Product & Business Strategy,
SoftBank Corp.

Processes automated

- AI call volume prediction
- Recruitment evaluation
- Mobile service registration
- Base station inspection

The whole story

In partnership with Automation Anywhere, SoftBank embarked on a digital transformation journey to address a bottleneck in expanding automation after deploying Robotic Process Automation (RPA) in 2016. To overcome this challenge, SoftBank initiated the "Digital Worker 4,000 project," led by top management, aiming to shift the company's employees' focus from routine tasks to value-added activities. The company set out to save a game-changing 7.7 million hours per year, enhancing both customer experiences (CX) and employee experiences (EX).

SoftBank implemented Business Process Reengineering (BPR) to analyze and prioritize tasks for automation, emphasizing the elimination of inefficiencies. Using Automation Anywhere, SoftBank was able to successfully orchestrate many cross-functional business processes incorporating a variety of applications, including Office365, Google, Salesforce, and more.

In tandem, SoftBank invested in developing digital talent, training employees in RPA and AI, and equipping them to identify and implement automation opportunities. After the Digital Worker 4,000 project, the training and programs led to substantial employee engagement. For example, SoftBank held an idea contest for utilizing generative AI to enhance EX. In just ten days, the company received 52,000 proposals! This idea contest is now a regular company event.

The integration of generative AI in SoftBank's various projects is believed to be a significant milestone, driving innovation and contributing to the goal of end-to-end process automation. The Automation Success Platform is expected to play a crucial role in linking RPA and AI at the process level, further reducing reliance on human intervention and streamlining operations.

This strategic move not only streamlined thousands of hours of manual work but also paved the way for SoftBank to evolve from a communication service provider to a digital transformation leader beyond traditional carrier services. The company focuses on the internal utilization of technology before customer rollout. This ensures a profound understanding of the tools, which SoftBank can then extend to its customers, aiming to reshape the industry with its tech-accelerated approach.

The future

SoftBank aims to transition from task-based automation to comprehensive process automation, incorporating AI for analysis and strategic decision-making to enhance operational efficiency. The company is not only concentrating on leveraging AI and automation for internal process improvements but is also committed to creating innovative solutions extendable to its customers, thereby reshaping its role in the telecommunications and digital services industry. SoftBank's strategy involves internal utilization and mastery of technologies before external deployment, ensuring a thorough understanding and enabling the provision of enhanced service offerings to customers.



About Automation Anywhere

Automation Anywhere is the leader in Intelligent Automation solutions that put AI to work across every aspect of an organization, empowering businesses worldwide to unleash productivity gains, drive innovation, improve customer service, and accelerate growth. Learn more at automationanywhere.com.

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