

CASE STUDY SNAPSHOT

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



Company Profile

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

Challenge

Post-RPA deployment in 2016, SoftBank sought ways to expand automation, focusing on transformative change, improving employee experience, and shifting from routine tasks to value-added work.

Why Automation Anywhere?

SoftBank partnered with Automation Anywhere to overcome a bottleneck in its automation journey and drive transformative change within the organization. The company identified Automation Anywhere as the premier leader in the space and enlisted its technology and expertise to accelerate its transformation. Praveen Akkiraju, managing partner at SoftBank Investment Advisers, expressed, "We believe that Mihir and the team bring a clear vision, a strong technology platform, and a passion for delivering real value and cost optimizations for customers."

Outcome

Through its partnership with Automation Anywhere, SoftBank transformed its operations with a strategic process overhaul, extensive employee training, and advanced tech integration. The company is transitioning from task-based to comprehensive automation, enhancing both employee and customer experiences.

4.5K
FTEs saved

85%
reduction in
recruitment hours

52K
generative AI proposals
from employees

50%
reduction in mobile
service registration

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