

The background is a dark purple space-themed illustration. On the left, a blue rocket with a white 'A' on its side is launching upwards, leaving a blue and white trail. On the right, there is a blue and white planet with a white ring system, resembling Saturn. The text is centered in a large, white, bold, sans-serif font with a slight drop shadow.

# THE CUSTOMER SERVICE GUIDE \_\_\_\_\_ TO THE \_\_\_\_\_ INTELLIGENT AUTOMATION GALAXY

How to harness the power of Intelligent Automation + generative AI to reduce burden, accelerate time-to-value, and boost productivity across customer service processes.

# Your Journey Begins!

Get ready for a world of customer service processes filled with **Intelligent Automation** and driven by **generative AI**.

While others are in for a bumpy ride, you've made the right choice to hitch your space wagon to Automation Anywhere. The Automation Success Platform is the fastest, most effective way to overcome the productivity crisis currently facing your organization. You see, we're entering an epoch of declining productivity worldwide. Organizations like yours need a 50% increase in productivity, according to McKinsey, just to keep up. That's no small task.

## Don't panic!

Intelligent Automation is already increasing customer service productivity at organizations like **Ricoh**, **Bancolombia**, and **TaskUs**. And, when combined with generative AI, it's helping customer service teams work faster across systems, domains, and processes, thus magnifying those productivity gains.

Now, it's time to buckle up for your flight. You'll learn how Intelligent Automation and generative AI will help customer service teams resolve cases faster, reduce support costs, and keep customers happy. Wherever you are on your journey to deploy virtual agents and automate support experiences, contact centers, complaint resolutions, and other customer service processes, Automation Anywhere has something for you.



# Prepare for Liftoff

Before you embark on this journey, take a moment to consider a few questions.

**What are your goals? What return on investment do you expect?**

**Where are the potential roadblocks in your organization?**

Take a look at the following stages and choose the one that describes your nearest waypoint:



## Eager to start?

You'll want to explore available resources, understand how others did it, and get some ideas on how generative AI can catalyze your automation program.



## Ready to accelerate the impact?

You'll get more value from customer service-specific case studies and strategic guidance to justify your expanded investments.



## Time to scale beyond department-level automations?

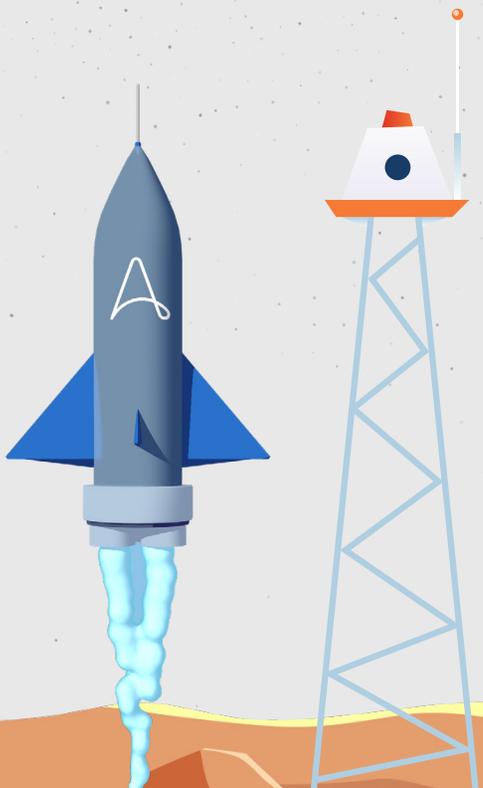
You'll want to read scalability stories, learn how generative AI can help with progress, and how a center of excellence and citizen development can add value to your program.



## Just need guidance on incorporating generative AI?

A center of excellence and citizen development are great areas where generative AI can be discussed and deployed, but you should expect even more.

No matter where you are on the Intelligent Automation journey, the promise of generative AI is expanding quickly. It's best to seek guidance from a provider that has deep experience with generative AI, has partnerships with leading and trusted generative AI solutions, and can offer you flexibility and confidence when deploying generative AI technologies.



# Start with Generative AI

**START** is for kickstarting your customer-focused digital workforce. This is an exciting time! You're eager to take your current experience with automation and learn more, see how generative AI can be applied, and ramp Intelligent Automations across your organization.

For customer service processes, Intelligent Automation and generative AI can automate support experiences, enhance accuracy and compliance, improve data accuracy, and do away with repetitive work. As automations take on those tasks, you'll have more time to reduce customer service costs, improve the customer and employee experience, and improve the speed and accuracy of reporting.

**Here are specific areas where Intelligent Automation and generative AI can help customer service teams:**



## Reduce AHT

Speed up agent response time by 100% by connecting systems, people, and processes.



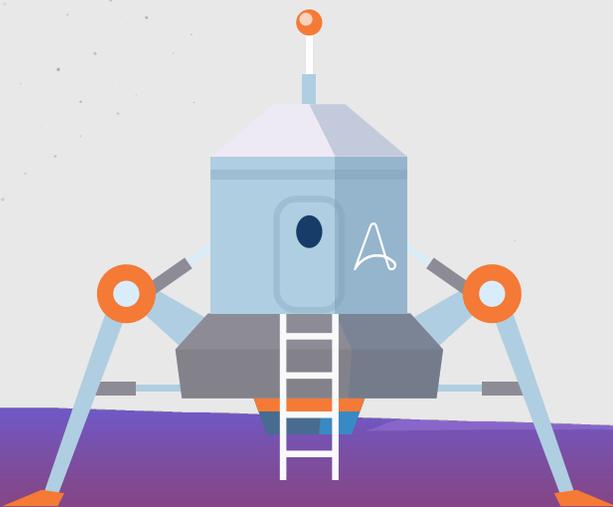
## Personalize Experiences

Deliver custom solutions fast with automation powered by generative AI.



## Boost Agent Happiness

Automate mundane tasks and empower agents to focus on delighting customers.



# Accelerate with Generative AI

**ACCELERATE** is when you're ready for your automation program to bring speed and deliver broad impact to your customer support team and beyond. Focusing on specific areas of the business is the best way to drive widespread automation enhancements, but the most critical aspect is measuring key performance metrics.

You're likely looking to automate support experiences, deploy virtual agents, connect systems, reduce human error, and streamline customer service processes.

Here are **key metrics** you'll want to measure:



## Efficiency and cost savings

Quantify the time and resources saved through agent efficiency and reductions in AHT and operational costs.



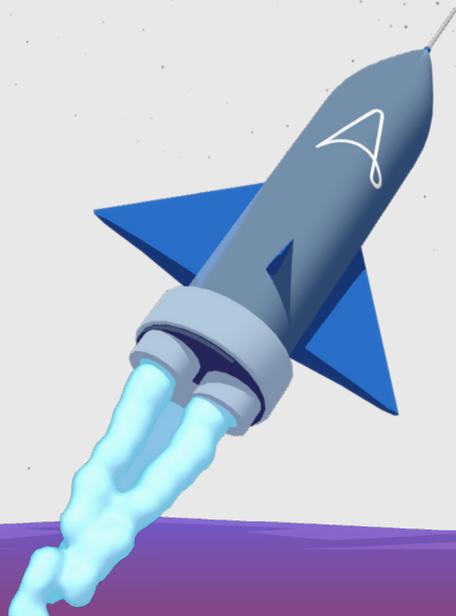
## Accuracy and data quality

Track error rates, manual data entry tasks, and automated data transfers across systems and applications.



## Customer satisfaction

Match AHT trends and customer experience automations with customer satisfaction scores.



# Scale with Generative AI

**SCALE** is when you're ready to extend the power and value of automation across the enterprise. You've deployed successful automations at the departmental level, accelerated to gather more value, and now, it's time to lead your organization in realizing the full potential of Intelligent Automation. Oh yes, this means cranking your evangelism engine up to 11.



**Wait, what?** You don't have an evangelism engine installed yet? OK, here's how you build one:



## Step 1 Master the art of storytelling

Calculate the estimated benefits, build the justifications, consider the push-backs, and get feedback. Then prepare your talking points and always have your elevator pitch ready to go.



## Step 2 Consistently share success

Executive stakeholders and workers alike want to know what's happening. Nurture these supporters by keeping them excited about your automation story as you go along.



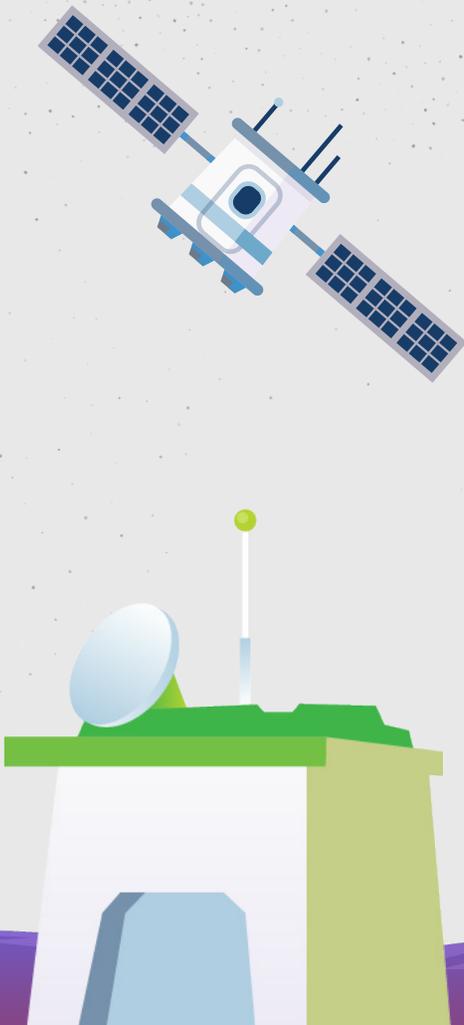
## Step 3 Establish an internal community

Recruit supporters to gather ideas for automations, rally subject-matter experts, and bring on decision-makers eager to champion the move to Intelligent Automation and generative AI.



## Step 4 Spread awareness of the program and proactively encourage participation

Build an intake pipeline to solicit ideas for new and enhanced automations and encourage workers to become citizen developers.



# The Question

During your journey, take some time to reflect on what you've learned, think about how you can improve your Intelligent Automation and generative AI program, and create stretch goals in your quest for automation excellence.

You see, Intelligent Automation and generative AI deliver mega-value, which is important to travelers like you who are interested in improving customer service productivity and efficiency.

But generative AI shouldn't be just another app in your team's arsenal. With generative AI infused across the Automation Success Platform, you can easily accelerate every process with generative AI embedded in any application, allowing you to empower your business teams, accelerate your automators, and scale with confidence.

So, the question is,



**WHAT ARE YOU  
GOING TO DO NEXT?**

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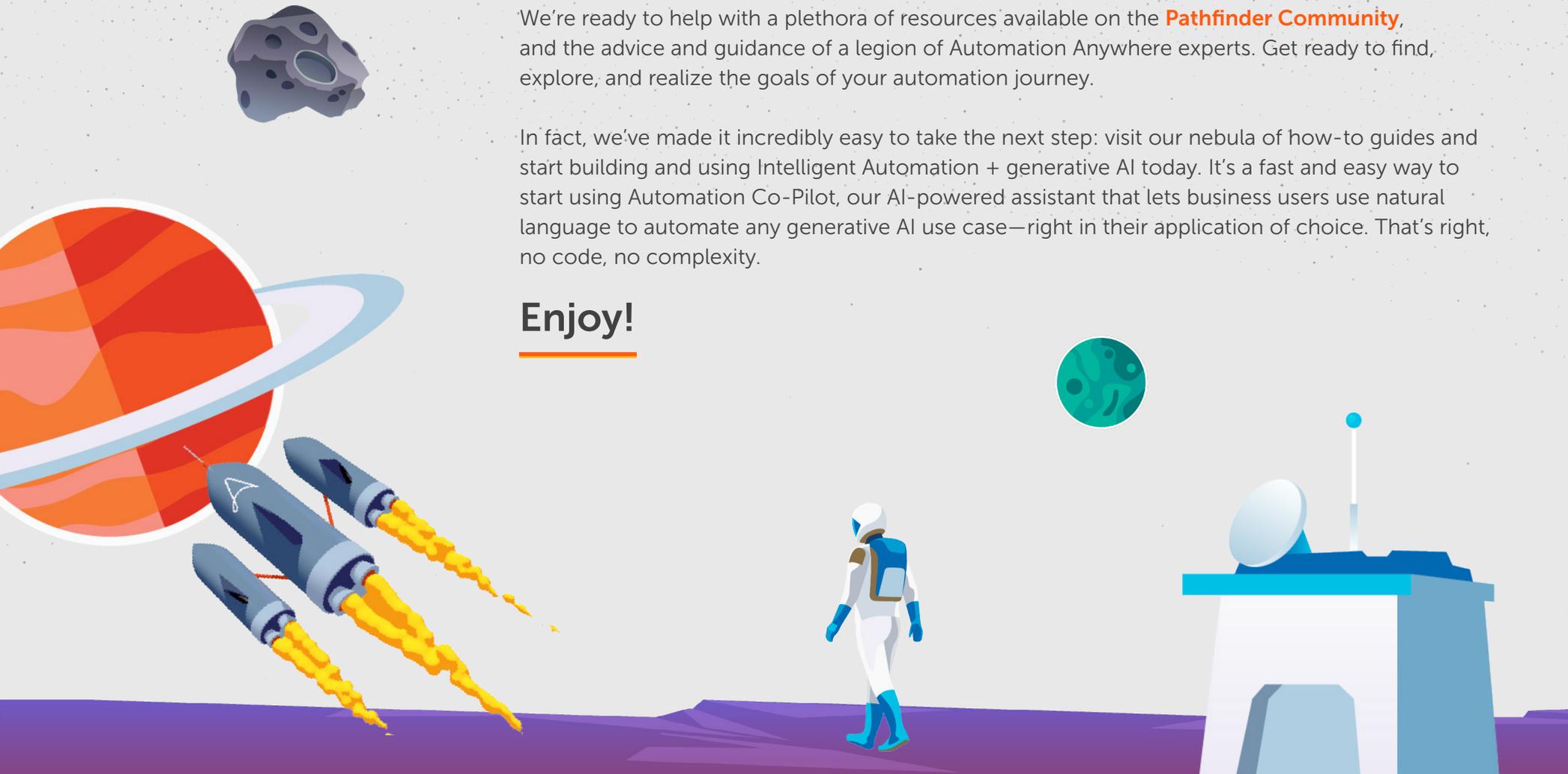
# DON'T! PANIC!

Whatever you do, don't panic. The next step in your Intelligent Automation and generative AI journey may seem daunting, but it quickly becomes an exciting adventure!

We're ready to help with a plethora of resources available on the [Pathfinder Community](#), and the advice and guidance of a legion of Automation Anywhere experts. Get ready to find, explore, and realize the goals of your automation journey.

In fact, we've made it incredibly easy to take the next step: visit our nebula of how-to guides and start building and using Intelligent Automation + generative AI today. It's a fast and easy way to start using Automation Co-Pilot, our AI-powered assistant that lets business users use natural language to automate any generative AI use case—right in their application of choice. That's right, no code, no complexity.

Enjoy!



# DOWNLOAD



THESE HELPFUL **HOW-TO GUIDES** AND START  
PUTTING INTELLIGENT AUTOMATION +  
GENERATIVE AI TO WORK TODAY!

WHAT DO YOU WANT TO BUILD FIRST?



## Build a Customer Service Assistant

Learn how to use Automation Co-Pilot with generative AI to support agents with real-time information retrieval to resolve the cases quickly without leaving their primary application.



## Create an Employee Co-Pilot

Learn how to use Automation Co-Pilot with generative AI to optimize employee productivity by handling routine tasks, accessing information quickly, and providing notifications and reminders.



## Process complex documents at hyperspeed

Learn how to use intelligent document processing powered by generative AI to extract content from unstructured documents with unprecedented speed.