Spotlight: Blue Prism & ATB Financial

ATB Financial is optimizing customer service with Intelligent Automation

ATB Financial is leveraging the Blue Prism's Robotic Process Automation (RPA) platform to drive increased customer loyalty, generate multi-million-dollar efficiency savings - and deliver major resource capacity back to the business.

Maintaining competitive advantage via innovation

ATB Financial is the largest Alberta-based financial institution, with assets of more than $51.9 billion and a team of 5,300 helping more than 753,000 customers in 244 Alberta communities. ATB prides itself on being a great place to work - and in 2017, was named one of Aon's Best Employers in Canada.

Operating in a rapidly changing and highly regulated market, ATB wants to maintain its competitive advantage by swiftly embracing the digital revolution that's enveloping financial services. To achieve this goal, the company looked to build upon two clear areas of differentiation—an outstanding culture that serves its customers, and having the tools, technology, and processes to optimize operations.

This journey, led by Dan Semmens, managing director of transformation - process automation at ATB Financial, started in 2016 with a twofold focus on improving the customer experience – while also enhancing operational efficiencies. This involved significantly re-designing, simplifying and improving processes - using robotic process automation (RPA) as a key catalyst to achieve these goals.

> "We're focused on applying technology in areas that impact customers most. RPA applied to the right use-cases, means better customer experience, and more time for us to hear our customers. This is just one of the ways we are working every day to make our business better."
>
> —DAN SEMMENS, MANAGING DIRECTOR OF TRANSFORMATION - PROCESS AUTOMATION, ATB FINANCIAL

> **"Our first priority was to identify where we could create the most value, or solve the most pressing customer problem. With over three thousand internal and customer facing processes, we had to devise a strategy to evaluate and prioritize where to best leverage automation."**
>
> **—DAN SEMMENS, MANAGING DIRECTOR OF TRANSFORMATION - PROCESS AUTOMATION, ATB FINANCIAL**

ATB started, and it didn't take long before they had identified up to 1700 candidate processes; next they had to identify the most high-value automation opportunities – with selection criteria that included:

- Level of importance for customers
- Complaint frequency
- Risk level
- Process volume
- Suitability for automation

Strategic Process Selection

ATB had a very strategic approach to introducing connected-RPA into the business & appreciated that to achieve successful outcomes, it first had to understand how to address several key areas:

- Prioritizing which processes to tackle based on business value

- Prioritizing which would have the greatest impact to areas negatively impacting customer satisfaction

- Tweaking and optimizing the processes themselves

- Rolling out pilots and proving the benefit of automation

The company also factored in internal performance and outcome metrics to build a heat map – and help prioritize an automation process list. One process deemed ripe for automation was customers making address changes to their account. It was overly complex because ATB has multiple internal systems in which a change of address needs to occur yet there are no integrations – and negative downstream effects will result from any delays or errors.

Moving forward with connected-RPA

ATB's next step was to perform a multi-vendor assessment – and they requested demos that focused on RPA capabilities, business outcomes and usability. Blue Prism was the clear winner.

> "Blue Prism was a natural choice for us – it's a very reputable vendor, and from a maturity perspective, the technology platform is proven and robust – with a lot of great features. We were keen on our team becoming self-sufficient in automation - without having to get deep into coding and Blue Prism really stood out to us - with its scalability and ease of use."
>
> —DAN SEMMENS, managing director of transformation - process automation, ATB Financial

ATB started its RPA proof of concept with localized, functional, automation of back-office processes that needed to be nimble for customer demands and operate effectively within its working environment. Clear time and cost savings were identified, which meant that wider RPA adoption received enthusiastic backing from ATB's senior stakeholders. In the first year, the automated processes were very much focused on fulfillment related activities and key break points were identified by ATB on how it moves and fulfills work.

Fast forward to 2018, and **ATB has more than 40 automated processes in production** - some 50 percent are end-to-end and enabled from front-office to back-office. The other half are local, back-office, fulfillment tasks that include; MasterCard products, loan services, payment changes and new card orders. From an overall customer response perspective, **ATB has seen a 99% improvement time in turnaround time - from 4 days to 3 minutes.**

> **"As we build our internal capabilities, the applications of drag-and-drop solutions and robots-as-a-service are enormous. Where connections with third party applications may be limited by permission to make changes or batch processes, Blue Prism's platform allows us to connect with external programs through APIs. Our early applications of robotic process automation are also scalable and adaptable to other business areas - and require almost no development work"**
>
> —DAN SEMMENS, MANAGING DIRECTOR OF TRANSFORMATION - PROCESS AUTOMATION, ATB FINANCIAL

Evolving RPA

ATB's team progressively learns and improves and is moving from local automation of one-off processes to creating end-to-end solutions. For example, ATB is turning natural language inputs into structured data that results in action - rather than an information response. This means that when someone says 'I need to change my address' - instead of written instructions about where to go and what to do - the request actions an automated back-office process manned by a digital worker. The company is now layering on machine learning and natural language processing to allow for more dynamic interaction.

In fact, ATB believes that RPA will ultimately be the conduit for artificial intelligence to reach its customers.
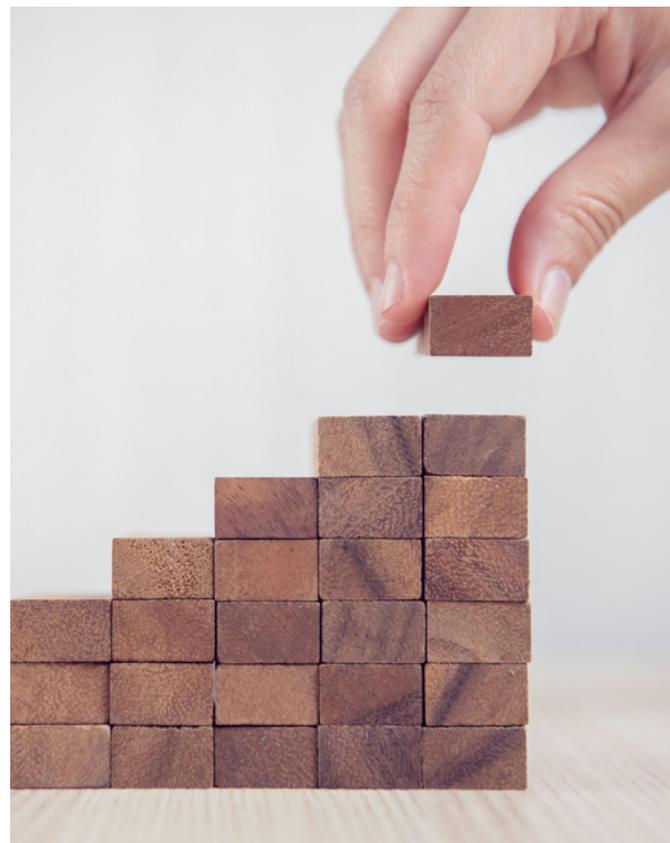
Managing change and jump starting careers

Managing the impact of RPA internally is an ongoing process for ATB. Initially, the company's automation team worked with the internal marketing team to ensure that staff got excited about process automation – highlighting that it would enable them to be 100% focused on delivering customer value. ATB has a strategic view of the future of work within the business: employees are actively being trained to better utilize their creativity and empathy. RPA has help enable new career development opportunities and as new ways are being identified where employees can provide higher-levels of value, people are moving into more meaningful roles - 30 staff are now trained and applying these new skills.

Key Benefits

- 99% improvement in turnaround time for end-to-end processes

- 70 FTE in capacity back to the business – within 18 months

- Anticipate 3.8-million-dollar contribution to revenue through reduced attrition

- 16.3% in reduction in complaints for automated processes

- 20% reduction in call volume in the call center

- Positive impact within the workforce - by making jobs easier

- Significant improvement in front-office service delivery

> **"We started with small functional processes, but we can see that the collective impact is a demonstrable change in how we operate – enhancing our workforce experience - while offering a better customer experience. We are really starting to think differently about the future of business."**

—DAN SEMMENS, MANAGING DIRECTOR OF TRANSFORMATION - PROCESS AUTOMATION, ATB FINANCIAL

About Blue Prism

In this digital era where start-ups are constantly disrupting markets, only the most agile and innovative enterprises survive and thrive. At Blue Prism, we pioneered Robotic Process Automation (RPA), emerging as the trusted and secure intelligent automation choice for the Fortune 500 and public-sector market. Now we bring you connected-RPA supported by the Digital Exchange (DX) app store – marrying internal entrepreneurship with the power of crowdsourced innovation.

More than 1,000 major enterprise customers leverage Blue Prism's digital workforce,empowering their people to automate billions of transactions while returning hundreds of millions of hours of work back to the business.

Visit **www.blueprism.com**.

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