Business Process Automation

The Benefits of Business Process Automation

January 2021

Business Process Automation

❖ **What is Business Process Automation (BPA)?**

▪ Business process automation is the use of technology to execute recurring tasks or processes in a business where manual effort can be replaced, also known as business automation or digital transformation. It is done to minimize costs, increase efficiency, and streamline processes.

▪ Business process automation is not to be confused with business process management, which is a larger discipline involving the management of complex organization-wide processes using different methodologies.

▪ Business process automation goes beyond traditional data management and records to advanced software systems and programs that integrate all your applications. Automation can permit your company to maintain control over various issues, such as customer relationships, analytics, planning, sales, standardization, and development. Automation can target not only complicated information technology tasks, such as managing your system users and troubleshooting network issues, but also programs like email marketing services and customer engagement.

❖ **Why should you automate business processes?**

▪ Here are some compelling reasons to automate your business processes.

1. **Steppingstone to digital transformation:**

▪ Digital transformation can seem like a lofty overwhelming goal to organizations that are not on that path. Business process automation can be a stepping-stone to adopting that culture of continuous transformation. You can start with a few processes that are clearly in need of correction and gradually work your way up.

Business Process Automation

2. Get more clarity:

- Automation demands a certain amount of clarity about the process right at the designing stage. If you do not know the tasks involved and the people responsible for running the process, you cannot design and automate the workflow effectively.

- Further, process mapping can provide clarity to all employees and serve as a training resource as well. The insights you gain from analyzing an automated process can clearly show you the gap between your processes as is and as it should ideally be.

3. Streamline processes:

- One of the great outcomes of a process automation system is streamlined processes. Clear accountability, customizable notifications, valuable insights, and faster turnaround times make it easier to eliminate wasteful activities and focus on enhancing tasks that add value.

4. Get compliance records:

- With business process automation, every detail of a particular process is recorded. This information can be presented to demonstrate compliance during audits.

5. Standardize operations:

- When you automate a business process, you can expect a consistent standard of outcomes every time. Standardization helps position your organization as reliable, which in turn can help increase your customer base.

Business Process Automation

6. Increase customer satisfaction:
- Customer satisfaction is a key differentiator in any industry. Focusing on process and operational excellence helps you exceed customer expectations with ease. When you consistently meet promised standards, customers are more likely to develop a preference for your company.

❖ **There are four types of automation, progressing in complexity:**

1. Basic Automation:
- Basic automation centers are the simple jobs in your organization, giving a centralized place to store all related information. For example, using a centralized messaging tool for a topic or group allows transparency in communication, instead of hiding information in various email accounts.

2. Process Automation:
- This process manages your business processes for task consistency and transparency. It is more powerful than basic automation and can be controlled by dedicated software and apps.

Business Process Automation
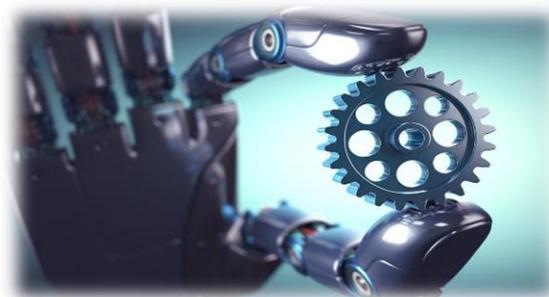
3. Integration Automation:

- More complex than process automation, integration automation enables machines to observe the way that humans perform tasks and repeat those actions. Humans must define the rules, however. For example, you could integrate your Business Process Management software and customer support software. This could give you results from a customer support checklist processed for each customer complaint and assign personnel when needed.

4. Artificial Intelligence (AI) Automation:

- Adding AI to integration software enables decision-making where your technological support is humanlike. The system would make decisions on what to do with the data, based on what it has learned and constantly analyzed. For example, in manufacturing, AI automation can significantly reduce supply chain forecasting errors.

❖ **Benefits of using business process automation:**

- Once you have automated your business processes, you can expect to see multiple benefits.

1. You will see a boost in productivity brought about by enhanced access. Cloud-based business process automation tools store your data in a central database. This helps you access data from any location or device whenever you need it.

Business Process Automation

2. Your business processes will become much more transparent. You can track and monitor processes while they are running, which can improve accountability and visibility.
3. The ability to monitor processes on the go will also help you keep a lookout for errors, fixing them as they occur. Performance reports will arm you with insights so you can take preventive measures against recurring errors.
4. From a long-term perspective, you will notice faster turnaround times and a reduction in costs due to fewer manual interventions.
5. You will also find yourself in a position to enhance your workforce allocation since the application will handle all ordinary recurring tasks. This way you can redirect your employees into tasks that necessitate human effort and judgment.

- A business process automation system will ultimately enable growing business efficiency. Since it is based on the notion of continuous process improvement, efficiency levels will keep increasing in response.

❖ If you wish to have a growing roster of happy customers, you need to start focusing on process excellence. Business process automation is a straightforward, effective way to get started on that path; these are critical aspects for customer satisfaction and growing revenue.