



CX Automation Acceleration workshop

Articulate, align and accelerate your automation ambition

A core element of CX strategy and operational delivery today is the use of AI and robotics to automate transactions, increasing optimized interaction with customers. The CX Automation Acceleration model helps our clients to understand the nature and potential of automation, explore the capabilities required to exploit CX automation and identify the best process and interaction candidates for development.

Service Overview

Regardless of whether your organization is in the initial stages of evaluating how to automate your customer and employee experience, or if you are seeking to further develop these capabilities, NTT supports you by leveraging our unique research and experience in the field of CX Automation. We share invaluable insights across the full automation continuum, including attended and self-service BOTS and virtual assistants, robotic process automation, AI & machine learning, automated knowledge management and live agent support twins, across your end-to-end intelligent automated process environment.

In today's rapidly changing world, NTT helps organizations through a structured and accelerated engagement model, to navigate the increasingly complex set of challenges related to CX automation, using robotics and artificial intelligence.

By helping to demystify the automation discipline we'll ensure that you can quantify the value of AI and automation in your business cases, balancing the blend between automation and your employees. We assist you with customer experience automation development advisory services, including design and delivery of customer experience automation into harmonized customer journeys.

Our workshop takes clients on a journey through our automation continuum to assess their maturity levels across the required development and delivery competencies. This allows us to identify the current and target state for each of the core competencies required and share use cases that help bring CX automation to life.

Candidate opportunities for automation are identified and reviewed through our 'Automation Value Calculator', which assesses the business benefits and associated complexity by focusing on key elements, including customer impact, volumes and costs.

Automation candidates are then displayed in a dynamic blueprint, including where in the CX automation maturity continuum they appear, highlighting in different colors the levels required by a client to deliver these. This helps plan not just what to automate, but more importantly the organizational competencies required to do this successfully.

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The common challenges to realizing CX automation

Unclear insight: Automation, AI & Robotics covers a broad spectrum of technologies and business applications, with vastly varied terminologies and descriptions, which mean it is difficult to gain clear insight and adopt a common view with a great deal of market confusion.

Lack of strategy: Making the move from single instances of automation to developing an organization wide CX Automation, Artificial Intelligence & Robotics strategy is critical and still lacking in many organizations.

Data confusion: Data brings together the various touchpoints within a customer's journey, provides the lens to understand the various blockages and bottlenecks to improve and ultimately sets the foundation for CX automation, although many organizations have structural challenges with unsuitable data and analytics to achieve this management.

Competing technologies: In a rapidly evolving discipline it is difficult to identify and review the best technologies to future proof operational optimization. Traditional technology procurement models are being challenged as organizations increasingly move to adaptive, consumption-based usage and ownership-based models.

Expertise gaps: As emerging automation approaches and technologies grow in prevalence there is an increasing lack of specific skill sets within many organizations, for example in the areas of data science and digital content management.

Siloed dysfunction: Approaching automation from a traditional siloed approach is not sustainable; organizations need to adopt a broader, connected and replicable business model for industrialized and optimized development.

Return on Investment: The inability to determine the real value and Return on Investment (ROI) for automation projects and initiatives, is compounded by the lack of organizational cohesion and the comparison of disparate types of automation usage and their outcomes.

Our approach

The CX Automation workshop has been developed to focus on three critical elements: to understand and exploit the rapidly evolving automation discipline, to explore the organizational capabilities required to develop a strong automation competency within your organization, and to identify specific candidate opportunities for automation within your organization, creating a blueprint for planned prioritization.

Understand

The CX Automation Acceleration model helps organizations understand the types of automation available based on our CX automation continuum. This covers all types of automation and provides an invaluable source of context and insight into this evolving business discipline.

Develop

Leverage the CX Automation Acceleration Workshop to identify the current and target state maturity of the core competencies and capabilities required by your organization to attain the automation outcomes that you need in the future.

The competencies required for successful automation adoption go beyond the process engineering and technology integration elements. The workshop helps you evaluate broader implications, including topics such as working practices, workforce harmonization, organizational automation anxiety, ethical considerations, innovation approaches and the importance of quality data to drive automation.

To achieve this the workshop focuses on eight core competency areas:

- automation strategy
- automation design
- people & culture
- governance & risk
- process management
- data management
- technical capability
- automation delivery

Identify

The workshop will help identify key automation candidate opportunities for development, which can be quickly accessed by utilizing our Value Identification calculator. This will provide a prioritization score based on key considerations, including process volumes, cost reduction, handling time reduction, operational and customer impact, cost of development, complexity and organizational capability.

Plan

All candidate opportunities are automatically plotted onto a dynamic blueprint based on business value and complexity. This provides a unique foundation to plan value-based focus on accelerated CX automation development for your organization.

77.5% of organizations believe customer operations will be the most positively impacted business function, **with the increased use of AI/Robotics and automation.**

Source: 2020 CX Benchmarking report

How we deliver

Understand the automation continuum

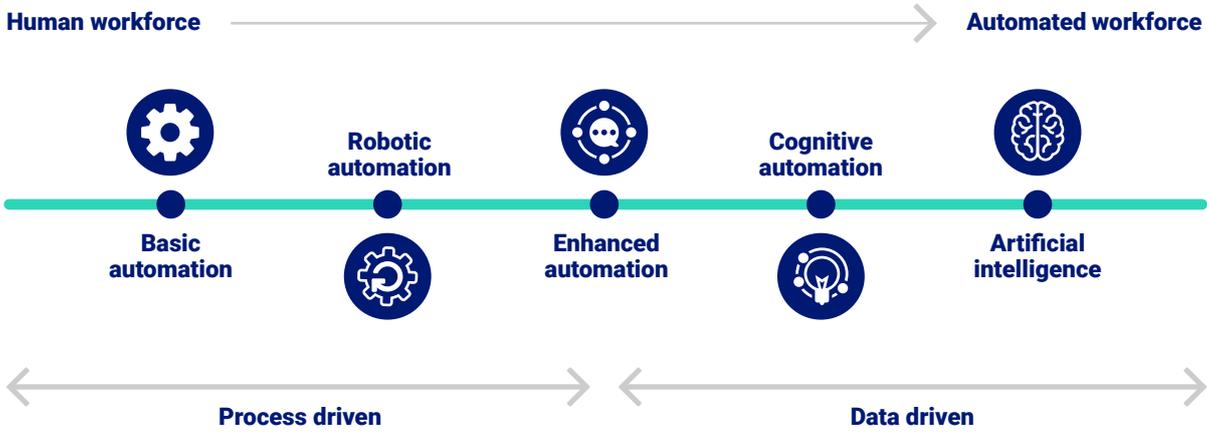


Figure 1: CX Automation continuum



Figure 2: Dynamic blueprint for prioritization of your organizations CX Automation candidate opportunities

Business outcome

Business outcome	Solution/services benefit
<p>Increase understanding of CX related AI, Robotics & Automation</p>	<p>The first element of the workshop provides a clear framework for CX automation, AI and robotics continuum and benchmarking insight, to gain clear context of the industry language and trends, supported by case studies and examples.</p>
<p>Leverage unique benchmarking insight comparison</p>	<p>Gain personalized insight into to how your organization compares to unique and current industry global benchmarking data across the strategic and operational components of CX automation.</p>
<p>Recognize areas that require development in your organization for successful CX automation</p>	<p>The unique development and maturity model allows you to explore the organizational competencies to develop and deliver successful CX automation initiatives in the future.</p>
<p>Gain consensus and direction (current & target state)</p>	<p>This is a highly interactive workshop with a broad representation of stakeholders from your organization. It provides a powerful consensus across broad business functions. This collaborative approach offers fast track consensus on 'current' and 'target' state scores for each competency and helps identify the initiatives required to increase maturity in the future.</p>
<p>Identify actual candidates based on value</p>	<p>Identify the candidate opportunities for CX automation that will enhance your CX and organizational optimization, using the value calculator to assess the value of each one, creating prioritized and achievable actions for your business planning.</p>
<p>Create a transformational blueprint and roadmap for targeted transformation and adoption</p>	<p>Each workshop delivers a dynamic transformation blueprint, which prioritizes the opportunities identified, providing a unique real-time view of what to focus on and the organizational competencies required to deliver value-based outcomes.</p>
<p>Accelerate your CX automation approach</p>	<p>Provides accelerated discussion and learning regarding your organization's CX Automation capabilities and delivers a rapid planning approach, which combines CX maturity insights, future transformation blueprints and leverages best practice to support rapid business benefit realization.</p>

Why NTT?



Delivery expertise

We employ over 1000 dedicated CX experts around the world and 7000 people delivering bespoke outsourcing solutions.



Co-collaboration and leadership

NTT significantly invests in AI & Robotics, as well as providing RPA directly to clients globally as a service. In collaboration with NTT Data, we augment our CX expertise and capability, leveraging research & development in this field.



Proven Methodologies

Proven CX advisory and deployment methodologies, we have the expertise to help our clients articulate their strategic CX ambitions and to support them in delivering connected experiences, underpinned by the right technology.



Deep customer understanding

The solutions we've deployed enable over 7 billion customer engagements each year and over 10 years delivering CX & contact center solutions as-a-service.



Trusted

Trusted by 75% of Fortune 100 companies as the ideal partner, with unrivalled advisory, cloud, systems integration and managed services expertise.



Together we do great things