



5 Steps to Intelligently Automating Document-Centric Business Processes

Are business documents and unstructured data a roadblock to successful digital transformation?

In many organizations, mundane, time-consuming and mind-numbing repetitive tasks belong to the past—delegated to tireless digital workers who take over tasks universally disliked by employees such as transferring data between legacy systems. Even though this type of automation relieves employees and increases the value of their productivity, it is typically focused on very discrete tasks and falls short when trying to automate more complex activities that can have significant impact on customer experience. Most customer interactions involve communications that contain unstructured content like documents, emails, chat messages, correspondence, etc. The key to fully automating such content-centric processes is to be able to understand the data, extract insights, and enable automation platforms to make human-like decisions.

Content Intelligence provides the cognitive capabilities and skills that enable automation platforms and digital workers to understand and process documents like a human, without any human interaction. When the data within business documents is understood, transactions can be executed faster, with higher precision, and compliant to process and regulatory requirements, while available resources multiply their output and efficiency.

Your 5 Steps to Intelligent Document Processing

1 Understand what is being automated, and why

Organizations today have moved past the experiment and proof of concept phase of automation by having automated task-based, simple workflows. During these initial phases, it has become clear that in order to achieve real value from their investment in automation, a more strategic approach to automation is needed. This encompasses the utilization of artificial intelligence (AI) and machine learning to transition to more complex, process-based automation on the way to hyperautomation. Key to process-based automation is the ability to analyze the processes within your organization, their variations, and their corresponding costs in order to determine which ones to automate first, and to design their automation in a way that delivers optimal results—for employees, customers, and business.

2 Enhance existing automation infrastructure with Content Intelligence

The analysis of business processes typically uncovers a much broader than expected number of business systems, steps, individuals, and documents involved in a single business transaction, causing friction, delays, errors, and compliance risk. It becomes clear that standardizing processes, reducing human interaction, and connecting systems is key to automating the most business-critical, cost-intensive, time-consuming, and compliance-relevant processes within any organization. What these business-critical processes have in common is content. In order to meaningfully connect existing business systems such as RPA, ECM, BPA, ERP, etc., and achieve straight-through processing without human interaction, organizations need to enhance their document process automation beyond just OCR and implement AI-powered Content Intelligence—applying understanding and being able to extract meaning from documents, traditionally a task reserved exclusively for humans.

3 Achieve higher value through democratizing automation

Past experience with automating content-centric processes has disillusioned many organizations—either requiring months of implementation, an army of specialists, and a huge budget for automating a single process—or bold promises for unseen AI capabilities, which do not live up to the complexity of real-life processes. Businesses need scalable solutions to support their automation goals, which allow the new citizen developer, without any machine learning, capture, or coding experience, to design, train, and publish automation in a simple way, analyze performance, and be able to adjust and quickly expand to new use cases, new document types, new business processes. Deploying a low-code / no-code, extensible Content Intelligence platform allows business groups to further speed-up the digital transformation journey by utilizing trained cognitive skills created by their peers.

4

Ensure compliance by reducing process variations and error

Utilizing intelligent, highly accurate content and document processing allows organizations to design automation flows that perform straight-through processing of business transactions with or without a human in the loop. This provides additional cost savings and productivity increases by eliminating human error such as typos or distractions, and ensures that all processes follow the designed path, run through all necessary checks and approvals, and do not skip steps in the process imposed by compliance regulations. Humans can be involved in the process to handle exceptional cases or validate the results of the automated process as necessary.

5

Continuously improve customer service quality to stay ahead of competition

Successful automation of content- and document-centric processes requires the cognitive skills to understand and extract meaning from a variety of documents out-of-the-box. But, in order to meet the challenges and variations of real life, it is crucially important that the models continuously learn and improve from new variations and human interaction. Extending automation to new use cases by training new extraction models, ongoing improvement of existing models, and monitoring results allows business analysts to further optimize the automation of processes, reach new levels of straight-through processing, and thus execute business transactions faster and with higher precision in order to optimize customer experience and always stay ahead of competition

ABBYY Digital Intelligence opens new doors for exceptional customer experiences

Improving your processes and wowing your customers shouldn't involve guesswork. ABBYY's Digital Intelligence platform allows you to gain the valuable, yet often hard to attain, insight into your operations that enables true business transformation. With the right approach that combines access to better data about exactly how your processes are working and the content that fuels them, Digital Intelligence empowers you to make tremendous impact where it matters most: customer experience, competitive advantage, visibility, and compliance.

↳ Only ABBYY elevates the intelligence of organizations' digital transformation. Learn more about perfecting your process performance at abbyy.com