opentext™

Gain an Information Advantage with Digital Process Automation

"Whoever your customers are—patients, consumers, students, business buyers, agents—digital business allows you to win, serve, and retain them as individuals."
—Forrester.[1]

Customer expectations

Today's customers have high expectations of the companies with which they do business.

65% expect to find what they need in three clicks or less.

68% want self-service channels for simple questions/issues.

78% expect to solve complex issues by speaking to one person.[1]

Response to market pressures

To respond, organizations are looking to get control of key processes, streamline customer-facing activities, reduce employee workloads and manage compliance and risk.

50%+ of CIOs and CEOs are leading digital transformation initiatives.

51% of transformation efforts are spurred by growth opportunities.

41% of transformation efforts are motivated by competitive pressures.[1]

The challenge

But, there are obstacles standing in the way of transformation efforts.

Introducing new services and ways of working can often take longer than what the market demands.

The average enterprise uses **900 different apps. 29%** of which are integrated.[1]

54% of the information needed in a business app is stored in the app rather than a dedicated content repository, impeding access and reuse.

75% say managing documents and content necessary for knowledge workers is a problem or significant problem.[1]

Digital Process Automation can help

Digital Process Automation helps connect and integrate enterprise information, intelligently automating how it flows across business applications and presenting it when and how it's needed.

Put customers at the center of interaction. Exceed expectations with timely, proactive service in their preferred channels.

Empower people for data-driven work. Connect internal and external information to automate repetitive processes and guide knowledge workers through complex tasks.

Eliminate process gaps. Digitize processes requiring both structured and unstructured information to eliminate disconnected processes or manual steps in process gaps.

Lower risk and gain consistency. Generate visibility into KPIs and gain actionable insight into how the organization is operating.

Why process automation is critical

Information fuels transformation and process automation is the engine that drives it, resulting in better digital customer experiences, increased efficiency and reduced costs.

64% say process automation is integral to business strategy.

57% plan to ramp up process automation usage over the next two years.[1]

The top drivers for undertaking a process automation project are:

53% **Improving** data quality

51% **Reducing** manual errors

43% **Improving** customer service

37% **Improving** security

32% **Improving** compliance[1]

The results

DHFL Pramerica delivered tangible business results

Digitized multiple end-to-end life insurance business processes

Decreased transaction time from hours to minutes

Created 150,000 insurability receipts in less than two years

Reduced processing costs by 25–30%

OpenText Digital Process Automation

Discover how OpenText Digital Process Automation creates the Information Advantage.

Learn more ›

[1]Forrester, *Refocus Process Automation To Rescue Your Digital Transformation*, May 2018.
Salesforce, *State of the Connected Customer*, 2019.
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Forrester, *Customer Service Survey, Business Technographics*, 2018.
NBN, *State of the Industry—Content Services and AIM: You're working TOO hard—Using Intelligent Automation to Save Time, Money, and Effort*.
[2]Forrester, *Forrester Wave: Digital Process Automation, For Customer Engagement*, May 17, 2018.
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