BEST PRACTICES FOR SUCCESSFULLY DEPLOYING ROBOTIC PROCESS AUTOMATIONS (RPAS)

Congratulations! The good news: Your business plan to deploy RPAs has been approved, and executive leadership is aligned with the project objectives.

The not-so- good-news: You have just eight weeks to have the first RPAs operational in your center. How can you as a contact center leader maximize this window of opportunity and ensure a successful RPA project for your organization?

In this article, we'll discuss five key principles for RPA implementation that offer the highest probability of success:

- Organize
- Discover
- Design
- Deliver
- Validate

And don't lose sight of the most critical success factor – communication!

PHASE I: Organize (Week Zero)

Your initial design team should be composed of two to three agents, a manager and two designers from the vendor. When selecting the agents, a few characteristics you should look for include:

- Agents that other agents respect and look to for assistance
- Ability to think outside the box
- Willing to try new software, tools and processes
- Desire to be RPA champions and to assist with deployment

PHASE II: Discover and Design (Weeks One – Three)

As the project begins, you'll want to bring the entire center together to discuss the "Why": benefits to the company, to customers and most importantly, the agents themselves. We recommend you kick off the project by providing the entire team with a one-hour overview of the project, its objectives, the role of the design team, and potential use cases (such as depicted in the nVoq video). In doing so, there are three key tasks to perform:

Reinforce "what's in it for you" with the agent community:
Using RPAs *simplifies their job, reduces errors,* produces *higher quality scores,* and delivers a *better customer experience.*

Not to mention, creates *higher probability for performance bonuses!*

Establish project champions:
Introduce the agents that will be part of the design team.   These agents play a key role in building peer credibility and acceptance of the RPAs, because they are the ones responsible for actually designing and using them (of course, with manager oversight!) *The design team agents should communicate weekly the benefits they are realizing using RPAs.*

Encourage "evangelism":
Water cooler talk is one of the best ways to communicate the value of RPAs and create excitement. You will know your project is gaining traction when agents start asking "when do I get to use the RPAs? Can I make an RPA around this process?' Expect this to happen as early as the second week.

Week One will focus on observing agent workflow to identify high value, repetitive tasks that must be completed many times a day. By Day 2 of this first week, the design team should have identified a few simple RPAs to test and confirm functionality. The remainder of this first week should be spent actually creating and validating RPAs. By the end of the week, the design agents should have three to five DAs to test while interacting with customers.

Weeks Two and Three should be focused on confirming the initial RPAs are designed correctly and there are no system or network issues. Expect the design team will identify three to five more high value RPAs. By the end of Week Three you'll have a good indication of the value of the RPAs: actual time saved, error reduction statistics, and, ideally, anecdotal feedback from agents about how the RPAs have simplified their jobs while reducing stress.

Expect a lot of buzz on the floor about RPAs. The center agents will have heard about RPAs and will want know what they are. The easiest way to educate the agents and build excitement around the project is to create a short video (no more than 2 minutes) illustrating how the RPAs can be used in your center. Camtasia is a good tool to create this video.

PHASE III: Deliver (Week Four)

Begin the week with a Monday morning center-wide meeting discussing the early project results.
It is critical the design team agents lead this meeting and talk about the benefits they see using RPAs. This reinforces the RPAs were built by the agents for the agents, and this isn't just another program developed by leadership with little understanding of what the agents really need.

It is recommended the RPAs created by the design team be delivered to three teams and their results benchmarked against three other similar teams not using RPAs. Training of the new teams will be completed by the training department and the design agents which will become champions. Each champion will be assigned to a team to assist with classroom training and provide floor support.

PHASE IV: Validate (Weeks Five Through Eight)

The leadership team should publish weekly results of the RPA results by team vs. those not using RPAs. It isn't unusual during the validation phase to make modifications to the existing RPAs and to have requests for new RPA. Resist the temptation to design new RPAs during this phase. Instead, log new requests and reevaluate their priority after the initial validation phase is completed.

At the end of Week Eight, confirm the project objectives have met or exceeded expectations, and prepare full deployment to the center in the following weeks.

For more information on how you can accelerate RPA production and utilization with Agent Assist, contact us at: 720-562-4500 or https://sayit.nvoq.com/.