(1) Maximizing ROI: How to Identify the Best Automation Opportunities -

Transcript:

(00:01) [Music] hey everybody I'm Gabriel kjo and today I have the distinct pleasure of being joined by my friend Micah Smith and our friend person ramaswami from recode Solutions P how are you I'm very good thanks for having me here yeah thanks for joining us um pis really quick tell me a little bit about yourself tell me uh a little bit about recode yeah um thanks for that question um recode is a um Consulting ID consulting company focused on automation so we have an automation first software first approach

(00:46) uh to our Solutions and it's a 7 year old company now um we have we have been doing great and we are an exclusive partner with automation anywhere from an automation perspective and uh this partnership is about 6 years old and it's it's going great guns that's fantastic uh I mean over the last six years I think so much I've been with the company for 5 years in just in that in those short five years so much has changed and we're at now this this uh I don't know if it's a precipice still or

(01:15) not but Genai is everything everywhere intelligent automation um the key to transformation we are you know announcing a suite of new products um designed to help you put gen to work but what I wanted to to dive into is um as people are thinking about using gen putting gni to work with intelligent automation how do you how do you recommend what do you Consulting and telling your customers uh how do to you get started in with regards to like use case assessment for instance yeah having having been a practitioner of automation

(01:56) for the last 11 12 years I have seen this space evolve over the last you know decade and um I've seen Technologies evolve as well and J is a is a different pivot to the to the technology uh tool set that you have um we are having a lot of conversations with different customers on J because it's a bus word now everybody wants to know what it is but they don't know exactly where to put that to put that to use so my recommendation is don't Implement a technology for the sake of it right look for opportunities opportunities where

(02:30) they were not able to automate earlier or opportunities where they were not able to automate completely how jni can come and fill the Gap right so if you so that's that's that's how I look at it those are the two two lens at which I look for example if you take a document automation whatever was not possible now that has become possible with J right uh contact center is another one that we all talk about whatever was restricted in from an automation perspective earlier is now become much more easier

(03:02) much more um um conducive for automation into an automation whatnot so I think that that's what it is so we look for opportunities we have we have already have a uh list of use cases if you will both horizontal and vertical across Industries across business functions so we start with that but then um uh it has to it has to the rubber has to meet the road right that's why so it has to be contextualized to every C each and every customer and whatnot so looking for those use cases where automation was not

(03:31) possible earlier or automation was restricted earlier that's what we go after that's opened up a new opportunities to get started AB as a part of our Pathfinder program we're recommending customers to mature in the way that they're managing maintaining and prioritizing opportunities through their automation pipeline talk to me about some of the metrics that you're helping customers to identify as they choose what's the next best fit for their automation program I think that's a great question in fact uh uh we are we

(03:59) are uh um um doing something very similar with a very very large Fortune company bed in Texas um so to speak it is about not just about identifying the opportunities it's is about the value that the automation will get you right and what we we were very clear from day one when we started that Discovery assignment was what are the metrics that the customer wants to move the needle one right okay because they will have their own business metrics that they won't impact because of this Automation and cost is just one element of it right

(04:30) efficiency throughput productivity error reduction so on and so forth so we ask them for what what those metrics are but during through that assessment through the discovery when we identify use cases not only we go and see which use case will move what net metric we also identify additional metrics right additional metrics so that the return on investment is guaranteed right to top it as we get into the execution phase we also partner with them where we put a percentage of our fee at risk where we say because we identified the ROI for

(05:04) you guys and we will help you achieve if you don't achieve you don't pay me the full amount right which means it's a skin in the game and they just they just love it because they don't hear it from you know a lot of Consulting companies it's easy to tell them hey you know you're going to improve your top line by 10 percentage but we will actually stand with them shoulder Tosh shoulder help them achieve and then their skin in the game so it is about identification of met and I I I always say these two things the metrics

(05:33) have to be unambiguous there's no because you have to identify metrics which only the automation Journey will program will impact right it can't be a generic metric so you have to identify metrics which are ex so that you know I do this metric changes much I do this it change why so that's one second is the way you calculate the metric also has to be an ambiguous what algorithm that you are using what data that you are getting it from so that it is very very Crystal clear for both the parties in terms of

(06:01) what the metrics are and how do you achieve it I like that we've talked to a lot of customers who maybe start with their metrics of like the number of automations delivered which doesn't really have a lot of business value when you talk to a leader but then they start to mature to things like hour saved money saved even things like cash on hand the impact of um like environmental changes because of their automations less CO2 emissions things like that so it's been really interesting to see the way that people mature in the types of

(06:31) metrics that they're capturing and as you as you uh as you say that and we're talking about sort of this phase there's sort of these three distinct phases right from start to to accelerate to scale it's not just about sort of to your point volume of automations or complexity of automations Etc it's about the metrics as well and how those change in in sort of um continue to reinforce the ROI and the the value of the investment not just sort of the Roi traditional Roi right to your point there's a lot of different me

(07:03) can be had yeah how do you guys think about systematically evaluating different automation opportunities right so I've got a list of let's say 50 opportunities that have come from my different business stakeholders how am I evaluating to determine what's the next best fit and what do we want to take on now versus what we want to shoot for 6 months from now yeah I think that and that's there's a there's a cultural angle to that also right I mean it's not you just can't you just can't go by the

(07:30) y right the big the bank for the buck and then go go down the list um so we look at it from um three or four different angles if you will right one is of course Roi you know whichever is a business case second is quicker time to Market okay because particularly if it is a customer where they are just starting uh the automation Journey you want to do a quicker time to Market so that the adoption is much big better uh you want to show and prove to people that it works right it works and what so quicker time the time to Market is

(07:59) another variable that we talk about the third one is also strategical importance to the customer okay um it might not be dollars associated with it a lot of dollars associated with it but it is very strategical it improves a competitive advantage and whatnot right uh the fourth is also the cultural part of it right because sometimes sometimes different departments pull different weights in an organization and you have to be sensitive to that right uh some departments um are much more amenable to automation some departments are wait and

(08:32) watch so rather than saying you know going after somebody who is still not completely bought on you go after somebody who's really bought on and then start doing that so these are the four different lenses in which we identify the road map you like that yeah so a bit of a strategic element there because I might want to expand in this new area or I know this one area is really like they're all about Automation and they're fully adopted so that's I really appreciate that and I think that our viewers will really learn from that too

(09:01) like that's something you can take away and start considering as you're evaluating your own automation type line I think that's yeah thank you so much with because I think that's you know one of the things we wanted to accomplish here while we're why we're doing this is is real talk you know it's not just like hey here's your here's your bingo card and we've we've got this pretty like you know sheet for you to follow so this you know step one you know the real talk

(09:23) like there are there are cultural and and personal even considerations to success right and being able to identify those uh ultimately to help everybody win right um all of those things important so uh Persona thanks so much for joining us I look forward to more insights and doing this again with you but uh I appreciate the time thanks thanks for having me I had a great thanks [Music] everyone

YouTube

https://www.youtube.com/watch?v=8zxSa7sgvBw