CASE STUDY

Automaker drives efficiency and savings through intelligent automation transformation

Organization profile

A subsidiary of a major automaker, with a leading market share of 42% in the Indian passenger car market.

Results

167%

efficiency improvement in warranty claims processing

125+

business processes automated

63%

efficiency improvement in invoice processing

55+

digital workers created

43.8M

INR saved annually

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We were able to get some real value out of this. We were able to get revenue benefits because there was reduction in the times we made errors.

Executive Vice President

AUTOMATION ANYWHERE

Challenge

The automaker had 40-year-old legacy systems that 28,000 employees were using to complete a massive volume of complex processes. All these processes had one thing in common: manual, tedious, human dependency. These manual processes not only used a lot of time and resources, they also created opportunities for error. For example, there was no way to check for duplications, which meant a lot of time and money was wasted on inauthentic claims.

Solution

In 2019, the automaker joined forces with Automation Anywhere, embarking on a journey to automate its intricate processes. The initial focus was on streamlining invoicing through robotic process automation (RPA), resulting in an impressive 63% efficiency boost. Buoyed by this success, the company transitioned from task automation to rule-based hyperautomation and then Intelligent Automation featuring AI, API-based validation, and business process re-engineering.

One of the standout achievements was in the realm of warranty claims processing, where the automaker achieved remarkable results—saving 528 days annually and compressing a once 60-day process into a mere 15 days. With over 125 tasks now automated, the company has not only achieved significant cost savings but has also experienced notable efficiency gains, marking a transformative chapter in its operational landscape.

> "
> The person who's doing this automation should be convinced that yes, this is bringing value to them.
>
> Executive Vice President

Processes automated

- Invoice processing
- Sales promotion claims processing
- Warranty claims processing
- Market feedback processing
- Supply chain procurement tasks

The whole story

The automotive giant had been operating with legacy systems for 40 years, relying on manual, human processes to manage an array of complex processes. These processes were both labor-intensive and prone to errors. Duplicate claims, for instance, remained unchecked, resulting in substantial time and financial resources wasted on inauthentic claims.

Determined to streamline its operations, the organization forged a partnership with Automation Anywhere. The company commenced its journey into automation with a proof of concept (RPA) in 2019, focusing initially on automating invoicing processes. The results were astounding, with this single automation adding over 280 hours of capacity to the workforce and driving a 63% efficiency improvement—all while reducing the chances of duplicate payment for the same invoice.

This success spurred the automaker to embrace a transformative shift from task automation to hyperautomation, incorporating rule-based processes and ultimately embracing Intelligent Automation, integrating AI, API-based validation, and comprehensive business process re-engineering.

One of the most impactful transformations occurred in the realm of warranty claims processing, where the automaker liberated 528 workdays per year and compressed a 60-day process to just 15 days. To date, the company has automated over 125 tasks, leading to substantial cost savings totaling 43.8 million INR per year, along with remarkable efficiency gains.

The automation initiative not only boosted efficiency but also unearthed previously undetected inauthentic claims, resulting in significant time and resource savings. Notably, the processing of sales promotion scheme claims saw an impressive 167% efficiency improvement, attributed to automation and API integration. This led to a reduction in processing time from 100 to 40 days, and a decrease in the required workforce from 30 to just four people.

The future

The automaker is steadfast in advancing its Intelligent Automation journey, aspiring to integrate 5% digital workers into its workforce. Over the next three years, the company aims to initiate 50 Intelligent Automation projects and implement 200 task automations. Exploring the realm of generative AI, the company plans to apply this technology in areas such as content creation, customer experience enhancement, and employee engagement. Additionally, the company intends to broaden its citizen developer program, providing training in automation technology to business users and thereby accelerating the proliferation of Intelligent Automation across the organization. This strategic approach underscores the automaker's ongoing commitment to innovation and operational efficiency.