(1011) Imagine Austin | SoftBank's Digital Revolution: Talent development and innovation with automation -

Transcript:

(00:06) everybody ready to get started that's what I'm talking about great energy at the tail end of the day I love it all right so today's session is the soft Bank way of digital transformation my name is Ben Yami I'm the SVP of alliances and channels here at automation anywhere super excited to be standing between you guys and cocktail hour but anyway so couple of things um not going to drain this slide obviously we could be talking about Futures today so obviously make any purchasing decision based on

(00:37) commercially available products remind everybody of the new system of work and now we'll get into our session so couple of things first of all I have the the great honor to introduce this session the SoftBank way of digital transformation now a lot of you may know that SoftBank and automation anywhere share a very special relationship so SoftBank is an automation anywhere partner um they are a number one partner in Japan and in fact yesterday at the partner Summit they won The Innovation partner of the Year award which is

(01:20) awesome SoftBank is also an investor so we got that going on so they're an investor in automation anywhere and of course SoftBank is a customer and today we are going to learn about how SoftBank is using the automation success platform to digitally transform their business so today we are going to hear from kamisan who is the VP of customer success at SoftBank and from kinosian who is the director of product and business strategy at SoftBank so with that gentlemen you're up hi uh this is my first time uh giving a

(02:06) presentation in English hello everyone nice to meet you my name is Kami nagos from Sal Bank uh I have been leading the customer success division since last year my mission is to work on building midterm relationships with our customers through solving their challenges with the services they are using from our company prior to the establishment of the customer success division last year I have been driving digital business transformation internally to ensure that we can provide customers with the best CX today I'd like to take this

(02:48) opportunity to introduce our efforts in this regard oh and uh hello everybody um I'm takas K from uh product uh I'm leading a product team and uh in a digital automation business and I also uh this is my first time uh to give a presentation in English so be please be patient [Applause] English first let me introduce an overview of soft Bank as a company uh soft bank is a company under the soft bank group and is a core enter prise that leads the group the company is a telecommunication operator providing

(03:36) wireless communication services such as mobile phone services and fixed line phone services in Japan in recent years soft bank has being focusing on providing the ICT Solutions while leveraging the strengths of a telecommunication operator moreover soft Bank aim to Sol the challenges faced by businesses and Society through digital transformation to achieve this goal soft bank has adapted the internal slogan of smart and F this means that each employee should be able to work smartly and enjoyably using it leading to the

(04:20) establishment of digital workplace and workstyle within the company through internal reforms soft bank is pursuing digital transformation as a true structural reform from a customer oriented perspect perspective while enhancing the ex of its employees on this slide we have presented some of the symbolic Milestones of soft bank's digital business transformation we started using RP in Earnest from 2016 from 2019 to 2022 we conducted cross functional digital business transformation activities called the digital worker 4,000 project today we we

(05:11) will mainly introduce the activities of this project the goal of the digital worker 4000 project is to shift the focus of employees from routine work to value added work from a customer perspective to put it in terms of employe benefits it will generate 7.7 million hours of Saved time per year it was very big challenge this project was owned by the president himself and the vision and significance were thoroughly communicated from the top down in addition a cross functional project theme was established across the entire

(05:56) company a promotion officer at the executive level was appointed for each unit who took command with commitment I was appointed as a project manager and devoted myself to providing support for each unit and coordinating between those units as mentioned earlier in this project it is important for employees to use it themselves to enhance their ex and feels that they can work smartly and enjoyably in each Department's role even amid busy day-to-day task we aimed to inspire a fresh sensibility through the experience

(06:39) of technology and consider what is the best value for the customers and we have been realizing a worksite and workplace where employees and Technology are integrated together in this way s bank has connected its digital business transformation with a ultimate destination of improving customer experience and solving customer challenges through through this project I believe there are two Essential Elements for advancing digital business transformation the first is the review of the business process operating model

(07:23) and business tasks that have been conducted so far the second is the development of digital Talent who can identify where and what digital tools should be introduced to automate the process after it riew let me explain a little bit about the background and situation at the time the led us to this thinking after the first scale de deployment of our in 2016 we encountered a bottleneck in expanded farther automation the challenge was for find the Breakthrough in achieving further Evolution from a customer and management

(08:08) perspective in response to this challenge we get back to the fundamental purpose of business reform and we created a turning point by working on BPR and talent development now let me introduce the BPR approach which is the first element of digital business transformation BPR consists of three main steps it should be noted that the BPR We Carry Out carried out here did not in involve any particularly Innovative approaches however in the first step of analyzing analyzing business task we paid particular attention to the aspect

(08:53) of whether whether there was any wasting the tasks that we have been carrying out repeatedly without ever looking back the first step of analyzing business task involves systematically understanding the amount of work required and the challenges associated with the each task to achieve this we established a common internal method of factorizing the business process with a certain level of detail this business task analysis was initiated throughout the entire company and and was conducted over approximately three

(09:34) month based on the result of the this analysis and the interview with the Department we then reassessed the business task and prioritized them by factors such as work hours challenges and ease of redesign for business tasks that had room for automation we implemented automation tool to such as RPA in addition to V BPR we also pursued the the other essential element of digital business transformation which is talent development in addition to the Alp citizen development training we also conducted basic training and workshop on

(10:20) AI in stages since 2019 as a result of these activities we were able to achieve streamline about 4,500 hours worth of manual work as of much 2022 this this P chart okay go back and ni skip after the project but completed we had opportunity to reconsider the role of this project in our conversation with customers I personally believe that what stands out is that we found a turning point to evolve our internal business

(11:23) environment into DX even now we are continuing to take on new challenges with setting up our efforts to reform soft bank and transform from a communication service provider to a Beyond carer here let us introduce some recent symbolic topic related to related to ongoing internal reform even after completion of the project I will hand over the rest of presentation to Mr kinos so uh at soft Bank uh we offer training opportunities for Motivated employees and may uh sorry in May of this year we established an internal

(12:12) environment for use of the generative Ai and provided opportunities uh to promote employee experiences in addition uh we have also conducted an idea contest for utilizing generative AI for all employees including those in our group companies the first contest was held in June and over a period of 10 days we received 52,000 proposals this contest has already had its third installments and we plan to continue holding it regularly in the future the wave of technological innovation through the use of generative AI will continue to merge with the

(12:58) existing Technologies I see this trend accelerating the realization of end to endend process automation moving away from automation based on task involving human intervention in addition to generative II uh there is another reason why we are accelerating towards uh process automation the reason is the uh existence of the automation success platform and this slide illustrates the component required to link RPA and AI at the process level the automation success platform is a product that encompasses these components we can expect further

(13:45) expansion of automation by making the Bots intelligent with generative Ai and linking them by copilot and let me explain a little about the uh difference between uh Tas Automation and process Automation in the past we have Automated Business processes at the task level using various it tools and Bots but there is still a high degree of dependency on people in these situations this cannot be called process automation by utilizing the process uh sorry uh automation success platform and switching to business processes based on

(14:28) co-pilots we believe we can reduce the dependence on people and move towards end to end process automation finally I would like I'd like to express my gratitude to everyone involved with automation Anya for give this opportunity and I would also like to express my gratitude to everyone who was able to stay until the end of my presentation today thank you very much all right and I think we've got some time for Q&A and one of the things that we neglected to say is that in two weeks at SoftBank world I've got to

(15:14) deliver a presentation in Japanese so these guys knocked it out of the park okay did I see a question in the audience well I I've got a couple so I mean obviously this was a very large undertaking uh at soft Bank what were some of the key learnings that uh that that were gleaned from this from this endeavor well uh there are some uh important lessons we learned uh in order to promote project successfully uh the first one is a explanation of the necessity of the change by the president I mean the top managements and secondly

(15:52) uh setting quantitative goals which is important and thirdly uh communication between divisional management and employees and uh uh fourth point would be the uh the small success uh which Drive the project uh you know uh the successful and finally the uh collaboration between the uh employees uh those five things are are really important thing to you know for the uh successful project so maybe let's drill into one of the areas you talked about change and obviously notifying people about change is is one thing but

(16:35) I I think as we all know you know you can have the the best technology and the best implementation and if you don't address the change management aspect of of the project you know it could fall flat so maybe you could talk a little bit about the change management eff well um I'll give you one example that at the uh employees level uh for exam example we have created a mechanism in the uh slack uh to facilitate the establishment of Citizen development by uh allowing individuals and teams to voluntarily

(17:08) share their challenging challenges and success stories and helpful information regarding the issue they are facing which is one of the uh you know uh activities we we we did great and so I mean there's a lot coming down the pipe right now with um generative AI what's next on the transformation Journey well uh we we think that we are planning to incorporate AI uh including generative Ai and striving to uh solve the challenges uh faced by companies and societies and the first thing is the a soft Bank uh way is to firstly uh we use

(17:52) those technology internally and get used to it we learn uh about the technology then you know go out and uh provide the uh customers because that we have to know we have to understand that what the uh what that technology is so uh we have to know a lot uh more than the customers and the you know provide information and how to utilize those technology to to the customers which is super exciting for us as our largest Japanese partner to now go out and take this to our joint customers is going to be really really

(18:27) transformational for the for the entire market so super excited all right with that um do we have any more questions in the yes we're here any experience with the machine learning uh yes uh the one example is that we we have a job interview right and uh we use the uh machine learning to screen the you know candidates now which is one uh use cases in in our company fantastic any other questions youres transformation for let's say it was like a maybe a traditional automation to the generative AI automation right what were the

(19:17) challenges that you faced and how much time it takes to you well we are still working on it actually well the you know the other session uh I joined about the generative AI uh you know there's no not so many the the the real use cases and you know they they have we have ideas but uh not the you know in reality is it's kind of I feel difficult to you know how to use those uh generative AI things and especially uh to you know uh uh how can I say uh the like a you know the pro uh reduce the uh the cost of the operation and you

(20:11) know monetary uh how can I say uh the value uh which is difficult I mean generative AI is very used to to use you know help your uh work help your job but uh you know how to make money uh utilizing genbi which is really difficult uh to so we are still working on it all right well I think that's it for the questions I think we've got time to stick around if anybody wants to come up and and ask questions after the session but uh guys thank you very much thank you and thanks everybody in the audience

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https://www.youtube.com/watch?v=7y4GAtCcPW8