

TaskUs crushes AHT goals and improves customer satisfaction with Automation 360 & AARI



ORGANIZATION PROFILE

TaskUs provides next-generation customer experience (CX) that powers the world's most disruptive companies. Founded in 2008 as a virtual personal assistant service, the company has expanded its services to include consulting, digital CX, AI operations, and content security through business process optimization and deploying revolutionary technology for its customers.

CHALLENGE

As part of its value proposition, TaskUs constantly looks for ways to improve the efficiency and productivity of clients who typically face process inefficiencies, poor call flow quality, and errors, among others. Automation offered a way to free employees from mundane, repetitive work and focus on higher-level tasks.

SOLUTION

Automation 360 is closely aligned with TaskUs' cloud-native structure and client environments, making the cloud RPA platform a natural automation fit. Automation Anywhere collaborated with the BPO leader and its RPA CoE team on a proof of concept (POC) to show the possibilities with automation. The TaskUs RPA CoE further enhanced and deployed RPA bots and implemented AARI (Automation Anywhere Robotic Interface) for the front office for several of its customers, which translated into a tremendously positive impact on client businesses, their customers, and their teammates.

BENEFITS

105%

Improvement over AHT target

100%

Data accuracy

2X

Increase in ticket processing capacity

3K+

Teammates supported by AARI

Processes Automated

- Account and customer verification
- Case summary notes
- Next-step guidance
- Post-call follow up

Industry

BPO

"Within one month, we developed and deployed AARI and quickly demonstrated value by simplifying tasks for our frontline and efficiency gains for our clients."

—Manish Pandya,
SVP of Digital Transformation,
TaskUs

STORY DETAILS

A people-first organization, TaskUs continually strives to transform the experience of its many digital-native customers. An area of focus for its many customers is around front-office optimization, including employee productivity and customer satisfaction. This includes using intelligent automation in the cloud.

TaskUs chose the Automation 360 platform for its ease of deployment and the ability to instantly scale automation in the front office with AARI. The high degree of security, integrated solution offering, and great level of control also influenced the decision.

One of TaskUs' customers in the financial sector was facing a very typical customer support issue. The employees had to manually access multiple systems throughout the day to retrieve customer details, wasting precious time and negatively impacting the average handle time (AHT). Transitioning between digital transactions also took time as the teammates had to manually update the systems before taking on the next transaction.

Within one month, TaskUs deployed AARI, which allowed the client's teammates to trigger bots while remaining in their system. The bots would pull the required customer information from various systems and deliver it back to the teammates, who would spend the time interacting with the customer.

As a result, TaskUs not only helped the customer significantly exceed their AHT targets but ended up helping them further improve their customer satisfaction score (CSAT).

These impressive results are not unique to this specific customer. Today, over 3,000 teammates benefit from AARI and automation bots for 100% data accuracy, increased efficiency, and the ability to handle more transactions. Front-office clients of TaskUs say automation has positively impacted their KPIs and helped them generate value while improving their business transformation, customer experience, and teammate satisfaction initiatives.

THE FUTURE

TaskUs plans to leverage AARI to improve collaboration across its teams and further enhance turnaround time and adoption of RPA. Its goal is to empower 25,000 teammates. Once RPA has been 100% deployed across the company, AARI will be self-funded through efficiency gains and customer retention.

The company has also eliminated internal manual work in IT, HR, Payroll, and Recruitment and wants to embrace citizen development to help its teammates identify and implement new automation opportunities.

About Automation Anywhere

Automation Anywhere empowers people whose ideas, thought and focus make the companies they work for great. We deliver the world's most sophisticated Digital Workforce platform making work more human by automating business processes and liberating people.

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"RPA is already helping so many of our employees. The vision is to have some form of automation for every one of our 25,000 teammates."

—**Manish Pandya**,
SVP of Digital
Transformation,
TaskUs