Bouygues Telecom Automates 30 Processes in Year 1

PROFILE ORGANIZATION

Bouygues Telecom is a French telecommunications operator, a subsidiary of the Bouygues Group. As a global telecommunications operator (mobile and landline), Bouygues Telecom has a high-performance network (national network covering 99% of the population), a rich tradition of prevalence, as well as a strong culture of innovation. With 20M customers, Bouygues Telecom continues to grow by boosting mobile data usage and making broadband and its services accessible to as many people as possible. The company has more than 8,000 employees and had a revenue of €5.344 billion in 2018.

CHALLENGE

In the highly competitive telecommunications market, customer experience is one of Bouygues Telecom's points of distinction. In this context, the processes must be as efficient and fast as possible while remaining error-free. The company quickly identified RPA as a technology that can help them achieve better results.

SOLUTION

In 2017, the IT Innovation Team decided to launch a Proof of Concept with Automation Anywhere's RPA solution to automate two time-consuming and highly manual processes. The purpose of these tests was to verify the promise of simplicity and implementation speed of the RPA.

BENEFITS

30+
Processes automated

<4
Months average ROI per process

9
Months break-even point

Processes Automated
- **Invoice processing reconciliation (RTR)**
- **HR processes**
- **Quality Checks**
- **Merchandising processing**
- **Creating incident tickets**

Industry
Telecom

"The extremely positive first year results have created a viral effect. Today, we are seeing exponential growth in terms of earnings."

— **Antoine Geoffroy,** Head of IT Innovation

STORY DETAILS

From the start, Bouygues Telecom has adopted a very agile approach to automation in order to make the process profitable as quickly as possible. It all started with a junior employee, who spent about 45 hours to automate two processes—all without any prior knowledge of the Automation Anywhere platform. After the success of this POC, Bouygues Telecom signed a contract with Automation Anywhere. One year later, more than 30 processes were automated. The company forecasts a savings of nearly 400% for 2019 (> €10M/year). Overall, 8 departments are leveraging automation in their processes today, with Finance and Customer Relations seeing the most ROI.

Bouygues Telecom has implemented a federated organization for automation with a strong community-based aspect. The idea is simple: The business departments implement their automation projects while the IT team acts as an accelerator by providing them with everything that they need to move forward (platform, licenses, expertise, assistance with the identification and qualification of usage scenarios, community support). Using a very agile approach and user feedback, Bouygues Telecom also updated the platform implementation by bringing the functionalities downstream.

Bouygues Telecom has identified some key factors for an RPA approach to be properly scaled: "There is a fundamental element in our innovation approach, which consists in identifying a business partners to launch the experiments. A partner who, if the experiment is conclusive, commits to the implementation of the solution on a large scale. As part of the RPA, we were fortunate to have 2 partners from 2 different business units. In addition to these partners, we have had a strong support from the Director of IT who is at Comex. The role of the Director of IT is essential to the success of the deployment and its diffusion throughout the company. The combination of the IT Director and the business managers, backed by an adequate operational model, allowed the process to become scalable from the start. For Bouygues Telecom, the sponsorship and communication of the extremely positive results had an almost viral effect in a little less than a year. This has allowed us to experience an exponential increase in earnings at present," said Antoine Geoffroy. His advice to companies who are considering automation but are hesitant? "Don't try to know everything before you start; but get started and learn along the way!"

THE FUTURE

Bouygues Telecom continues to innovate by deploying RPA in other departments and by looking into cognitive RPA in order to multiply the value of automation. For this, they have already launched some trials of IQ Bot to process of PDF invoices, and are considering additional use cases where AI technology, such as NLP, can be leveraged with their RPA bots.

> "To try automation is to adopt it! Don't wait, get started. The gains are inversely proportional to the ease of RPA accessibility."
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> **— Antoine Geoffroy,**
> Head of IT Innovation

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