

# RPA Helps Volkswagen IT Services India Boost Employee Morale and Customer Satisfaction



## ORGANIZATION PROFILE

Volkswagen IT Services India (VW ITS) is the strategic internal technical arm for the Volkswagen Group, offering digital solutions, application development, and product innovation across all the automotive manufacturer's brands. Based in Pune, Maharashtra, the organization consists of 500 IT employees.

## CHALLENGE

VW ITS started their Robotic Process Automation (RPA) program for multiple reasons: Working on projects across the globe was sometimes challenging and employees were required to perform repetitive tasks, such as data entry, across multiple platforms, which resulted in errors. Implementing bots was the easiest solution to reduce repetitive processes and motivate people to pick up higher-value work. In addition to increasing internal motivation, the company wanted to achieve higher customer satisfaction by reducing errors and ensuring compliance.

## SOLUTION

The RPA program started in 2017 when the company started to explore the technology and its benefits. After several proofs of concepts demonstrated positive results, VW ITS decided to partner with Automation Anywhere because of the company's strong presence in India, good product support, and extensive training offering. As expected, automation helped boost employee and customer satisfaction; the company's Digital Workers assisted employees in completing tedious tasks, allowing them to focus on more quality work and achieve higher customer satisfaction.

## BENEFIT

80

Bots in production

80+

Processes automated

100+

Bots in pipeline

### Processes Automated

- Month-end reporting
- Data gathering

### Industry

IT

"Once you have tasted the success of automation, you get your team and scale it up for more complex processes."

— **Anoop Kumar Gupta**,  
Head of Digitalization,  
Volkswagen IT Services  
India

## STORY DETAILS

Volkswagen IT Services India's RPA team started with nine employees, who implemented the first bot after a few months.

One area where RPA made an immediate impact was in the finance department. Before automation, employees were struggling to process reports during the last five days of each month. They had to send out multiple reminders to managers asking for information, which then had to be validated by another database. With bots, reminders and e-mails were sent automatically, resulting in better response time, fewer errors, and an overall reduction in processing times. This automated process continues to be one of the most popular examples to this day.

Another automation success story occurred in the customer service department, where a bot would gather real-time data for employees, who, in return, were able to pass the information on to customers right away. Survey feedback from customers on this process improvement was very positive.

The company currently has more than 80 bots in production, automating more than 80 processes.

## THE FUTURE

As VW ITS continues to grow its RPA program, employees are getting advanced certifications from Automation Anywhere University—a global education center offering beginner to expert level RPA courses—so they can deliver more advanced bots. With a team of 50 employees and growing, more than 100 bots are in the pipeline as the company continues to scale their automation efforts. They plan to promote RPA across all regions, brands, and departments, including finance, HR, R&D, engineering, and sales. The focus is now on implementing more sophisticated, intelligent bots.

"Morale boosting was one key thing for RPA. We always promoted the digital workforce as an assistant to employees, motivating them to give up monotonous work."

— **Anoop Kumar Gupta**,  
Head of Digitalization,  
Volkswagen IT Services  
India

### 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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