

# SCALING AUTOMATION WITH YOUR CENTER OF EXCELLENCE

## 3 Pitfalls to Avoid

Launching an automation initiative is just the start to an incredible voyage towards **innovation, transformation, and process optimization.**

Your automation journey might be all systems go, but unforeseen errors can put you lightyears off course before you even leave the launchpad. **A center of excellence (CoE) can keep you on the right trajectory.**

WARNING!



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Here are **3 common pitfalls** your CoE can help you avoid as you set your course to automation success.

### PITFALL NO. 1

#### Failing to Measure from the Start

It's critical to track the right metrics consistently across automation projects so you can stay on course and maintain the right speed.

#### AVOID

The number of bots deployed is a commonly tracked metric—but it doesn't convey progress towards business goals.

#### ENGAGE

Focus on business value metrics like bot run volume, human equivalent time, transaction time, run success rates, employee/customer satisfaction, and others.

#### LOG

Remember that business value is your fuel. A CoE can help you determine business value and ensure your journey is on the right track and has the resources to continue.

### PITFALL NO. 2

#### Use Case Selection

For your automation journey, it's important to be equipped to succeed and focused on automating areas that have the most impact, visibility, and potential for success.

#### AVOID

As the complexity and expected ROI increase, so does the risk. Early automation targets shouldn't need advanced tools, training, or expertise to complete, especially when you're still learning.

#### ENGAGE

Quick wins build momentum, and goodwill for automation. Targeting low risk, low complexity processes also helps to build confidence and familiarity with your capabilities.

#### LOG

A CoE can help you find the right balance of visibility and complexity to maintain your momentum and make a reasonable impact.

### PITFALL NO. 3

#### Keeping Quiet About Success

Communication is key to generating excitement around your automation efforts and maintaining the support your program needs to succeed.

#### AVOID

Keeping quiet about plans and progress leaves everyone in the dark. If it's not being touted by leaders and champions, it must not be important.

#### ENGAGE

Generate a communications plan to build awareness, create excitement, and offer ways for stakeholders to get involved.

#### LOG

A CoE can help you identify what's important, where success is most relevant, and who might be at risk and in need of some tailored outreach.

#### Every journey begins with a first step.

Creating a strong CoE before launch ensures you're tracking the right metrics, building early momentum with quick wins, and sharing those successes with those who matter most.

Avoid these common pitfalls and set your course to a new world of automation success!