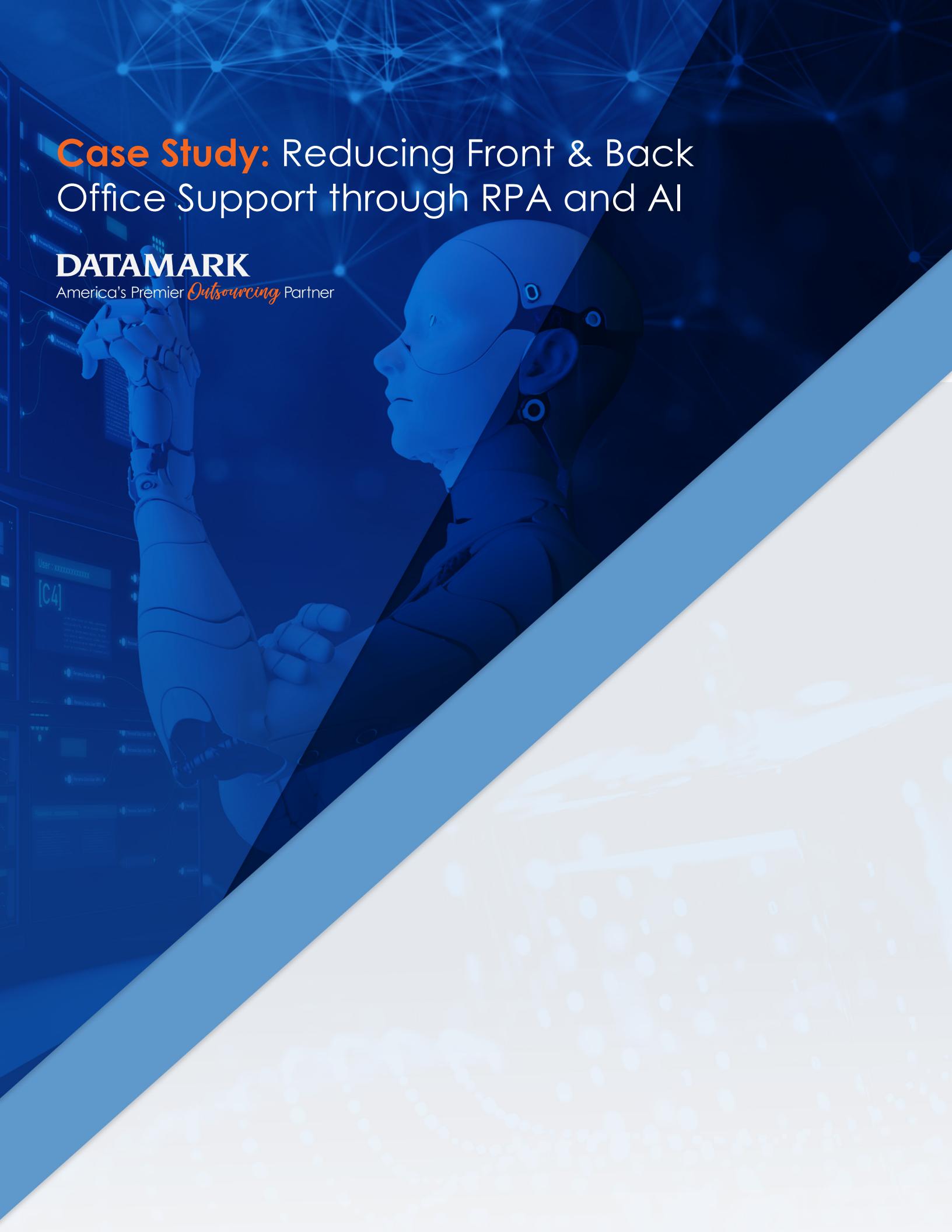


Case Study: Reducing Front & Back Office Support through RPA and AI

DATAMARK

America's Premier *Outsourcing* Partner



Introduction:

Retail businesses are under increasing pressure to optimize operations, reduce costs, and improve efficiency. With the rise of **AI** and **Robotic Process Automation (RPA)**, organizations can now streamline their back-office processes, allowing employees to focus on higher-value tasks. **DATAMARK's RPA solutions** reduce manual workload, eliminate repetitive processes, and enhance accuracy across various retail functions, from email management to data entry. This white paper explores the transformative role of **RPA** in retail back-office and contact center environments, showcasing real-world applications and measurable results.

Overview of RPA in Back-Office and Contact Centers

RPA is revolutionizing back-office and contact center operations by automating rule-based tasks that traditionally require human intervention. Unlike **AI**, which focuses on learning and decision-making, **RPA** executes predefined workflows to eliminate manual efforts.

Key applications of **RPA** in these environments include:



Email Automation:

Processing, categorizing, and deleting spam or non-essential emails to optimize workflow



Order Processing:

Automating order entries, confirmations, and updates to improve turnaround time.



Billing & Invoicing:

Reducing errors by automating financial transactions and reconciliation processes.



Customer Data Management:

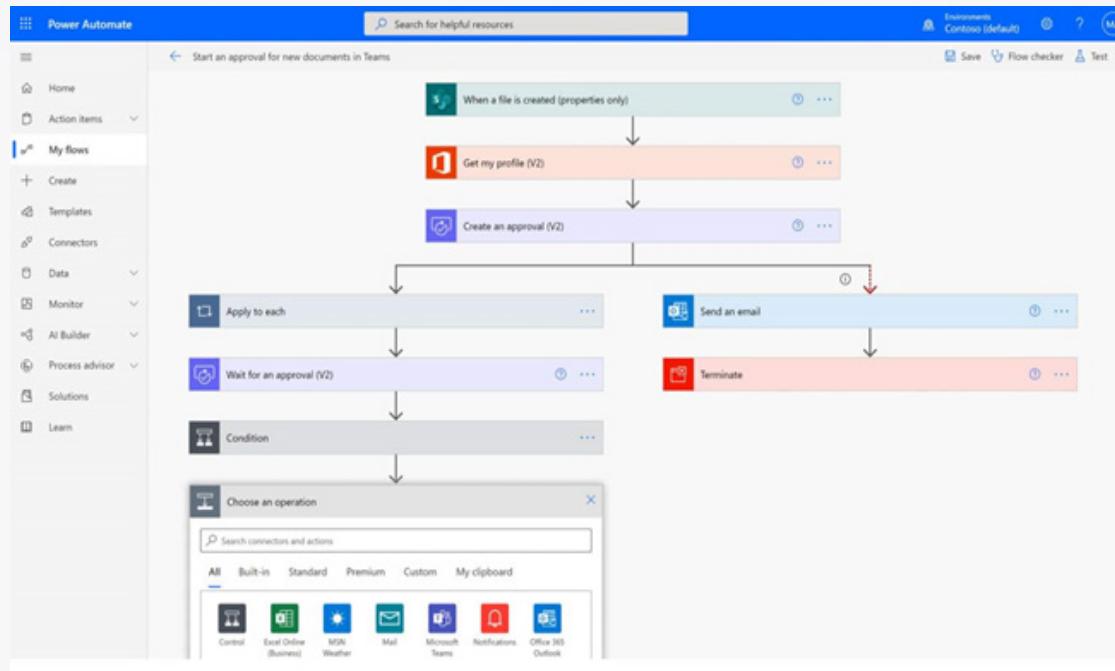
Keeping customer records updated without manual intervention



Service Request Handling:

Automating common service requests to reduce agent workload and improve response times

By integrating **RPA** within retail support and contact center operations, businesses gain efficiency, scalability, and improved compliance. Below is an example of a Vendor Invoice Processing flow.



Use Cases for RPA in the Contact Center

RPA enhances customer support by automating repetitive tasks, allowing contact center agents to focus on complex interactions. Common use cases include:

1. Automated Case Creation:

Extracting relevant data from customer emails and logging cases into **CRM system**

2. Case Cleanup: Identifying and removing non-customer inquiries, reducing distractions for agents.

3. Escalation Management:

Automatically routing urgent requests supervisors based on predefined conditions.

4. Call Summarization & Data Entry: Extracting key information from conversations to populate reports automatically.

Retail Client - Contact Center RPA: Cleaning Up Spam Emails

How Does the RPA Work

The Problem:

For one of **DATAMARK's** retail clients, agents were overwhelmed by the sheer volume of spam and non-essential emails in their **CRM system**. These distractions led to decreased productivity, increased response times, and unnecessary manual effort. **DATAMARK** implemented an **RPA solution** integrated with **Salesforce** to automate spam email detection and removal.

The Solution:



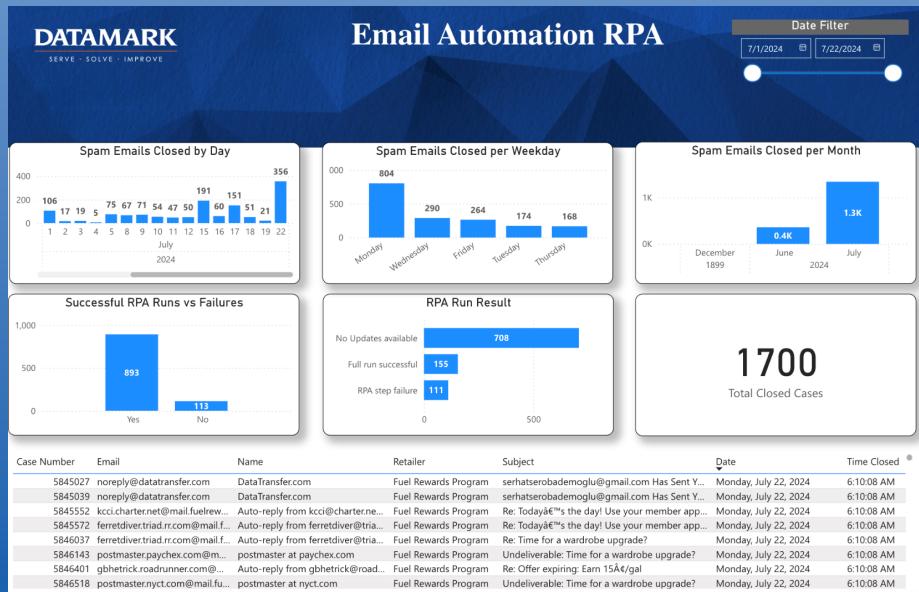
Identifies Spam Emails:
Using predefined rules and AI-driven analysis to flag non-customer emails.



Automates Disposal:
Deletes or archives emails automatically, freeing agents from manually filtering



Provides Reporting Insights: Tracks email trends to improve **RPA** efficiency and refine filters over time.



ROI: Quantifiable Benefits of RPA

Implementing RPA in retail back-office and contact center functions yields tangible returns. In the case of the spam email cleanup:

Operational Cost Savings: Reduced overall **labor costs** by **automating** low-value tasks.

Improved Service Levels: Increased **response rates** by eliminating unnecessary cases from the queue.



These benefits demonstrate the value of integrating **RPA** into retail support operations.

Reduced Agent Workload:
Cut down manual email handling by **70%**, freeing up agent time.

Higher Compliance Rates: Ensured adherence to company policies regarding email retention and spam management.

Call to Action: Discover the Power of RPA

Revolutionize Your Retail Back & Front Office with RPA

Are inefficient manual processes slowing your team down? **DATAMARK's RPA solutions** help streamline operations, reduce costs, and improve agent satisfaction—so your business runs smarter, not harder.

See Automation in Action - Schedule a Demo or POC Today!

Contact Us to learn more or give us a call at 866-326-4885!

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