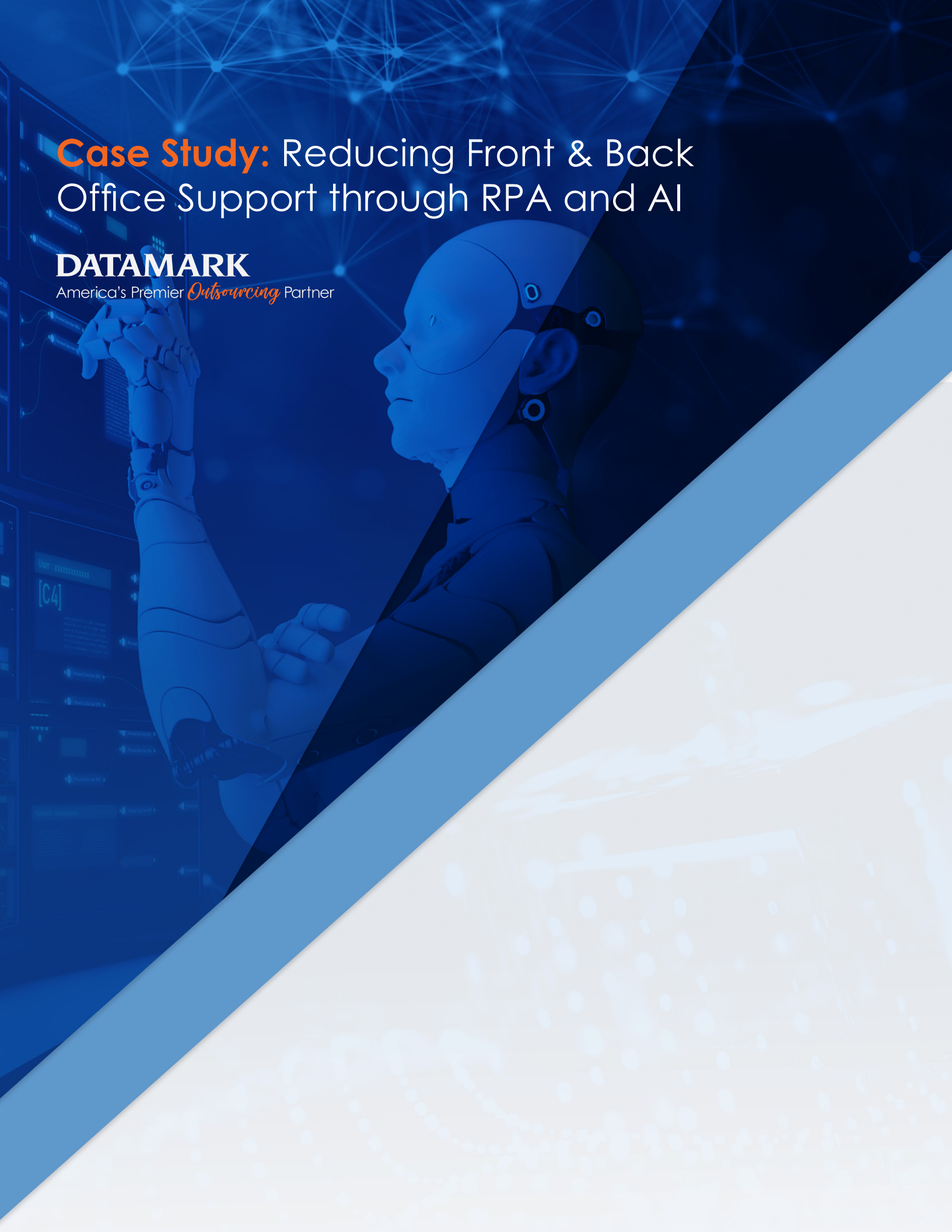


# Case Study: Reducing Front & Back Office Support through RPA and AI

**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:

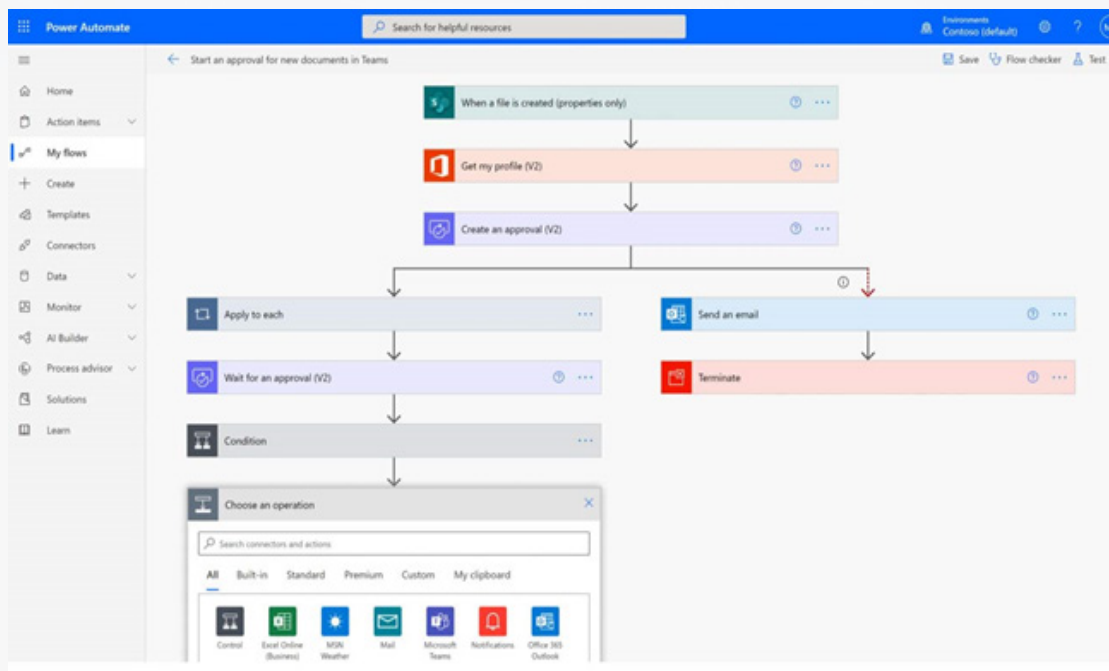
Keeping customer records updated without manual intervention



### 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**

### 3. Escalation Management:

Automatically routing urgent requests supervisors based on predefined conditions.

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

**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:



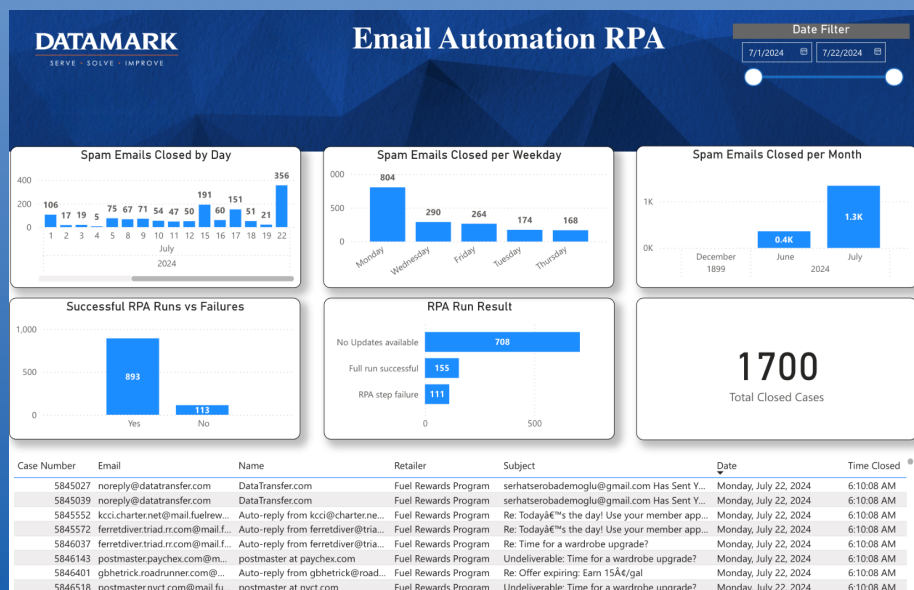
**Identifies Spam Emails:**  
Using predefined rules and AI-driven analysis to flag non-customer emails.



**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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