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Reducing Cost-to-Serve:
Through AI + RPA in Operations

Case Study

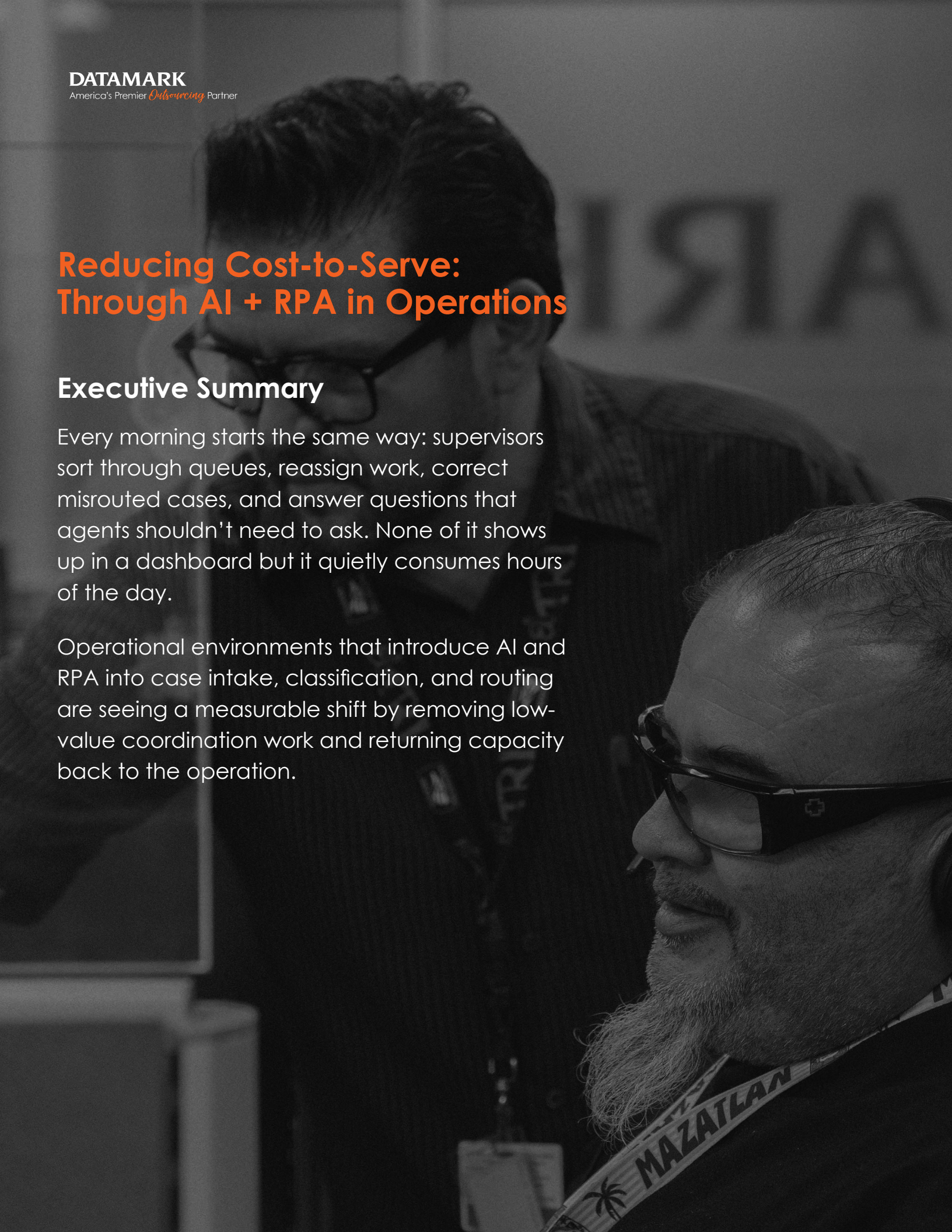
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Executive Summary

Every morning starts the same way: supervisors sort through queues, reassign work, correct misrouted cases, and answer questions that agents shouldn't need to ask. None of it shows up in a dashboard but it quietly consumes hours of the day.

Operational environments that introduce AI and RPA into case intake, classification, and routing are seeing a measurable shift by removing low-value coordination work and returning capacity back to the operation.



Challenge

In many contact center and back-office environments, a significant portion of supervisory effort is spent on work that is operationally necessary but not value-driving:

- Manual case intake and work gathering across systems
- Inconsistent classification and routing of cases
- Ongoing intervention to rebalance queues or correct errors
- Heavy reliance on supervisor judgment and "who knows what"

The result:

- Slower time to action
- Inconsistent agent experience
- Reduced supervisor bandwidth for coaching and performance management

This layer of work is rarely visible but directly impacts cost-to-serve and scalability.

DATAMARK Solution

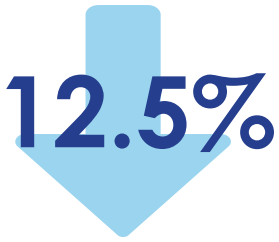
A more effective approach focuses on orchestrating how work moves through the operation, using AI and RPA to remove manual coordination steps.

	Before	After
Work Intake & Preparation	Supervisor logs in, pulls multiple reports, cleans and consolidates data, then distributes work or sends follow-ups to agents.	Unattended RPA logs into systems, gathers required reports, standardizes and cleans data, and delivers a structured daily summary for supervisor review.
Case Classification & Assignment	Cases are manually reviewed, categorized, and assigned based on individual judgment or familiarity with the queue.	AI classifies cases based on defined logic and historical patterns, then routes work consistently to the right agent or team.
Queue Balancing & Work Distribution	Supervisors monitor queues throughout the day, reassigning work as volumes shift or backlogs build.	Work is dynamically distributed based on availability, skill alignment, and priority rules, reducing the need for constant intervention.
Verification & Exception Handling	Supervisors review large volumes of work to identify errors or edge cases, often after the fact.	AI flags only exceptions or anomalies for review, allowing supervisors to focus on true outliers rather than broad oversight.

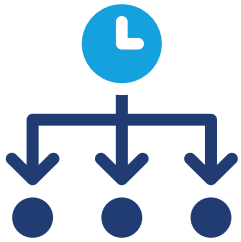
The shift is subtle but meaningful, moving supervisors out of coordination tasks and into performance-driven roles

Results

Implementations of AI and RPA within operational workflows have demonstrated:



Approximate **reduction** in supervisory workload, by removing manual case gathering, routing, and rebalancing



Faster and more consistent case assignment, reducing idle time and down-stream rework



Improved operational visibility through standardized classification and structured workflows



Increased supervisor focus on coaching, quality, and performance management

The true value here is the reallocation of effort toward activities that directly influence outcomes.



Conclusion

Most operations are not constrained by effort; they are constrained by how that effort is applied. Introducing AI and RPA into the orchestration layer removes work that does not require human judgment, creating capacity without increasing headcount. Rather than automate everything, the goal is to eliminate the invisible coordination work that slows operations down and keeps leaders from focusing on performance.

When the coordination layer runs itself, leadership attention goes where it actually moves the needle.

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About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading mid-sized Contact Center and Business Process Outsourcing (BPO) company headquartered in El Paso, Texas. Small enough to care, yet big enough to serve the world's leading brands, DATAMARK serves large enterprises and government agencies from its delivery centers located in the U.S., Mexico, and India. DATAMARK offers a wide range of CX and BPO services, including omni-channel, multilingual contact center services, document lifecycle management, loyalty program management, and finance & accounting outsourcing.

To learn more about how outsourced solutions can improve your organization's contact center and back-office operations, contact us at: 855-374-5155 or email info@datamark.net.

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