# Automate workflows to deliver a competitive customer experience
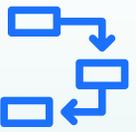
Your employees perform tasks, make decisions and take action within workflows every day.

Whether you're looking to improve customer-facing workflows like ordering, claims and onboarding, or internal processes like investigations, incident management and exceptions handling, every type of work has steps to execute or guide different activities.

This presents three challenges:

1. How do you optimize and scale activities in the most accurate, consistent and responsive way to satisfy customers?
2. How do you find a solution that can meet diverse needs, such as low-code tools to create structured straight-through or human-assisted processes and tools to handle less-structured case-centric activities?
3. How do you measure performance and determine what to improve?

With IBM® Business Automation Workflow, you can easily and collaboratively examine current workflows to discover new ways to automate and scale work, so employees and their expertise can be applied where it matters most—successfully solving exceptional problems and creating new opportunities to charm customers.
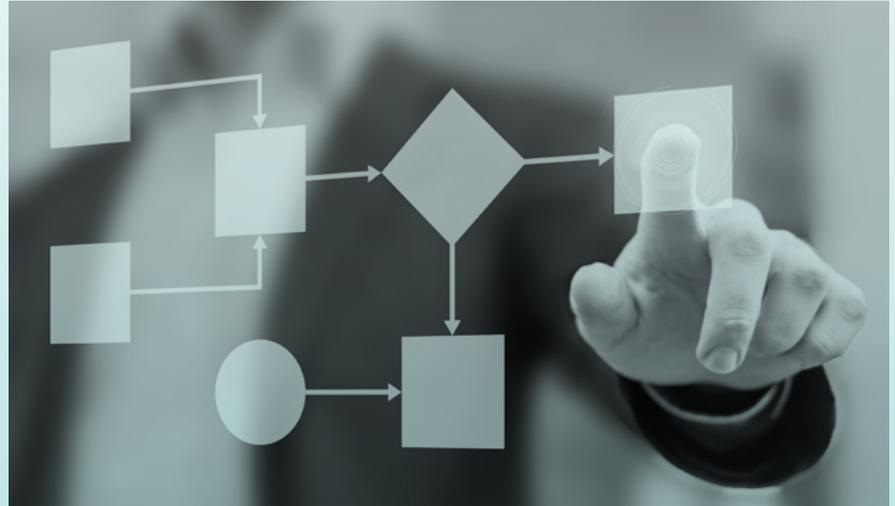
IBM Business Automation Workflow simplifies workflows for any business style

IBM Business Automation Workflow provides all the capabilities required to meet the diverse needs of enterprise workflows. By combining business process and case management capabilities, it enables the consolidation and standardization of task sequences for repeatability and accessibility, and the implementation of flexible, non-structured, case-centric work where required.

With these combined automation capabilities, you can:

- Create and manage workflows from process models
- Simplify complex tasks to reduce the cost and time to execute processes
- Create content-initiated workflows, so an event such as receiving a document or changing a document's status triggers a workflow
- Escape brittle, paper-heavy or spreadsheet-based workflow organization
- Reconfigure workflows with minimal IT involvement for flexibility and agility
- Reuse workflow components when building parallel processes
- Document actions, content and data to help prepare for audits
- Use built-in reporting, auditing and governance to monitor real-time performance and compliance
- Meet changing business requirements with a component-based solution

SUCCESS STORY
Financial firm consolidates content for efficiency

A large fund administrator had content related to various accounts scattered across its data storage and administrative interfaces rather than readily accessible within each account. With the help of IBM Case Manager, the content was consolidated, and each account was simplified with the creation of a unified electronic record.[1]

Automate for workflow gains

YOUR BENEFITS
How can IBM Business Automation Workflow help?

Consider the benefits of workflow automation if you're looking for ways to:

- Bridge business strategy and execution to deliver better outcomes
- Model, design, implement and monitor more competitive front- or back-office workflows
- Automate operations at scale to increase straight-through processing and case closure rates
- Consolidate disparate information to create unified data records linked by case or customer
- Improve knowledge-worker interactions for exceptions, investigations or incidents that may require case management
- Improve the quality, consistency and responsiveness of the customer experience
- Improve your ability to meet and manage information lifecycle governance requirements, such as protecting customer data and complying with data retention regulations
- Improve change and governance of workflows

MORE SUCCESS

90%

Time savings achieved with IBM Business Process Manager by a large brewing company in fulfilling customer orders for beer coolers.[2]

IBM Automation Platform for Digital Business

Client and partner applications	Client and partner applications

Unified user experience

Modeling	Data capture				Analytics
	Tasks	Content	Workflow	Decisions	

Operational intelligence | Machine learning | Governance

On-cloud | Hybrid | On-premises
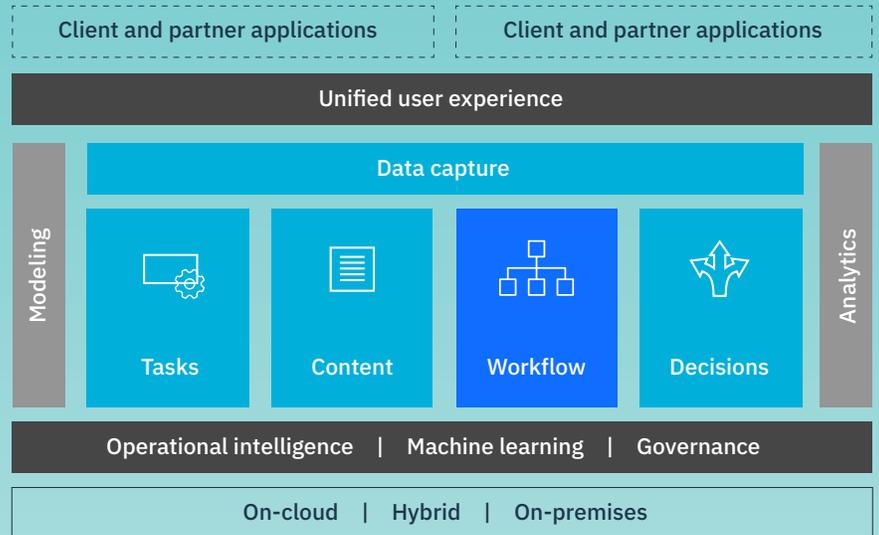
THE JOURNEY TO AUTOMATION
The scale you need to compete

Workflow automation is one of the core capabilities of the fully integrated IBM Automation Platform for Digital Business. The platform helps transform your digital operations by extending human work with digital labor using one or more automation capabilities—workflow automation, data capture, content management, task automation and decision rules. You can start small with one capability, then mix and match capabilities as business needs evolve.

By combining IBM Business Automation Workflow with other platform capabilities, you can:

- Reduce errors and activity time in workflows using robotic process automation (RPA) bots where you have multiple repetitive human tasks that involve copying and moving data between applications
- Reduce workflow business-logic complexity and enable business users to change rules-based decisions faster, such as when updating customer eligibility
- Increase knowledge-worker understanding of unstructured content with additional data-capture capabilities to improve case work productivity

TO LEARN MORE about IBM Business Automation Workflow, visit: ibm.com/automation/software/workflow

To learn more about the IBM Automation Platform for Digital Business, visit: ibm.biz/automation-platform

1 "Quintillion doubles business volumes and enhances investor service while maintaining lean staffing level," *IBM Corporation*, 2014.
2 "The Carlsberg Group–Denmark," *IBM Corporation*, 2016.