

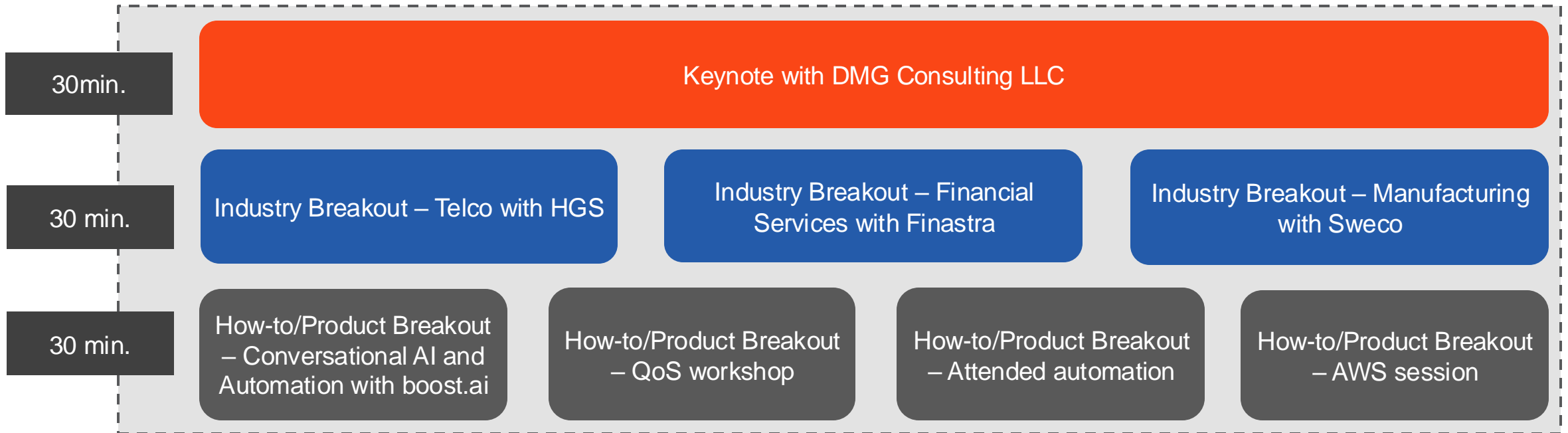
Navigating the Future

How AI and automation are redefining the customer experience



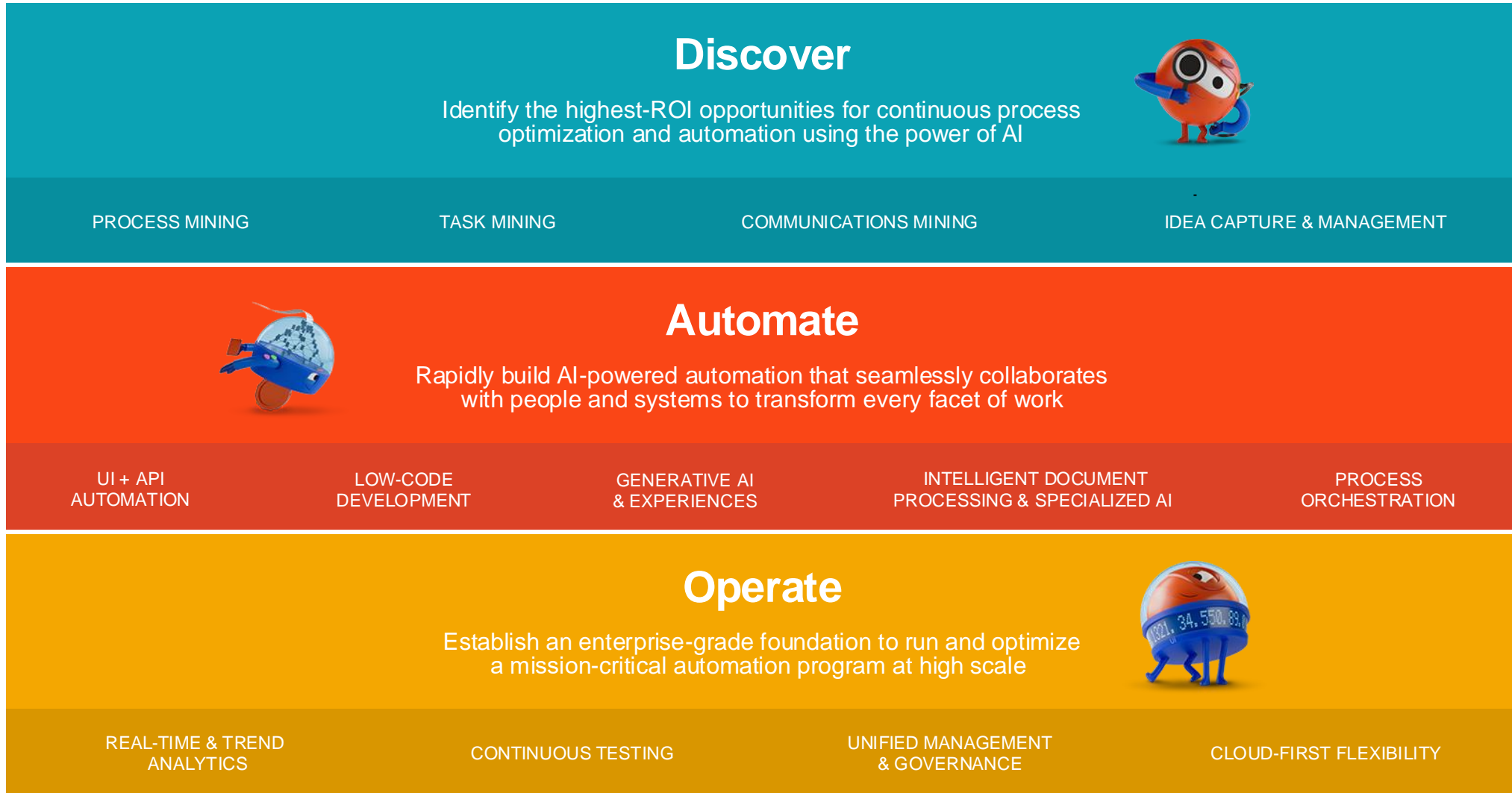
UiPath Customer Experience Summit

Agenda



UiPath overview

AI at work: the Business Automation Platform



Your People

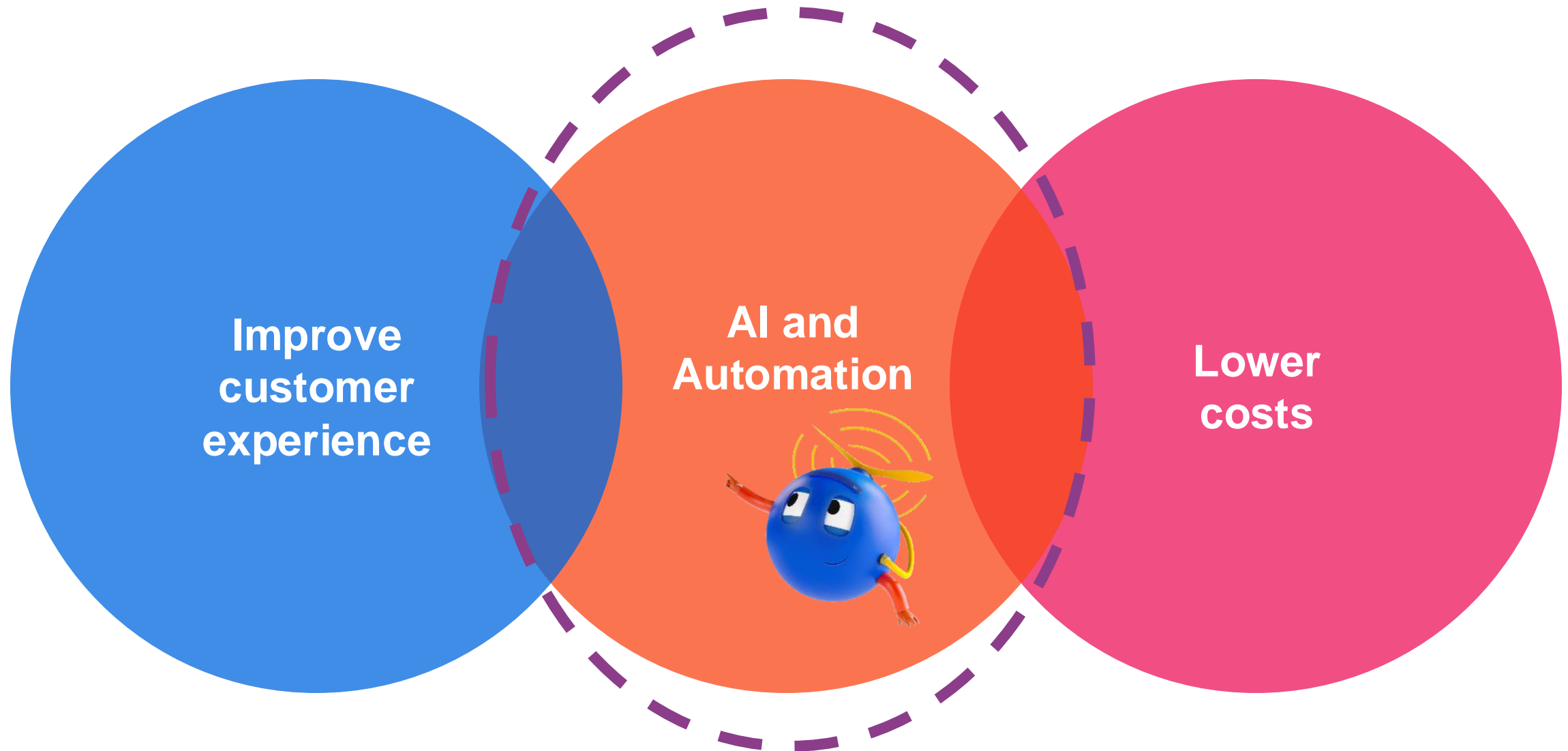
Your Applications

Systems of record | Communications and collaboration | Personal productivity

Your Processes

Why AI and automation?

We see CX leaders trying to balance two competing priorities



How do CX leaders leverage UiPath?

Boost loyalty by enhancing and streamlining every customer interaction

Improve customer satisfaction by over 10 points and lower costs by 30%



Expand self-service

Divert calls, emails, web forms, tickets, and other interactions to AI-powered automation.



Boost agent productivity

Support and enhance agent work with valuable AI insights and time-saving automations.



Streamline processes

Proactively act on quality-of-service issues and eliminate mundane processes.

NTT docomo

WELLS FARGO

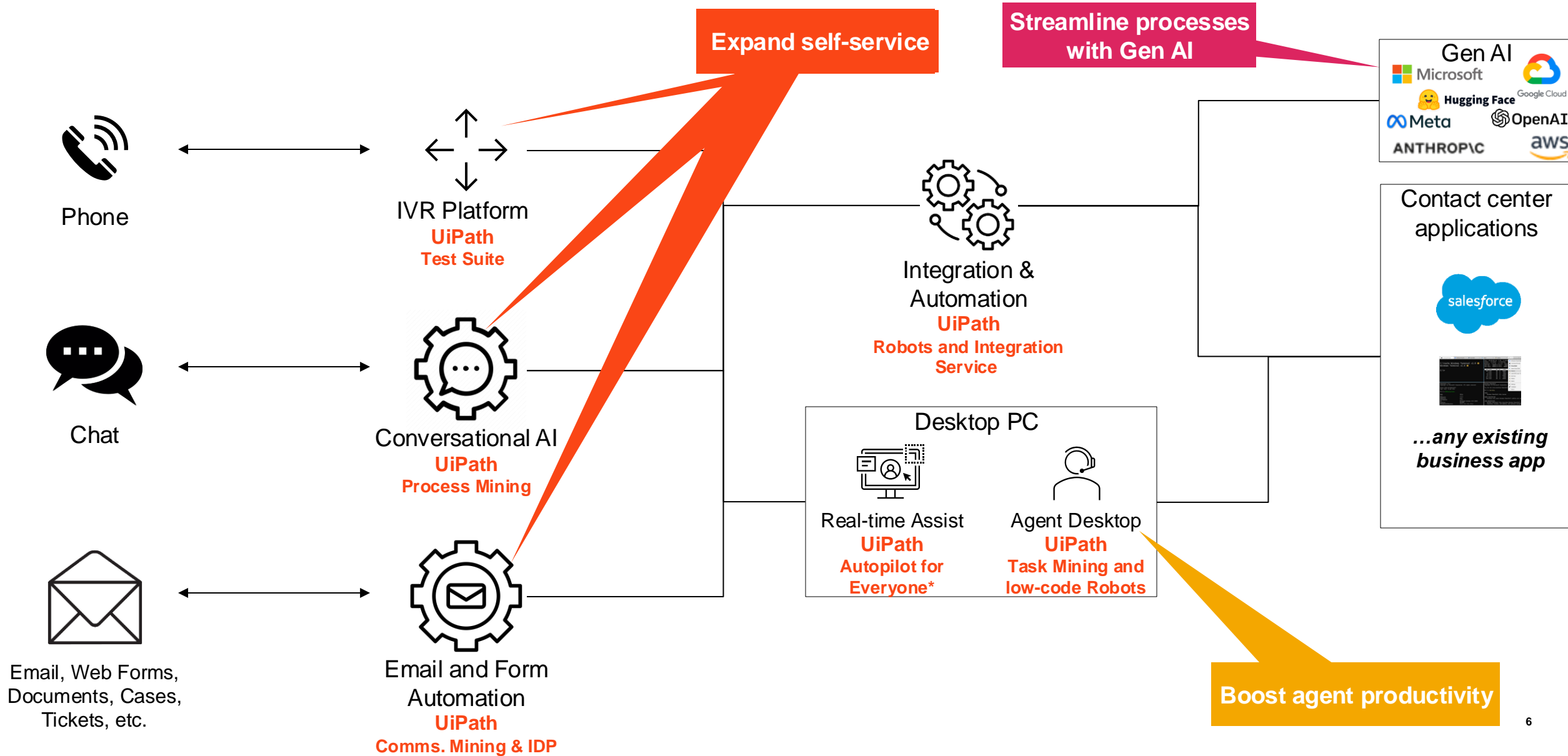
FINASTRA

BED BATH & BEYOND

Foot Locker

UiPath orchestrates the end-to-end customer experience

Do more, faster, with AI and automation



Customer Highlight – NTT Docomo

Personalizing customer engagement to strengthen loyalty



Geography: APAC
Industry: Telecommunications
Department: CX
Products: UiPath Platform

Challenge

Telecom provider NTT Docomo serves around 95 million people in Japan. Companies need to differentiate themselves and keep existing customers loyal to succeed in the saturated mobile market. NTT Docomo believes automation could help them optimize the back-office processes that underlie CX as well as personalize service delivery based on customer needs and preferences.

Solution

NTT Docomo now operates around 300 automations that save the company 40,000 hours of manual work each year. They also use AI-driven automation to help in the generation of custom email content. Personalization turns infrequent users of their magazine service into more engaged and loyal customers. The personalized email newsletters they deliver have helped them generate \$204 million in subscription revenue, as well as reduce customer churn by 60%.

40,000

Hours of tasks reduced per year

\$204 million

Revenue generated via AI-driven content personalization

60%

Reduction in customer churn



“What’s important for business success? The answer is simple: increase the number of loyal customers. AI and automation helped us personalize our outreach so we could drive that loyalty.”

Tsuyoshi Saito
General Manager of Smart Life Strategy,
NTT Docomo, INC.

Processes Automated

Merchant services, payment services, content delivery personalization

Customer Highlight – Wells Fargo

Creating a foundation for a customer-first strategy



Geography: AMER
Industry: Banking
Department: Contact Center
Products: UiPath Platform

Challenge

Wells Fargo & Company is an American multinational financial services company operating in 35 countries and serving more than 70 million customers worldwide. The company has a "customer-first" strategy that drives them to innovate and take the delays and frustration out of the customer experience. Wells Fargo saw potential for transformation in the call center. Agents were spending time on tasks that were a distraction from direct customer interaction.

Solution

UiPath automation lets Wells Fargo agents spend more time helping customers. This included automations to simplify start-of-day log-ins, research, and transaction monitoring. This gave agents greater flexibility to address customer needs, reduced handling times, and provide a market-leading experience that's an essential differentiator in the competitive financial services industry.



“Customer-first is our strategy. We think about how to deliver value to the customer. That’s our focus. Delivering value in a secure, reliable, and fast way.”

Rajagopal Malakapalli
Head of Intelligent Automation for Consumer and Small
Business Banking Technology

Processes Automated

Agent workplace start-up, agent support chat bot, transaction alert monitoring, claims processing, call recording verification

Customer Highlight – Bed Bath & Beyond

Staying focused on CX quality while navigating a complex merger



Geography: AMER
Industry: Retail
Department: Product Management
Products: UiPath Platform

Challenge

Overstock and Bed Bath & Beyond are both iconic retail brands. When Overstock acquired the digital assets from Bed Bath & Beyond, the merged company wanted to shift its emphasis toward home goods. They rebranded under the Bed Bath & Beyond name. This required the nimble shift of a substantial online presence. At the same time, the company wanted to deliver the retail CX that consumers demand and capitalize on the power of the new brand.

Solution

Automation played a key role in the conversion of 100 million URLs within hours of the merger contract's inception. In addition to a wildly successful rebranding, the newly merged company continuously works to improve CX. They use its product management team's expertise to create automations that change areas like catalog management and claims management. In less than two weeks, they cleared a 6-month claims backlog.

100 million

URLs converted with automation within hours of contract inception

2 weeks

To clear a 6-month claims backlog



“We couldn't have done the rebranding without automation. Fast Company considered this as one of the greatest rebranding exercises in history. It was quite transformational in terms of how we could achieve that.”

Paul Kersey, Vice President of Product Management

Processes Automated

Claims processing, catalog management

Customer Highlight – Foot Locker

Improving CX by accelerating time-to-market

Foot Locker

Geography: AMER
Industry: Retail
Department: Purchasing
Products: UiPath Platform

Challenge

Foot Locker is an American sportswear and footwear retailer operating in more than 40 countries. Getting new designs into their network of stores is critical to maintaining the loyalty of the "sneakerheads" critical to the brand's success. But a cumbersome, highly manual process for generating stock keeping units—or SKUs—was slowing Foot Locker's time-to-market and hampering the CX of its most ardent customers.

Solution

With UiPath, Foot Locker was able to automate data collection and processing to drive faster SKU generation. Accelerating the process from three months to 6 days—and getting new sneaker designs onto store shelves faster. The company then expanded its automation program to include PO processing, catalog maintenance, and other processes that helped accelerate time-to-market by 75%.

6 days

Time to generate SKUs, down from 3 months

75%

Improvement in time-to-market



“With the automation of this process, we were able to create a lot of efficiencies that saved us time that employees could spend on value-added activities affecting customers.”

Daniele Longo

Director - AI, ML, Generative AI and Process Reimagination

Processes Automated

SKU generation, PO processing, catalog maintenance, Cubiscan processing

Learn more about our AI-powered automation solutions for CX leaders



UiPath CX and Contact Center solutions

See the dedicated CX and Contact Center solution page on the UiPath website.

<https://www.uipath.com/solutions/department/contact-center-automation>



UiPath customer experience industry whitepapers

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