INTRODUCING TASK MINING

Bring user task data and business data together to understand and improve processes like never before.
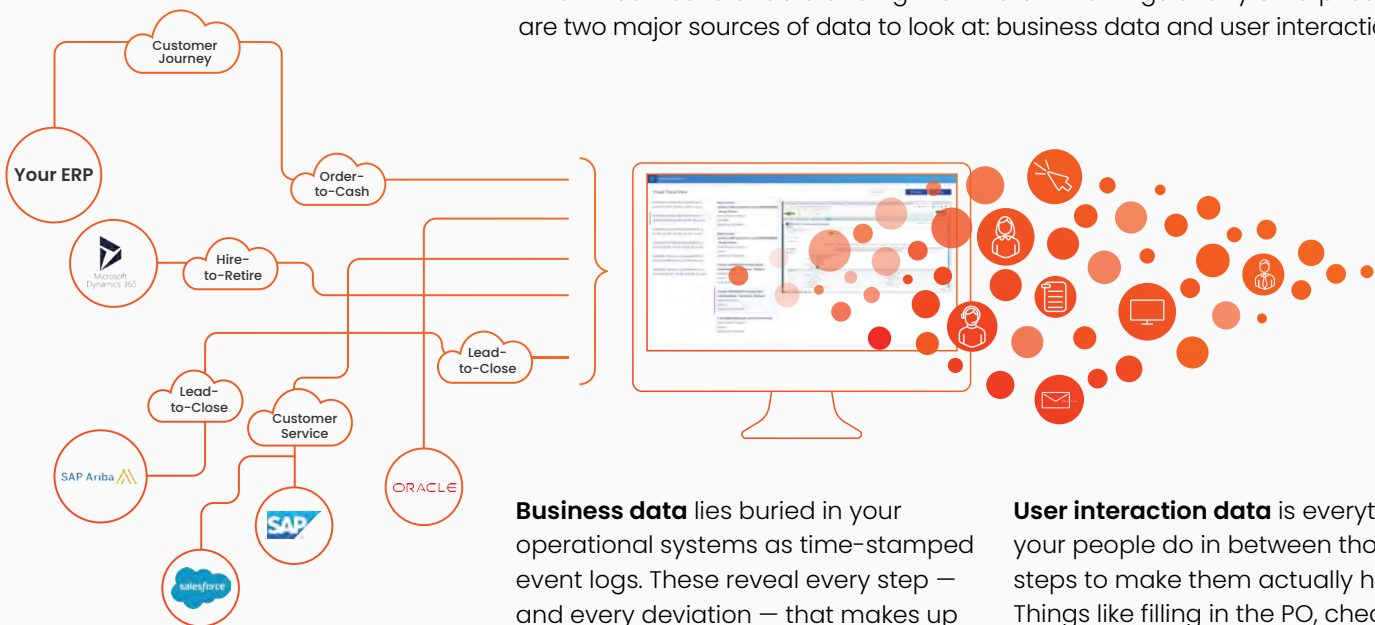
What is Task Mining?

If you think about it, every business process is really made up of two things: all the actions taken by the people involved, and all of the data moving through the systems involved. At Celonis, we help companies achieve process excellence — and up until now, our Process Mining technology has worked with business data. Now, we're opening the door to a whole new category of data and a whole new level of process excellence.

Task Mining is the technology that allows businesses to capture user interaction data, so they can analyze how their people are getting work done, and understand how they can do it even better.

By adding Task Mining to our existing robust Process Mining capability in the Celonis Intelligent Business Cloud, we're empowering companies gain a fuller picture of how their business truly works — not just process-wise, but people-wise, too.

When it comes to understanding the inherent workings of any enterprise, there are two major sources of data to look at: business data and user interaction data:

Business data lies buried in your operational systems as time-stamped event logs. These reveal every step — and every deviation — that makes up a business process, based on what happened and when. Think things like when a PO was created, approved, fulfilled, dispatched, and so on.

User interaction data is everything your people do in between those steps to make them actually happen. Things like filling in the PO, checking the amounts are correct, matching receipts to invoices, or spending ten minutes doing account research on LinkedIn.

celonis.com/taskmining
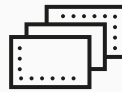
What Task Mining helps you do

- Identify time-consuming tasks
- Find where work is stuck waiting for human intervention
- Validate the complete and best set of tasks necessary to get work done
- Quantify the value of streamlining processes

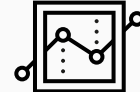## How Task Mining helps you achieve Process Excellence

Discover the key steps to any process
The manual workarounds people use, like steps, like copy/pasting from a spreadsheet to complete an order.

Consolidate duplicate or out-of-date systems
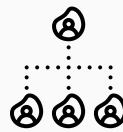Understand if the systems employees are using are helping them do their job.

Benchmark work across divisions
Compare outcomes and establish best practices across systems and divisions.

Identify and invest in high-value work
Work that can't be automated, like salespeople researching their prospects before calling them.

Enhance the user experience of your employees
Improve UI that people struggle to use effectively.

Identify candidates for automation
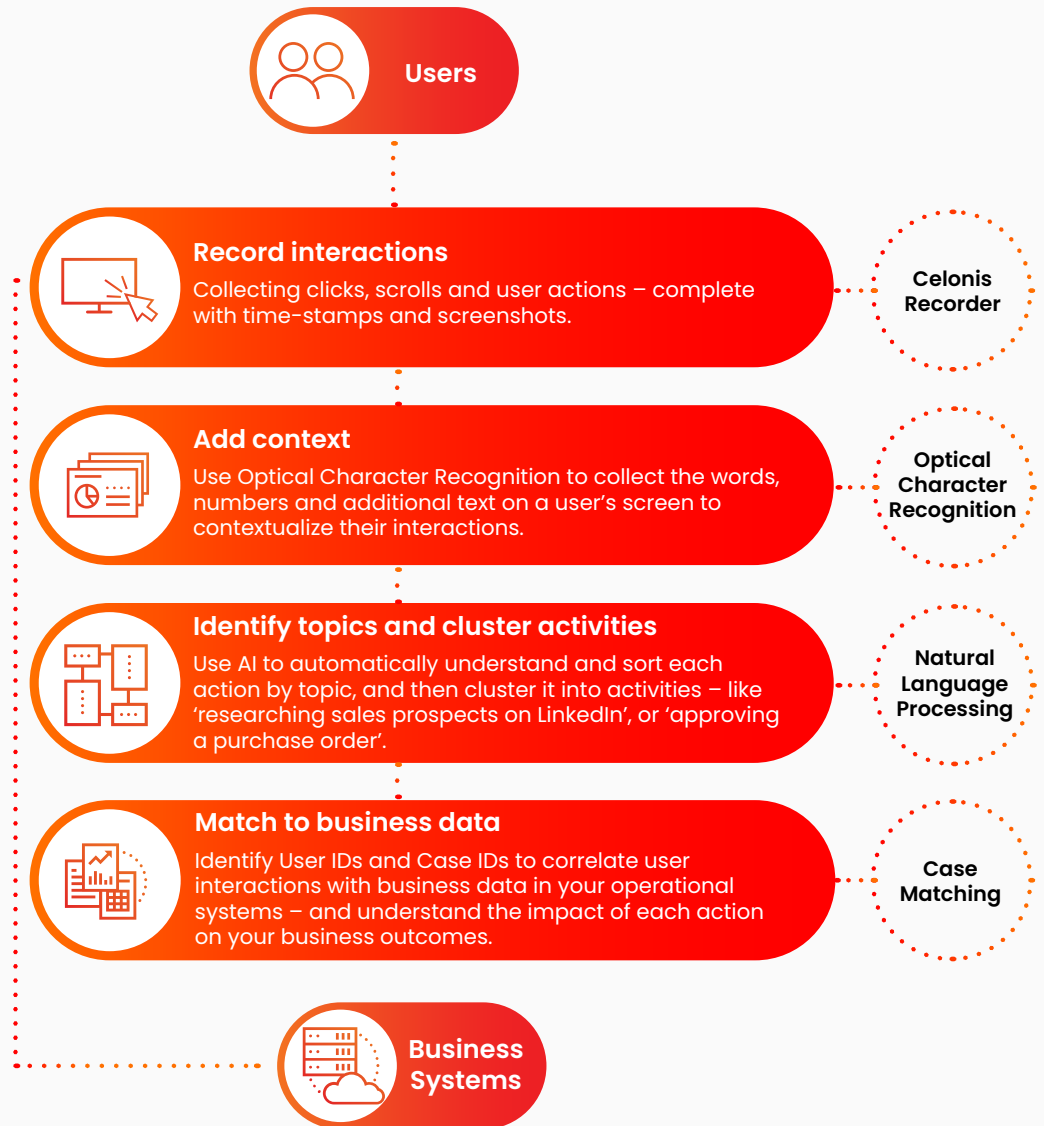Know where tools like RPA could be an effective solution — and where they would not be.

How Does the Celonis Task Mining Engine Work?

Most task recorders are capable of recording user interactions and adding some context to them through character recognition and natural language processing. But Celonis Task Mining goes further, bringing in cutting-edge, AI-powered topic clustering, and intelligent case matching to reunite task data with business data, creating a complete picture of how your processes run.

The combination of business data and user interaction data — which is unique in the Process Mining space — gives the most complete view of how work is done inside organizations — and how to optimize for business outcomes, rather than 'just' productivity.

Enable the best understanding and more comprehensive optimization of that work, and help your business become the best version of itself.

Celonis Task Mining Engine

Users

Record interactions
Collecting clicks, scrolls and user actions – complete with time-stamps and screenshots.

Celonis Recorder

Add context
Use Optical Character Recognition to collect the words, numbers and additional text on a user's screen to contextualize their interactions.

Optical Character Recognition

Identify topics and cluster activities
Use AI to automatically understand and sort each action by topic, and then cluster it into activities – like 'researching sales prospects on LinkedIn', or 'approving a purchase order'.

Natural Language Processing

Match to business data
Identify User IDs and Case IDs to correlate user interactions with business data in your operational systems – and understand the impact of each action on your business outcomes.

Case Matching

Business Systems

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Start your journey to process excellence.

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