

Point of View

7 Steps to Getting Your Groove Back with Intelligent Automation

by **Priyanka H.** and **Prajakta Ambre**



Enterprises today are experimenting with radical ideas, to innovate and transform their business by leveraging cutting-edge digital technologies to persevere and prosper in the post pandemic era. These “Breakaway Enterprises” as we call them, are a testimony to the fact that change is not only good, it’s inevitable! One such vital change catalyst is Intelligent Automation. The current business scenario demands an innate need to be resilient towards the constant upheavals; something that can only be achieved with the help of accelerated Intelligent Automation adoption.

So, how do you get your groove back to alter into the breakaway enterprise of the future?

01 Change of Mindset

Challenge the prevailing mindset in your organization. How do you define automation? How do you plan to communicate it to your employees in tandem with your business objectives? These two factors will make or break the case. Resistance is inevitable but so is change. Change management is one of the top reasons why organizations are so hesitant to adopt Intelligent Automation. It is not only crucial for enterprises to obtain a buy-in from all the key stakeholders involved, right from employees, clients, vendors, partners, but also to overcome the resistance to change by educating them on the benefits of automation – precisely on how automation will make their jobs easier and roles richer. This change of mindset will eventually pave the way towards embracing automation across all the levels of organization.

02 Use Automation as a Productivity Booster

Intelligent Automation levers, such as Robotic Process Automation, or virtual and digital assistants, can prove instrumental to elevate productivity levels in an organization. Going beyond automating mundane, repetitive tasks and answering basic customer queries; they can help tackle more complex activities, such as handling end to end activities for an entire function. Intelligent Automation can be scaled up when required to take on newer, more complex tasks, enabling higher output as needed. Along with cross functions like Finance, HR, etc., it can also be leveraged within the core industry specific areas like Pharmacovigilance, CSR Quality Checks in Life Sciences, Hydrocarbon accounting, and Plant Statement Production in Oil & Gas to amplify productivity across functions within the organization.

03 Automate to Move People up the Value Chain

Is your automation initiative helping you improve retention, create better roles by decoupling your human capital from mundane tasks, and giving them opportunities to work on strategic initiatives? If you answered yes, you have won half the battle! As businesses emerge from the pandemic, Intelligent Automation has already replaced humans in some jobs, compelling organizations to transpose their employees towards more critical roles involving more cerebral, strategic activities. This allows people to move up their value chain and perform better tasks while the digital workforce takes over their mundane activities. This new blended operating model of bots working alongside humans will create innovative opportunities, especially for people who're capable of upskilling, but couldn't do so earlier due to the repetitive nature of their jobs.

04 Inculcate Automation in Your Organization Culture

Enable automation across all levels by making it an essential part of your organization's DNA rather than a mandate. This can be achieved by initiatives like encouraging automation champions, initiating "hubot" or "cobot" communities, etc. Building a culture that welcomes and rewards adoption of automation is more effective as opposed to merely force-feeding it. Involving employees in the automation initiative right from the beginning and making them an integral part of its evolution will organically inculcate automation in your organization culture.

05 Be in It for The Long Haul!

There's so much more to Intelligent Automation than merely saving costs – its real potential lies in integrating without intrusion and bridging gaps between legacy and modern applications. Don't start measuring your RoI from day one: think long-term! Automation initiatives that purely aim at reducing costs don't bring about radical transformation. Organizations that look beyond the cost aspect and focus on customer delight usually envision long-term success along with the quick wins.

06 What vs. When to Automate

As much as you're in it for the long haul, don't start your journey with complex processes. Select the processes wisely by aligning them to your business goals. Automating quick wins in the initial phases of your journey will build more confidence as you scale up. What to automate and when to automate are the two most basic questions as well as the fundamental barriers to implementation. While the logical starting point for many would be repetitive, mundane processes; there are many other factors that qualify as the ideal candidates for automation e.g. processes that:

1. Are ultra-critical to the value chain,
2. Have a high TCO,
3. Are repeatable and extensible,
4. Would drastically reduce the turnaround time for the client.

The right mix of digital levers or technologies to use, the platforms to select, the types of engagement & commercial models etc. are crucial to help an organization decide when and how to automate. A thorough assessment of all these parameters is mandatory before you begin in order to understand what will best suit your organization.

07 Celebrate the Little Victories

Starting your automation journey in small pockets, rejoicing your little victories, and then replicating them towards bigger areas are the perfect ways to automating your organization to glory. Hence, it's imperative to laud the efforts of everyone who contributed in this entire initiative irrespective of the magnitude of their roles to encourage them to adopt the initiative with open arms. After all, the small victories – whether in life or at work – set up big wins!

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Priyanka is a seasoned marketing & presales professional with more than a decade of extensive experience in the IT industry. She drives marketing and presales initiatives for the Intelligent Automation & Digital Consulting Practice at LTIMindtree by way of thought leadership articles and digital campaigns, while working closely with automation partners and analyst firms.



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