



Davies Consulting

Digital Transformation

Using automation to accelerate digital transformation

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Whatever your digital transformation roadmap, intelligent automation could play a vital part. We've helped clients use automation to simplify the integration of legacy applications – so there's no need to replace them – and bridge gaps in processes. The result: faster progress on your journey, with less risk.

Digital transformation means something different to every business – reflecting where you are now and where you want to get to. But in our experience, intelligent automation can be invaluable in every transformation, connecting old ways of working with new – as our recent and current projects demonstrate.

- We're **using intelligent automation to integrate complex legacy systems** – often the biggest barrier to transformation – by creating digital interfaces that simplify access to the data held in them.
- We're helping clients phase their digital transformation, **replacing inefficient manual workarounds by using virtual workers** to undertake these processes for you, far faster than humans would – as an interim step towards the introduction of smooth digital processes.
- We're helping clients **introduce new digital touchpoints** that customers can access while mobile, and at a time that works for them. This might mean creating the Amazon type experience, or engaging with customers on their preferred social or messaging channels instead of requiring them to switch. Virtual workers are the key here, providing the link to legacy applications and information silos behind the scenes, to make it frictionless for customers and create value for the organisation.

Support at every stage of the transformation

Whether you're at the planning stages of a digital transformation programme or have found your transformation delayed by these kinds of challenges, Davies Consulting can help. Our expert team will help you understand the potential of automation to support and accelerate your digital transformation. We'll provide practical advice on where intelligent automation could assist you – and then guide you through selecting solutions and making the necessary business or process change to capitalise on them.

We combine a rich knowledge of the technology landscape with a wealth of experience designing and driving digital transformation programmes, to help you accelerate yours.

Our Approach

For us, automation is a means to an end: helping you achieve your customer experience vision. We have all of the skills to define, design, deliver and manage a successful enterprise-wide automation capability. We work in collaboration with our clients to align our resources with those already in place and get teams bought into the project. This collaborative approach lets our clients move fast and scale-up sooner.

In practice

A more consistent digital customer experience

An insurer which primarily operates on a white label basis wanted to offer a more consistent customer experience across all brands and all channels. It recognised automation could be a central enabler of this – both to support customer self-service and to streamline assisted service.

It worked with fellow Davies Group company Codebase8 to develop an intuitive portal for sales and service. The portal, which can be readily rebranded for each client, provides a single gateway to dozens of behind the scenes processes – from quotes to purchase transactions to renewals and policy changes. These are now largely automated, responding rapidly to the information the customer enters.

Everything works easily from the user perspective, with no discernible handover between systems. Contact centre advisors have a similar portal, so can see what customers are viewing, making assistance easy.

The introduction of the portal has led to a 10% increase in conversion rates for some of the insurer's clients; it has also led to higher customer satisfaction, while reducing cost to serve. The insurer has now worked with Davies Consulting and Codebase8 to build a similar portal to automate claims handling.



10%
increase in conversion rates

Get in touch

To discuss how we can help you shape or reinvigorate your digital transformation, using intelligent automation, get in touch.

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