

Category:- Best Achievement in Technology Enabled Process Automation (Robotic Process Automation, Machine Learning, Cognitive Learning, Blockchain etc)

Technology Enabled Process Automation in Cognizant Digital Operations

Customer experience plays a critical role in driving competitive advantage and creating value for enterprises. On the other hand, outdated manual processes impede scale, waste precious people resources and create inefficiencies and errors that derail performance resulting in unhappy customers. In order to deliver best-in-class customer experience, organizations must look at processes from front-office to back-office and leverage automation to make it as straight through and touchless as possible.

Automation – Deconstructing and Rewiring processes for the Digital Era

Deconstructing and understanding current manual processes helps rewire them with appropriate tools and resources which are smarter and ready for the Digital Era. Over the years, a slew of technology options has become available to deliver value @ speed. Combining Robotic Process Automation, with Intelligent Intake, Machine Learning and cognitive technologies creates intelligent operations that deliver streamlined business performance and superior customer experiences.

Cognizant leverages our core “DO, THINK, LEARN” paradigm to provide customers with high impact solutions.

- Systems that “DO” for repetitive actions that require minimal or no judgement
- Systems that “THINK” for autonomous decisions when there are variances
- Systems that “LEARN” for discovering patterns from human actions

Strong and diverse solution options is a must for complete business process automation

Based on the nature of industry processes, there is a need for bringing together a variety of 3rd party products and in-house industry specific IP that can deliver on the Do, Think, Learn paradigm. Cognizant partners with a number of leading technology providers in this space, supported by in-house solutions to fill the void.



Representative partners

It is not about a few process, but the focus is to drive “Enterprise” wide, “Industrial” scale, “Human & Bot” operations

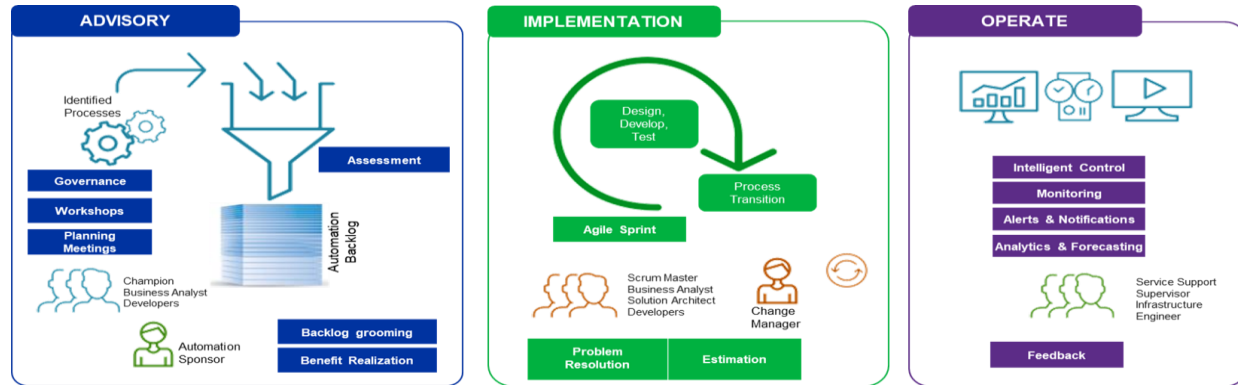


With the applicability of automation across all organization disciplines – Customer, Business and IT, Cognizant established *HiveCenter* – to provide an integrated portfolio of services, platforms and solutions that delivers the collective power of automation across business operations, IT operations, and application engineering.

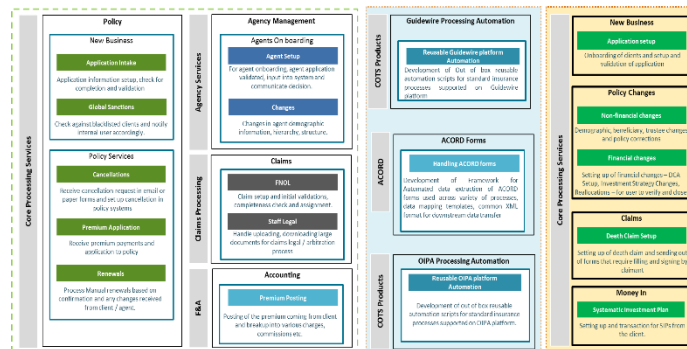
To drive enterprise wide automation, a service line based top-down approach is the right way to understand and discover opportunities. The right solution may not always be to automate but to re-

engineer or explore alternate solution options before automation. With a well-defined automation strategy, applying lean-enabled methods results in the creation of a Target Operating Model with technical, operational & economic feasibilities established.

Cognizant follows a *three-lifecycle* approach that includes – advisory, implementation and support



Advisory – With an aim to lay the right foundation for automation through workshops with process



experts and all other stakeholders – IT, Legal, Risk and Compliance to produce a roadmap of opportunities and most importantly plan for managing change. In addition, a Target Operating Model with humans and bots working together to achieve outcomes is established.

Point of view by industry, bot catalogues, templates for assessment, benefit analysis,

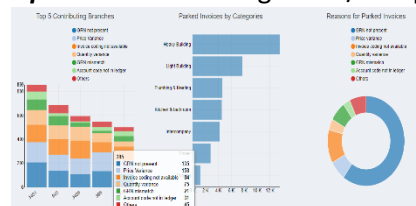
checklists for technology compatibility are Cognizant's key assets & accelerators for an expedited assessment.

Implementation – Implementing identified opportunities in an agile model that helps progressively improve the level of automation and to bring in human cognition to bot design. More complex automations that include natural language processing, artificial intelligence (AI), sentiment analysis and self-learning will involve good level of training data to create optimal solutions.

Operate - Monitoring alerts/exceptions, managing bot schedules, optimizing bot usage and continuous improvement measures form the key themes for the operate phase. In addition, solution upkeep for accommodating changes to business applications is taken up for process change management. Operational analytics aided by Cognizant's Command Center ensures measurement of key metrics and KPIs.

Customers need flexibility based on their charter, investments and maturity

With different levels of maturity in Customer organizations, Cognizant engages in multiple models – from offering Pod teams with all required roles for executing an automation program, to tailored menu based



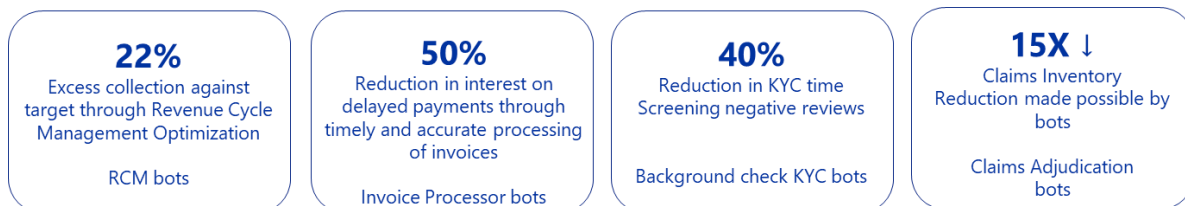
services or a complete end-to-end Robotics as a Service model. Customers pay for every Pod team or based on services or for gains realized from the automation program.

Our bots process very core and critical transactions and do a significant heavy-lifting across industries

A range of implementations from generation of reports to be filed in the Bank Secrecy Act website or handling Case safety in the Pharma industry or assisting agents identify the right Medical rep for a penalty heavy process, bots today process significant value and volume.



Bots drive outcomes much beyond efficiency – customer experience, compliance, new revenue, and quality



A Few enterprise success stories

Enterprise Automation for a large US based healthcare payer - impactful outcomes by handling unprecedented volumes through automation

The challenge – The customer was dealing with a growing backlog of claims which in turn was causing member and provider dissatisfaction and exposing the insurer to potential monetary penalties. In addition, there were disparate systems/technologies with non-standard, high complexity processes.

The solution - We assessed the existing workflow and identified various scenarios that resulted in a rising backlog of claims. Armed with a clear understanding of the workflow issues, we then developed an Intelligent Automation solution that leveraged both RPA and Machine Learning algorithms addressing 35 different processes. A dashboard to centrally monitor the robots in production was developed to manage and make sense of the transactions processed by over 140 digital resources.

The result: The solution improved member and provider satisfaction by taking the claims backlog from 600,000 to zero, reduced the insurers risk of monetary penalty by upto \$3M and increased their ability to take on new business - thanks to a significant boost in claims processing capacity.

Enterprise Automation for one of the world's largest insurance and financial service provider

The challenge: A target savings of \$90-150M was defined by the customer to be achieved before the year 2021 in order meet commitments made to the market. Multiple solutions were identified with process automation being a key lever. A big bang implementation approach with another service provider failed

when multiple processes identified for automation resulted in lower RoI than expected and also resulted significant delays in the program. Cognizant was brought in to solve the problem.

The Solution: Cognizant developed an agile pilot for 2 processes within 6 weeks followed by a 17x5 support model to demonstrate the power of automation when done right. This was followed by a Center of Excellence setup to provide the required guidance to various business units that jumped on to the automation bandwagon without the required clarity. Dedicated teams for Discovery, Delivery and Support phases were established to improve the throughput. Finally, an Outcome Management office was established to drive the focus on outcomes.

The Result: Multiple processes in Underwriting & New Business, Policy Servicing, Claims Management, Payroll – Operations have been automated with a combination of RPA, OCR and ML solutions resulting in a YoY savings of over 8M within a year of commencing automation, an established roadmap and 5/5 customer satisfaction score.

Our bots are at work across all industries and have variety of resumes

Banking & Financial Services	Insurance	Healthcare	Life Sciences	Manufacturing Logistics Energy & Utilities	Retail Hospitality & Consumer Goods	Finance & Accounting (Horizontal)
<ul style="list-style-type: none"> • KYC • Clearing & Settlements • Trade Affirmation and Confirmations • Treasury Reporting, Financial report • Trade Finance Operations • Trade Reconciliation • Cards - Account Maintenance • Cards – Merchant Certification... 	<ul style="list-style-type: none"> • Policy Rating & Quote • New Business Setup • Name Sanctions • Policy Endorsement • Policy servicing – Renewals & Cancellations • Retirement Plan Administration • Claims - P&C • FNOL Registration • Claims Validation • Adjudication • Claims Payment... 	<ul style="list-style-type: none"> • Claims Adjudication / Adjustment • Provider Enrollment • Credential • Sanctions Monitoring • Enrollment • Member Management • Payment Posting • Reconciliation • Appeals and Grievance Intake • Claims Disbursement • Eligibility and Demography Updates 	<ul style="list-style-type: none"> • Pharmacovigilance /Drug Safety – Triaging • Duplicate & Validity Check • Case Intake • Case Registration • Full Data Entry Medical Device - Patient Registration • Case Processing • Patient / Device maintenance • Clinical data management - Medical coding 	<ul style="list-style-type: none"> • Inventory Reconciliation • Order Management • Sourcing Systems Updates/ Reconciliation • Shipment execution and tracking • Customer On-boarding • Billing • Meter reading • Billing plan management / updates 	<ul style="list-style-type: none"> • Order Management • Catalogue Management • Store Operations Management • User Management • Item Enrichment • Customer Service • Order Tracking • Trade Promotion • Campaign Management • Menu Management 	<ul style="list-style-type: none"> • PO & Invoice Management • Cash Applications • Reconciliations • Master Data Management • Intercompany Accounting • Journal Entries • Period Close Activities • Invoicing • Fixed asset Accounting • Audit • Tax and Regulatory Compliance

Few testimonials



[Link](#)

Great efforts to get our Machine learning process into production... I would encourage all to make it a point to understand what went in to conceptualize, design & implement the solution.

Your hard work has helped our team tremendously with speeding our overall refund process.

We are busy writing the progress reports for local branches this week. This time we do not do this alone and for the first time we have help from a robot that successfully delivered the first explanations for one of the KPIs!

Automation – The road to continuous innovation

Our domain lead Digital Operations approach has allowed us to successfully apply to analytics embedded automation to over 1600 processes associated with 130 customers in multiple industry service lines leveraging variety of solutions – RPA, AI/ML at an enterprise scale. This has helped our customers ensure promises made by the front office can be delivered by the middle and back-office. 6500 strong digital workforce processing over 248 Million transactions stands testimony to this.