RapidMiner & Robotic Process Automation

Take automation to the next level by injecting it with AI and enabling Cognitive Robotic Process Automation (C-RPA)

Digital transformation depends on organizations making faster, better use of data. Robotic process automation (RPA) has done both, eliminating tedious tasks to streamline data-driven enterprise operations and free workers to focus on higher value work. The next step is to combine artificial intelligence (AI) and RPA to take on more complex processes, making work even faster and smarter. With this powerful combination, RPA-driven processes aren't limited by rules-based approaches or constrained to simple problems. Instead, AI adds a new level of intelligence to handle more complicated situations and find the best answer more often. We call this revolution Cognitive Robotic Process Automation (C-RPA).

Uses of Cognitive Robotic Process Automation

Equipment Management

Instead of relying on facilities staff to monitor equipment and assess when trouble is brewing, C-RPA can oversee the process. Traditional RPA can only fire alerts when basic thresholds are met, such as deadlines for maintenance being reached, whereas AI can analyze unusual data trends and predict what it means for possible equipment downtime.

Customer Service

Faster routine procedures and handling of customer inquiries creates a better customer experience. Chatbots can answer questions without incurring the cost and time delays of getting a call center rep on the line. AI improves customer service by leaving fewer unanswered customer questions and requiring less human intervention.

Risk and Fraud Management

Monitoring transactions, applications, claim submissions, invoices and other activity and flagging high risk situations or fraud is faster and more accurate when handled by C-RPA than by humans. Problems are easier to spot when AI is used to look for new and unexpected patterns that should be warning signs.

Finance and Accounting

Routine finance-related tasks, such as paying invoices and allocating expenses to proper accounting categories, can be executed practically without human intervention. Basic work is handled by RPA rules, with exceptional and unusual tasks tapping AI for closer inspection and assurance the right action will be taken. Escalation to staff can occur when human oversight is unquestionably needed.
Benefits of Cognitive Robotic Process Automation

More Bandwidth for More Work
Take on a greater volume, variety, and complexity of work by using C-RPA to increase capacity and free humans to focus on higher-value efforts.

Lower Operating Costs
More work by C-RPA and less by staff means lower costs and, in many cases, fewer errors with associated expense from rework, penalties, fraud, etc.

Better Decisions
C-RPA brings a more consistent, data-driven approach to decision-making, often making better decisions than humans can on their own.

Increased ROI from RPA Investments
By moving from RPA to C-RPA, you add intelligence to your automation through the power of AI, and achieve more of your original objectives.

How RapidMiner Enables Cognitive Robotic Process Automation

In partnership with RPA vendors such as UIPath, Automation Anywhere, and Abbyy, RapidMiner provides the AI needed to enable true C-RPA. As part of a joint solution, users build machine-learning models in RapidMiner and deploy them as web services. RPA bots call RapidMiner at the appropriate time for scoring of data assembled during the automated process. RapidMiner returns scores and confidences, which guide the automated process further, and enable these processes to factor in cognitive nuances and insights impossible to obtain through RPA functionality alone.

CASE STUDY
Business Insurance Broker Expands Market Presence

A regional business insurance broker had aggressive growth plans and wanted to expand its market presence and geographic reach. Working with RapidMiner partner Qbotica, the broker developed an automated chatbot that could autonomously interact with more prospects than the firm’s brokers could on their own. The bot was empowered to collect information from a prospect, obtain quotes from 14 different carriers, use a RapidMiner model to pick the right quote — not just the lowest — for the prospect given their profile and needs, and bind the insurance. As a result, the client is achieving its growth ambitions and becoming a bigger player in the market.