

# Pega Robotic Desktop Automation (RDA)

Increase service efficiency by eliminating manual tasks

A Pega Robotic Automation Datasheet

## Deliver effortless customer service experiences by simplifying how work gets done

Increasingly companies are adopting enterprise transformation strategies to improve customer experience and profitability while reducing cost to serve. Pega® Robotic Desktop Automation accelerates these transformation initiatives by quickly simplifying the way work is performed to the desktop. It empowers the front line to deliver personalized service, to every customer on every interaction. Your Customer Service Representatives (CSRs) no longer need to suffer from application over-load. Using Robotic Desktop Automation, organizations can deliver faster, more seamless interactions that accelerate employee productivity and reduce customer effort while increasing operational efficiencies. By rapidly building scalable robotic automation solutions, organizations achieve a rapid time to impact through:

- **Optimized Efficiency**  
Boost CSR efficiency by integrating the myriad applications and optimizing the processes, workflows, and tasks needed to drive the right business outcomes.
- **Increased Productivity**  
Simplify the way CSRs work by streamlining workflows and optimizing application navigation on the desktop. This reduces rework and the costs associated with errors, and frees them to focus more on higher value, strategic activities such as engaging with customers, problem solving, and decision making.
- **Enhanced Employee Engagement**  
Remove complexity from the CSR desktop by optimizing processes and simplifying how work gets done, CSRs are more likely to focus on and engage customers, and less likely to become frustrated and burned out. A “personal robot” performs tedious, mundane tasks, which keeps CSRs more productive.
- **Personalized Customer Experience**  
Provide real-time, contextually relevant, personalized intelligence about the people your CSRs are serving. Fully optimizing the way CSRs interact with the technology on their desktop, regardless of channel, helps humanize the customer experience and leads to happy, loyal customers.

### Challenge

Organizations are under tremendous pressure to meet the rising service expectations of digital customers. While customer experience continues to rise to the top of every business agenda, CSRs struggle to navigate a hodgepodge of disconnected desktop applications whenever they engage with customers. Distracted employees waste time toggling between dozens of different applications to input or review customer data, frustrating both them and your customers.

### Solution

Pega Robotic Desktop Automation helps your people work faster and more efficiently by simplifying and automating business processes and transactions. It accelerates productivity by optimizing the way work is performed. These “personal robots” run collaboratively on every CSR’s desktop to automate key tasks and workflows. That way, your employees can deliver an exceptional service experience by focusing on what matters most: the customer. Pega7 Customer Decision Hub and powered by OSMO Data Technology’s extraction capability.

## Pega Robotic Desktop Automation

For companies with employees that handle manual, repeatable work processes, Pega Robotic Desktop Automation facilitates communication between multiple applications and automates the repeatable steps of the process. The solution can automate any manual work within any application or system, including legacy, inhouse developed applications. Pega Robotic Desktop Automation equips organizations to quickly build and deploy robotic desktop automations that simplify work, streamline processes, and drive increased productivity. By automating these manual work processes, companies have the opportunity to reallocate employees to perform higher value work. Doing so drives down the cost to serve, increases work throughput, creates greater operational efficiency, and ultimately enhances customer experience.

- Remove routine tasks, manual workflows and so your employees can perform higher value work and focus on the customer.
- Optimize processes that cannot be fully automated.
- Extend existing technology investments by seamlessly integrating legacy, disparate applications without changing underlying systems.

Pega provides the broadest robotic automation technology integration offering for—Windows thick client applications, VB, .NET, Powerbuilder, Java, Web, Mainframe, AS400, Web Services,

Citrix Published Applications, Databases and Microsoft Office (Word, Excel and Outlook) — and includes out-of-the-box support for commonly used business applications such as SAP, Siebel, Remedy, Salesforce, and Oracle Forms. Organizations that deploy Pega Desktop Automation are typically up and running within weeks, often starting with one or more of these easily configured automations:

- **Assisted Sign-on:** CSRs automatically login to applications they use with a single click.
- **Start My Day:** CSRs and back-office workers specify the order in that they want applications to launch to keep them organized and optimized for readiness at all times.
- **Customer 360 View:** Retrieves contextually relevant customer data from disparate applications in a centralized, easy-to-consume format so CSR's have the data they need to service a transaction at a glance.
- **Auto-Notes:** Tracks work activities and generates notes automatically to accelerate post-call wrap-up.
- **Shortcuts:** Prebuilt core task shortcuts can launch mission-critical processes and business activities.

Pega® Robotic Desktop Automation is fully unified and available within Pega® Customer Service. They work together during each step of your transformation journey.

