



LEVERAGING INTELLIGENT PROCESS AUTOMATION: 1300% ROI DELIVERS INCREASED CSAT AND \$7M IN NEW REVENUE STREAMS

Profiled Organization:

Bancolombia is a full-service financial institution and one of the 10th largest financial groups in Latin America.

CHALLENGE:

Bancolombia needed to develop a virtual workforce that combined human, robotic, cognitive, and analytic capabilities to enhance banking customer experiences, automate repetitive tasks and increase efficiency across the board. The largest part of this challenge for the company was the transformation of the working methodology and coordination of human and robotic workers.

SOLUTION:

With bots from Automation Anywhere, Bancolombia sifts through structured, semi-structured, and unstructured customer data to transform their BPM. Bots automate hundreds of processes and greatly increasing back office efficiency, saving the institution a significant amount of time servicing customers. This has led to an increase in CSAT numbers and has created additional revenue streams

BENEFITS:

127^K

Hours freed up annually

11^K

Days saved with back office automation

51%

Efficiency increase of service time

\$19^M

Reduction in provisioning costs

\$7^M

Income from new revenue streams

1300%

ROI