

Europcar Client Story: Intelligent Automation Deployed

“Deploy the full range of UiPath’s RPA and AI technology suite to allow your customer-facing functions to prioritise the moments that matter with your customers whilst automating the simple and transactional.”

Context:

Europcar’s Insurance Support Service (ISS) function works with insurers to support individuals, who find their own vehicle off the road, with all their vehicle hire needs. This support to both insurers and consumers ranges from the simple and transactional to the highly complex. Understandably, individual customers are often in distress when their car is off the road, therefore, in these moments the highest level of customer support is required.

The challenge for Europcar’s ISS team is to provide best-in-class customer service at speed to these vulnerable customers whilst also rapidly dealing with transactional requests from insurers. What’s more, all of this must be achieved whilst staying lean and agile. This is where Protiviti came in.

Automation Solution:

Triage and Screening

- Cases and communications are initially screened by an unattended bot using string matching to cost-effectively route communications and cases with fixed data structure features to their correct processing area.
- All remaining unstructured cases and communications are handed over to a Communications Mining model uniquely trained to the ISS context. Processing labels are applied and key data points (e.g., Reservation number, Licence Plate, and key industry codes (SIPP + GTA)) are pulled.
- This triggers auto-routing to the correct processing area as well as end-to-end automation where appropriate (e.g., for documentation requests).

Attended Support for Customer Reservations

- For those cases that require the highest level of customer interaction, Reservation calls, an attended bot is deployed.
- This unattended bot triggered by the Agent supports them with data retrieval, collection, and input. This means that the Agent does not need to multi-task across several systems. This allows the Agent instead to focus on the customer and deliver an exceptional experience in a moment that really matters for them.

Hand off to Unattended Automation Workflows

- During the process, once key data points have been validated, discrete tasks are handed off to unattended automation workflows.
- This includes running driving license checks through the DVLA website and the distribution of terms and conditions documents on the successful completion of a reservation.

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Benefits of Automation Solution:

1. **Faster time to first customer touchpoint.**
2. **Increased volume handling capacity.**
3. **Redirect Agents efforts to the most value-add activities for them and customers.**
4. **Faster processing times.**
5. **Improved customer and employee experience.**
6. **Cases and communications automatically allocated to the correct processing view upon receipt/creation.**