Building better ways, to improve service elsewhere...
Saint-Gobain Automation

Company Background

Saint-Gobain design, manufacture and distribute materials and solutions which are key ingredients in the wellbeing of each of us and the future of all. They can be found everywhere in our living places and our daily life: in buildings, transportation, infrastructure and in many industrial applications, providing comfort, performance and safety while addressing the challenges of sustainable construction, resource efficiency and climate change.

A Global Entity across 4 consolidated regions and 4 primary industry markets, delivering high performance solutions across **Construction, Industry, Life Sciences and Mobility.** Brands include Jewson, British Gypsum and Ideal Bathrooms

Saint-Gobain Technical Services (SGTS) are the first point of contact for Information Technology [IT] issues within Saint-Gobain in the UK and Ireland. We aim to make Technology easy for our colleagues, through the delivery of multiple IT Projects, managing and maintaining the Saint Gobain network/server infrastructures, and ensuring the security of all our devices.

Why **Automate?**

Digital is not a matter of tools and technology, but of lifestyles and mind-set. For Saint-Gobain, it is an opportunity to harness digital technology to enhance our relationship with our customers through new services and new personalised experiences, to accelerate changes in working and management methods.

Our mantra is to "Release Resources from Mundane Tasks to Improve Service Elsewhere" Software robots were introduced to create new ways and channels for teams to engage with excellent central support services. These automations are already having a positive impact on service levels as it is much easier to collate the necessary information to get to a faster resolution time for SGTS' internal customers queries.

DruidAI's Conversational Live Chat from Enterprise RPA

Saint-Gobain Service Desk:

The SGTS Service Desk was identified as an area to prioritise. Incoming enquiries are around 15,000 per month including 3 different communication types of telephone, self-service forms and email.

In addition, call backs to gather further information were high at around 2,000 per month which created the requirement for double and sometimes triple touching of tickets, creating longer resolution times.

Druid AI is a conversational chatbot-platform that is readied for RPA., with connected robot relations, providing the "arms and legs" to convert chats into action.

The team wanted to offer an additional communication method to provide support for our customers, making it easy to contact us while if needed working on other things such as serving customers in store.

We also wanted to, where applicable, offer a better self-service support for high volume queries such as requesting equipment, requesting new or changes to IT access and password resets.

> "With so many ways to communicate, calls are not always the best option. Druid's AI Chatbots, combined with RPA robots, proved to be a great combination for us in this scenario".

DruidAI's Conversational Live Chat from Enterprise RPA

RPA Solution – a measured approach

Working with our Partner, **Enterprise RPA**, SGTS began by implementing Druid's Live Chat, and some simple linked process automations. This platform then informed which process flows to expand and progress, using data-based analysis and Natural Language processing algorithms that learns as it goes. [AI].

The first stage was to prove that uptake volumes could support a more global roll out based on test customer reactions. The team agreed customer engagement targets and thresholds to ensure this evidence could be captured at impact.

The automated assistant delivered an increase in anecdotal feedback and service 'high fives' due to the immediacy of the channel engagement, with more users feeding back very positively.

"The automated assistant delivered an increase in customer feedback and service experience 'high-fives' due to the immediacy of this channel engagement, with more users feeding back their positive support service experience as a result".

DruidAI's Conversational Live Chat from Enterprise RPA
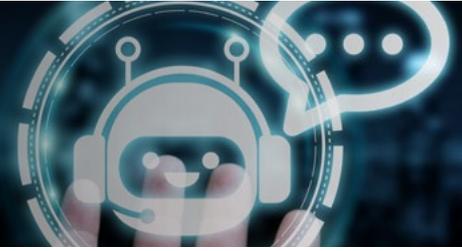
Automation for Process Improvement(s)

The Digital Assistant [Live Chat] adoption also enabled a broader view of call types, proving that the mundane requests were the highest volume, calls such as password resets, systems logins and application approvals, which accounted for 40% of call traffic.

Linked-Automation – increased-value RPA

"To capitalise on the time saved as a result of automated engagement, the team then looked forward to the onward hand-off process to ServiceNow., engaging the robot to register new tickets and update tickets with conversation history. Saving time for the Service Desk agent and providing a more efficient customer experience".

RPA development – Future SG Automation

Further automations are planned to release the SGTS team to add more value to their customers. This includes the automation, of offboarding staff from internal systems, which is triggered from a leaving date in the HR Peoplesoft system, saving the SGTS Administration team a high percentage of their working week to perform more fulfilling (and valuable) work.

"We have seen excellent customer feedback from the implementation of live chat through to a fully live service. The team have been heavily engaged in the new service and are exceeding KPI's, providing an outstanding customer experience".

Charlotte Gapper, Saint-Gobain Service Delivery Manager

Enterprise RPA

About Enterprise RPA

RPA helps our clients to remove inefficiency, save money, grow revenue, and deliver better customer services by automating low-value, high volume tasks.

End Repetition; Release Your Potential

Enterprise RPA Ltd
Peter House
Oxford Street
Manchester M1 5AN
0333 320 2553