Process improvement examples that yield Return on value (ROV)

A guide for continuous improvement
and business process optimization leaders

Overview

Business analysts and continuous improvement leaders are in a relentless cycle of 'proving ROI' and quantifying ongoing value added. Even with advanced solutions like Gen AI, executive leaders still struggle to do more with limited resources. This ongoing challenge persists despite innovative technology.

Traditional manual methods of aligning siloed data from different systems is still a harsh reality for many. Instead of focusing on ROI, the benchmarks are now on return on value. This means you must gather, arrange, and share findings, which can make it harder to provide value quickly.

This guide explores four examples of how business leaders are improving performance. Read on to see how the next wave of continuous improvement is evolving.
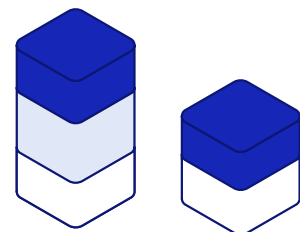
Introduction

Transitioning from return on investment to return on value

If you are leading strategic business initiatives, you may feel pressure to use Generative AI, automate processes, and constantly improve. This pressure is increasing. However, most people have already discovered most of these easily accessible opportunities.

Today, we must not only solve the problem but also avoid trapping ourselves in isolated data land.

Teams that focus on continuous improvement should shift from ROI to ROV for better outcomes. Many discussions revolve around improving businesses, constantly enhancing them, and using AI/ML tools. Figuring out what is just talk and what will be important in the future is important.

Why is it so hard to get data to do what we need?

The average organization manages multiple software programs, most of which run independently from each other, despite established workflows. This makes data alignment tedious, often requiring technical skills.

Data visualization tools such as Tableau and Power BI are great for understanding business data and gaining insights. They require complex data setups to display the information you want. They also need data knowledge to generate new data points for monitoring.

With the shift to ROV, you must focus on process improvements that yield both immediate and long-term benefits. Return on Value is not just about the financial gains that help the organization grow.

70%
time spent integrating data

By prioritizing the overall value created for stakeholders, leaders can ensure the long-term success of the organization. This broader understanding of Return on Value will help drive sustainable growth for the organization.

Spending 70% of your time integrating data sources will only lead to small improvements in efficiency, productivity, and processes. A more automated approach to managing data integration tasks can achieve efficiency, productivity, and process improvement.

Until we can implement process improvement automation, we are stuck in a reactive state:

- Reports look backwards, telling you what already happened
- Predictive tools tell you what is likely to happen
- Real-time performance and KPI tracking requires manually piecing together different data sources into the format and view that you need to be successful

Demonstrating ROV requires both a forward-thinking approach and the right tools and resources to make it happen. Moving beyond traditional methods and embracing innovative solutions that can provide live performance visibility and intelligent insights is essential.

Reports ----- Look backwards ----- **Predictions** ----- Educated guess ----- **Real-time** ----- Contextualized manially
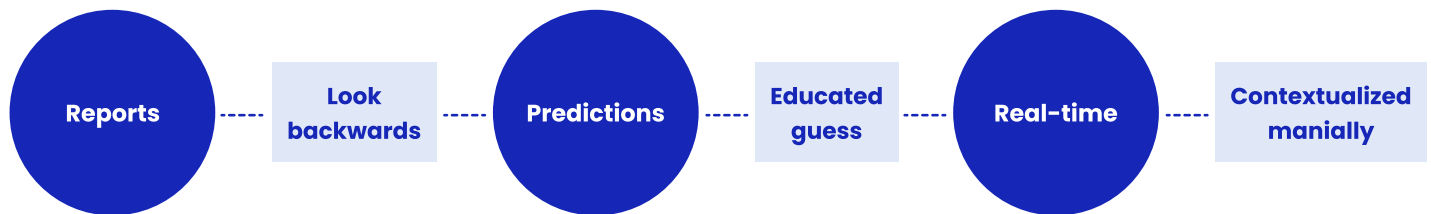
Process Improvement Example: Driving automation with ~~chatbots~~ better data

For example, recently a food delivery service was challenged with unprecedented demand on their support team. Like many of us would, the business process team named chatbots as a potential solution. They assumed that chatbots could help reduce the need for tier one and two support escalations.

However, 'trouble-shooting chatbots' did not yield the results that they expected. How could this be? Doesn't automation help increase productivity? In this case, chat bots were causing longer wait times, more escalations, and lower customer satisfaction.

With KYP.ai desktop agents, they quickly saw how they could improve their employees, procedures, and technology. Using Productivity 360, they could capture, diagnose, and improve performance using our descriptive analytics dashboards.

They found optimizations, including:

People utilization customers were only spending only 5% of their time with chatbots. The plan to solve problems faster ended up making it more difficult for employees to help customers. Employees had to read many chat messages before being able to help.

Customer feedback showed that the support agents were overly friendly in their language. These positive intentions did not meet the customer's satisfaction for a support interaction. Further, they were unable to decide employee count for shifts, causing wasted resources.

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> *By harnessing tools that prioritize tasks based on their potential impact and track progress in real-time, organizations can make data-driven decisions that align with their strategic goals.*

Every company faces unique challenges. However, at KYP.ai, we notice that many companies rush into a solution without first gathering the necessary data.

Organizations can improve decision-making by using tools that prioritize tasks based on their impact. By tracking progress in real-time, organizations can achieve strategic goals. Additionally, the adoption of Generative AI technologies promises to automate the mundane, allowing leaders to focus on high-value activities.

Preparing for this change requires being open to redefining the concept of ROI for your organization. It also means being ready to measure success using new methods.

Process improvement example: Company tech suite resourcing

A recent study by McKinsey found that generative AI could bring $2.6 trillion (about $8,000 per person in the US) to $4.4 trillion (about $14,000 per person in the US) in value to organizations annually. Rolling out technology must be purposeful. While organizations may be learning best practices as they go, there are techniques available to help ensure greater success.

Hollard is a leading insurance company with over four million members. They aimed to improve the efficiency of their services team by reducing tedious tasks. They wanted to use KYP.ai to understand optimal resource allocation.

- Who in the organization needs access to software?
- Where can we reduce equipment costs?
- Where are companies currently paying for more computing power than necessary?
- Which licenses are not being used?

Hollard uses Tech Pulse from the Productivity 360 platform to prioritize projects based on their potential impact. They gathered hardware data and process-related information. IT analysts, business process analysts, and continuous improvement teams use this information for more informed decisions.

Now, Hollard considers KYP to be an indispensable lever for strategic planning. By incorporating added notification features, we can encourage end-users to use applications and IT equipment more efficiently.

Companies can enhance productivity while also fostering a culture of innovation. Tackling low productivity rates helps Hollard understand the most productive employee working locations. This helps with employee satisfaction and keeps their competitive edge.

Aligning on your data strategy is a critical piece to improve your business processes across the organization. For example, this report by KYP dives deeper into Generative AI ROI specifically with CoPilot.

Read the full story

Return on value

| **307** | **hours automated per month** |

| **20%** | **improvement in productivity** |

| **New hybrid** | **workplace** |

KYP AI

Process optimization example: GenAI Identification

GenAI identification uses algorithms and artificial intelligence for business optimization. This approach involves deploying AI systems that can learn, adapt, and make decisions with minimal human intervention. By analyzing vast datasets, GenAI systems find patterns and correlations that would be impossible for humans to detect unaided.

This level of analyzing is instrumental in uncovering optimization opportunities across various business processes, from supply chain management to customer service. GenAI has the ability to predict potential issues and recommend preventive actions, helping businesses to be proactive rather than reactive.

By studying GenAI's mechanics, we can see that these smart systems are not just tools. They also act as partners in boosting business growth and operational success.

112
FTEs with automation potential

31%
annual savings optimizations

$5.9
million of savings with Gen Ai

At KYP, data models are configured to find time savings by integrating Generative AI. Our discovery engine shows automation opportunities for both RPA (Robotic Process Automation) (structured and rule-based transactions) as well as IPA (interpretation and unstructured text) and calculates the automation potential. For example, a global BPO center found where to scale Gen AI for a key financial client. Further, it provided scalable prioritization across the business.

"KYP.ai helps us to rapidly understand our processes and how these balance with people and technology dimensions. Their automatically generated, data-driven improvement recommendations help us to generate the fastest possible ROI."

Rangaraj Sriramulu
SVP Digital Transformation at Alorica and KYP.ai customer

Real-world examples of process improvement provide opportunities through successes that you can use. Whether you are the head of a shared services organization or you're on the day to day business optimization team, for those looking to elevate their business performance, using software that looks comprehensively across your data including how people interact with technology, how technology performs, and records how a process is supposed to be completed verses how it actually is being executed are critical stages to successful transformation across the organization.
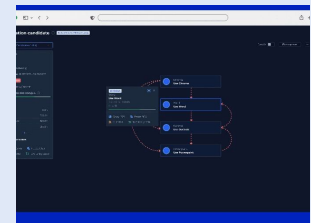
Additional resources

Process Intelligence for Transformation and Automation at Scale

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3 Inspiring Process Mining Use Cases: Real-World Examples That Deliver Results

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Business Process Automation: How to automate workflows and free up your time?

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Concluding thoughts

We've all heard the hype and promises of AI before, and it can be difficult to decipher facts from vision. This transition introduces a new era where data flows seamlessly, and insights are derived with ease, leading to informed decisions and strategic actions. Gone are the days of compiling reports by hand; today's tools capture and analyze data in real-time, supporting a proactive approach to business challenges.

As companies adopt these automated systems, they see a significant increase in productivity and a reduction in errors. By automating routine processes, employees are empowered to dedicate their time to creative and strategic endeavors that drive the business forward. This transition is not just about adopting technology, but rather embracing a culture of continuous improvement and innovation.

If you are starting out on your process improvement journey and considering Generative AI, you can book a free consultation with the KYP team or view this article where Gartner unpacks techniques to ensure a smooth rollout.