



CampTek Software

# Citizen Development: the next step for your brand

How CampTek Software can support your citizen development journey

# What are digital assistants?

A digital assistant is essentially your virtual buddy. Typically voice/touch-activated, these applications streamline your life by enabling you to conduct simple electronic tasks with ease.

Want to send a message? Okay.

Schedule a meeting for next week? Check.

Find a place to satisfy that nagging sweet tooth? Might be better to stave off before you go on a rampage. But, regardless, also done.

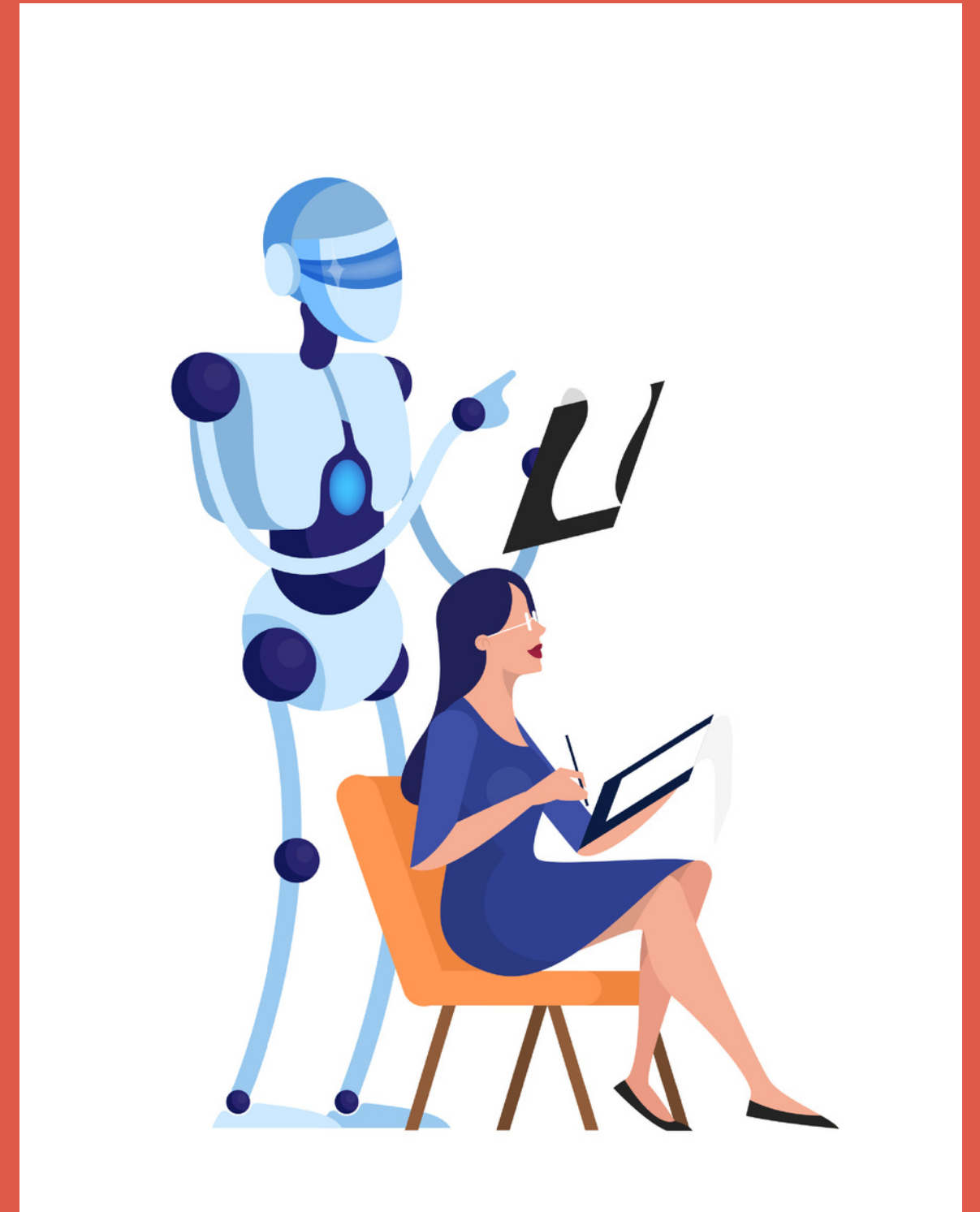
Digital assistants come embedded in your average smart device, from laptops to smartphones, and are designed for accessibility. Common examples include Alexa, Siri, Cortana, and the slightly less fancily-dubbed Google Assistant. They operate based on a combination of Natural Language Processing and Machine Learning and, as these fields rapidly expand and develop, so does the utility of these virtual agents. Without a doubt, soon digital assistants will form an integral component of industrial and business activities.



# Let's talk about Attended Automation.

Digital assistants are an extension of attended RPA. Much in-tune with their name, attended bots provide automation in collaboration with and under the supervision of humans. Triggered only by user-inputted information, they enable employees to simplify complex tasks as they come. Attended bots are extremely approachable for the non-technical layperson and are designed to smoothen workflows and increase efficiency.

Consider, for example, a customer calling in to return, say, a broken keyboard. Completing the return requires retrieval of basic customer data, such as a phone number or email address. Instead of wasting precious time on this process (while simultaneously attempting to appease the customer by purposefully clacking away at your own keyboard), an attended bot may be deployed in the background to complete that task efficiently. An employee can then focus on more pressing matters, like offering information to the customer or initiating customer retention tactics.







# Are attended bots really that useful?

*I'm sure Siri or Alexa might agree. But, in case that's not convincing enough, here are a couple more points to consider:*

- Bots can contribute to automation solutions for tasks that cannot be fully automated from start to finish. In cooperation with dedicated human personnel, attended bots allow for more efficient completion of jobs that are either overwhelmingly complex or simply cannot be reduced to a rule-based series of steps.
- By extension, then, an obvious benefit is the automatic boost provided to customer service. Attended bots take up the burden of data retrieval and allow employees to focus on more meaningful tasks, like dissecting customer problems and suggesting adequate solutions. A natural consequence is a boom in customer satisfaction, vital to the growth of a business.
- Attended automation solutions are inherently user-friendly and simplify the mundane process of maneuvering interfaces and platforms in customer dealings. The time and resources thus saved could again be funneled towards improving client interactions. Further, bots are error-free and guaranteed to achieve pinpoint accuracy, improving productivity and efficiency.
- Attended bots are usually constrained to the workstations of the employees who utilize them. They are deployed at the user's discretion and this freedom empowers employees to refine their workflows and introduce much-welcome creativity into the mix. As expected, the end result is increased profitability of the business.

# Where can attended automation shine?

- *Healthcare*
- *Call Centers*
- *Banking and Financial Services*
- *Sales and Marketing*
- *Accounting and Back Office*



## Final verdict?

We live in a rapidly expanding age. More and more business owners are moving towards digitizing and automating their processes. In today's extremely competitive market, it is crucial to maintain efficiency in output by striking a balance between speed and consistency. Attended automation accomplishes just that and, with the right steps, could be your ticket to taking your brand to the next level.

The background is a solid dark blue. It features faint, stylized illustrations. On the left, a robot-like figure with a gear inside its head and a circular dial on its chest is shown. On the right, a person in a business suit is holding a tablet. Scattered throughout the background are various circular icons, including a Wi-Fi symbol, a bar chart with an upward arrow, a magnifying glass, and a checkmark.

**“ 25% of Digital Workers Will  
Use Virtual Employee  
Assistants Daily by 2021**

*Source: Gartner*



# Intelligent Automation

for robotic awesomeness



CampTek Software is a full life cycle RPA partner. We bring clarity to RPA and can support your business anywhere in the cycle. Many robots make light work.



**Let's Start  
an RPA journey together**

**[visit us at www.campteksoftware.com](http://www.campteksoftware.com)**

info@campteksoftware | 877.272.0857  
150 Middle St, Suite 4c, Portland, Maine 04101

CampTek Software | 2020