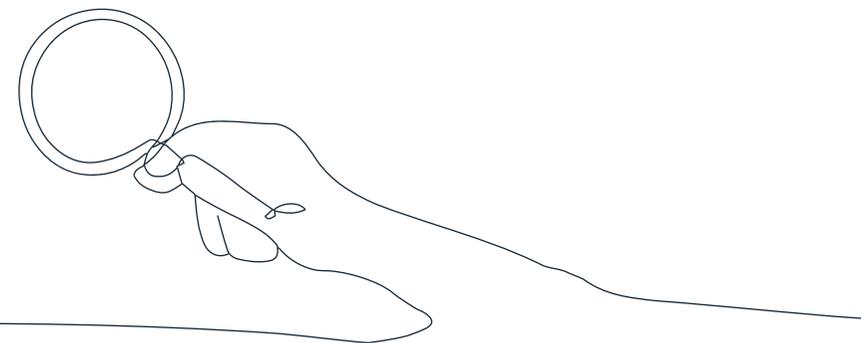


INDUSTRY GUIDE

What is process orchestration for Global Business Services?

Process orchestration for GBS



WHAT IS PROCESS ORCHESTRATION?

The future of work is humans and robots working together. Process orchestration allows companies to manage work across a human, digital or mixed workforce to increase productivity.

CRITICAL FOR BUSINESS SUCCESS

Global business service organisations help standardise operations, with the ultimate aim of creating a single entity using technology to drive end-to-end processes that allow revenue-generating business units to focus on delivering the best for the customer.

GBS organisations have become critical elements of business success. BCG noted that “When the COVID-19 pandemic struck, some enterprises adapted with remarkable speed.

Other companies stumbled, taking weeks to adjust. More often than not, the difference had to do with the quality of their global business services (GBS) group”. Yet despite this success, GBS functions still face significant challenges. While many of these issues were being tackled pre-pandemic, it has also added new dimensions to these obstacles. Specifically, how GBS operations can be executed efficiently and effectively in a world of remote or hybrid working. To add fuel to the fire, the need for quality GBS provision has never been greater – as BCG says, “they are the focal point for digital transformation and the early adopters of new ways of working.”

"The need for quality GBS provision has never been greater"

Issues facing GBS

FOUR OVERARCHING CHALLENGES FACE GBS ORGANISATIONS

The major challenges currently facing corporate services organisations are:

Plugging the gaps: In order to drive an exemplary user experience, processes and services need to be fully end-to-end, with no gaps or opportunities for services to fall down. Yet organisations are loading up with new tech, and it won't be all encompassing or properly integrated. As such, gaps will appear between legacy systems and cloud-native apps, between front and back-end functions.

Fixing problems in a remote world:

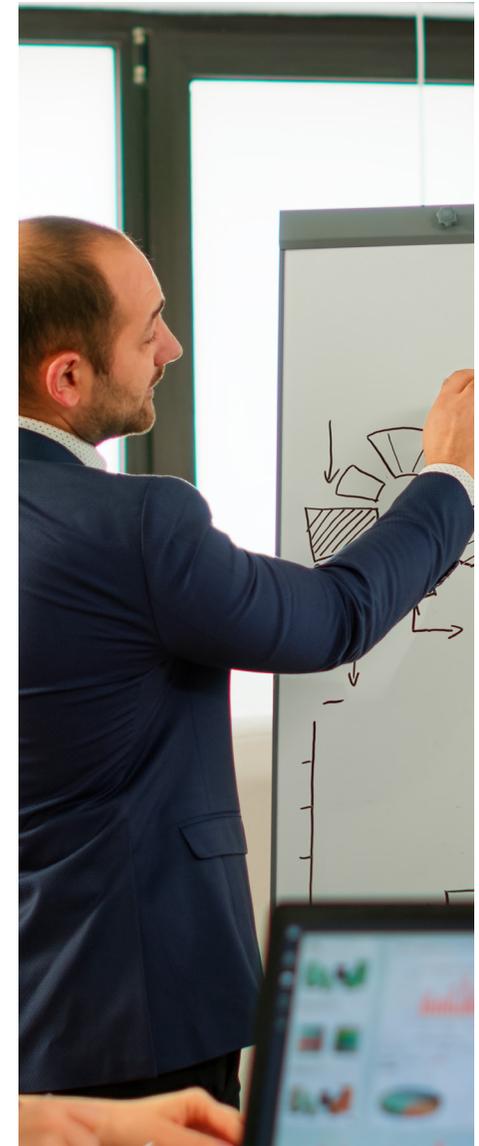
GBS organisations have long been adept at solving issues while on the other side of the world. But when no one is onsite, solving a problem means being able to do so in a manner that supports or enhances the overall user experience. Pre-pandemic, this might be achieved through face-to-face interactions with on the ground representatives – with that no longer an option, GBS need to find a way of maintaining that goodwill and positivity in a virtual world.

Maintaining employee support and keeping track of it:

GBS' third challenge revolves around how they support employees to build engagement, and then measure it. With new hires likely to be predominantly remote, and new technologies to incorporate, making sure that employees are both fully engaged and understand how it all fits together while keeping track of any changes to morale and buy-in is critical.

Talent attraction and retention:

Being able to attract, retain and deploy high quality talent effectively is a top priority for GBS organisations. At a time when remote and hybrid working models are expanding not only talent pools but opportunities for job seekers, GBS organisations need to optimise the workforce based on skill set, utilise their resources in the best way and encourage talent to broaden their experience without leaving the organisation, as well as attracting new employees with the prospect of a breadth of experience and development. To do that effectively, employers need to have a clear understanding of their workforce skills and competencies, in order to identify cross-functional opportunities so that employees can use their skills in multiple areas of the business.



How does process orchestration help GBS?

GBS organisations that deploy process orchestration can help knit the disparate elements of their operations together, achieve visibility across all teams irrespective of location, and ensure that technology and employees are aligned and work together productively.

Specifically, process orchestration helps where:

- ▶ There is a lack of **visibility and control** in back-office operations or there are multiple handovers or high levels of fragmented processes.

- ▶ **Throughput and efficiency savings** are required (without big ticket technology price tags) to support the expansion of GBS geographies and service lines.
- ▶ Robotic Process Automation or other **digital workers are being used** (or planned to be used) or there are multiple handovers throughout the end-to-end process.
- ▶ **Speed to deploy and flexibility** to handle change is important. Standardisation is desired but local requirements must also be met.

What should GBS organisations look for in a process orchestration solution?

Any process orchestration platform needs to combine all the functionality of ticketing management, case management, work and capacity management, and workflow capabilities along with the real-time performance dashboard reports.

With businesses at various stages of automation, and with workforces that might be human only, mixed or using artificial intelligence and digital agents, whatever process orchestration approach they take, they need to be able to adapt to the current situation and help transform operations.

From a user perspective, it should meet the needs of all levels of the business – from specific experiences for process experts, to dashboards for executives, and self-service elements for customers. What's more, with speed of the essence and agility critical, it needs to be implemented within weeks, with automated systems that can be rapidly scaled up or down to meet demand and introduce new technologies as required.

About Enate

Enate is a SaaS Process Orchestration platform that manages a workforce of humans and digital workers for simplified end-to-end business processes. With Enate, you can plug and play any technology (RPA, AI, cognitive, NLP, machine learning), from any vendor, to get digital fast. The platform enables the delivery of services from multiple locations to local standards while maintaining complete visibility and control (including the automation of KPIs and SLAs), all aligned to detailed reporting of cost and productivity. Enate's platform deploys within weeks.

Enate was founded by automation industry expert **Kit Cox**. Customers include TMF, CMS, Mizuho, Utmost Group and Capgemini. Enate was named a Hot Vendor 2019 by HFS Research.

Include Enate in your digital transformation roadmap

- 1 Is digital transformation a strategic goal for your organisation?
- 2 If you could orchestrate processes with more transparency, efficient work-handoffs, and SLA

adherence, would that improve your customer experience and ROI from current and future technology investments?

- 3 Is the employee experience key to your Talent attraction and retention strategy?

If your answer is yes for any of the above, then please contact the team on sales@enate.net to find out how Enate can help you and your business.

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