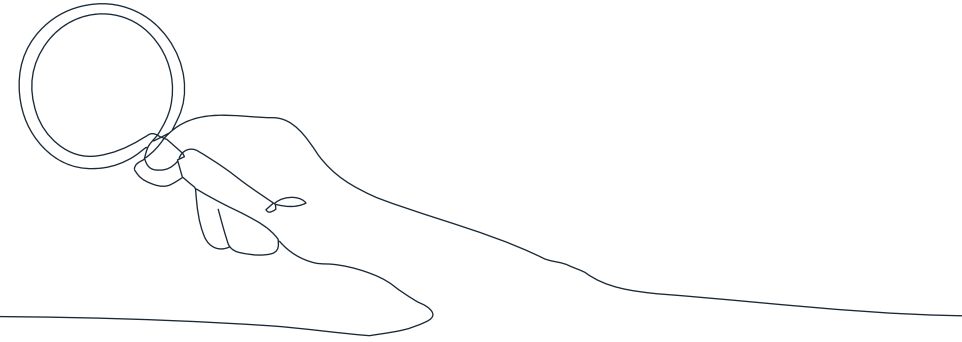


INDUSTRY GUIDE

Why Process Orchestration Matters to Global Trust, Fund and Corporate Services Organisations?

What is process orchestration?



The ultimate vision of the future working environment is humans and technology working seamlessly together. Process orchestration is a key pillar of this, which allows companies to manage and ultimately optimise the allocation of work across a working environment with a human, digital, automated (including robotics) element, to increase productivity and deliver superior business performance. It should be viewed as a core cornerstone of any future organisational redesign.

WHAT DOES THIS MEAN FOR GLOBAL TRUST, FUND AND CORPORATE SERVICES ORGANISATIONS?

Global corporate services organisations aspire to standardise operations across geographies and products as much as possible, with the ultimate aim of creating a single platform using technology to drive and provide efficient end-to-end processes and delivery mechanisms that allow revenue generating teams to focus on delivering the best service for the customer.

Corporate services organisations have become critical elements of business success. **Vistra noted “it is the specialist expertise, flexibility and legal certainty the industry provides that clients value most”.**

Yet despite this success, corporate services functions still face significant challenges in achieving their aspirations. While many of these were apparent and being tackled pre-pandemic, COVID-19 has also added new urgency and dimensions specifically, how corporate services responsibilities can be executed efficiently and effectively in a world of remote or hybrid working.

This is also a critical time for the sector, which like many others is less confident about its growth prospects in the short term yet is having to manage this uncertainty with a backdrop of increasing complexity, not just in developing corporate structures but also in conducting cross border business. However, this is also happening, when, as **Vistra highlights “for corporate services providers, the crisis will create new opportunities to add value for clients”.**

Issues facing trust, fund and corporate services in 2021/22

The major challenges currently facing corporate services organisations are:

Closing the gap: To drive superior customer experience, processes and services need to be fully end-to-end, with no gaps or opportunities for processes to fail and not complete thereby holding up final delivery. Yet whilst organisations are loading up with new tech, the solutions are in all likelihood, not all-encompassing single solution or properly integrated. As such, data and functional gaps will appear across the operating model between legacy systems and the desired ultimate consolidated delivery methods to the client.

Delivering high-quality customer experiences: With the pandemic, the demands and working environment changed almost overnight. Corporate services organisations needed to deliver a best-in-class customer experience but through a remote workforce. It meant that many were faced with the challenge of quickly reducing complexity and turnaround time for clients but also in a new environment. It's a juxtaposition closely connected to the sector having to deal with the dual issues of servicing existing clients - clients with vastly different scales and requirements - while attempting to maintain control of their own working environments.

According to a [report by Mavenlink](#), 85% of service businesses acknowledge that client expectations are increasing. It is a scenario that has placed huge pressure on service levels at a time when businesses are looking to mitigate any loss of revenue through client loss and reduced efficiencies. The flux

in workload, people movement and supporting technologies also led to a lack of visibility over smaller SLAs. Looking at the sector specifically, [Vistra notes](#) that "amid heightened competition, the industry will need to deliver more consistent and digitally-enhanced services across markets".

Stretching 'bang for buck': A key success metric for the sector is to improve efficiencies to grow without increasing their cost base, thereby improving margins as a result. Despite incorporating an element of futureproofing, this means that firms need to not only balance the costs associated with doing business versus investment for future-proofed processes, but they are also having to do so without placing extra pressure and workload on already stretched teams.

Managing a remote and disparate workforce: This is a challenge on two levels. Firstly, there is the issue of simply having the infrastructure to enable remote working. For

instance, not every country has the mobile or broadband coverage required in rural areas or away from the main office. But it has posed another issue in who is doing the work. Lack of transparency, in particular, was a critical issue in the early days of the outbreak, making it difficult to effectively manage the relevant processes and workstreams. Ensuring effective visibility centrally of local operations around the world, which was always crucial, became much more difficult in a work from home situation, potentially compromising governance frameworks.

Maintaining employee engagement and keeping track of it: This revolves around how a firm supports its employees to maintain and build engagement, and then how to measure it. With new hires likely to be predominantly working remotely and with the adoption of new technologies, making sure that employees are both fully engaged and understand how they fit in and how the business all fits together is critical.

How does process orchestration help trust, fund and corporate services?

Corporate services organisations that deploy process orchestration can knit the disparate elements of their operating model together, achieve visibility across all teams irrespective of location, and ensure that technology and employees are aligned and work together as efficiently and productively as possible.

Specifically, process orchestration helps where:

- ▶ There is a lack of **visibility and control** in back-office operations or there are multiple handovers or a number of fragmented processes.
- ▶ **Throughput and efficiency savings** are required and can be achieved (without big-ticket

technology price tags) to support the expansion of corporate services geographies and service lines.

- ▶ **Discrete Robotic Process Automation** or other digital solutions are present (or planned to be used) or there are multiple handovers throughout end-to-end processes and better operational connectivity can be achieved.
- ▶ **Speed to deploy and flexibility** to handle change is important to sustain business growth and standardisation but also taking into account local and client requirements.

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.

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