

#UiPathForward EMEA

LONDON, ROYAL LANCASTER HOTEL

Accelerate Everything

30 October, 2018

LADBROKES CORAL
GROUP

Lawrence & Wedlock

Ladbrokes Coral UiPath RPA - Customer Use Case



Brendan MacDonald – Director of Customer Compliance Operations – Ladbrokes Coral

Brendan joined the Digital business as a contract Project Manager in August 2014 before joining Ladbrokes Coral permanently in April 2015.

Brendan runs the CCO function for the Digital business specifically looking after Customer Verification, Payments, Account Security (AS), Anti-money Laundering (AML) and Responsible Gambling (RG).

Brendan has a passion for growing and developing the team, ensuring operational efficiency and effectiveness, as well as driving out change and innovation in this highly regulated space.

Prior to this Brendan worked for in South Africa for a management consulting company and Standard Bank.



Daniel Lawrence – Managing Director – Lawrence & Wedlock

Daniel started his career as a trainee accountant for Compass Group, before relocating to Ireland with Oracle and subsequently Yahoo to build their respective global shared service centres.

These adventures led Daniel to start his own consultancy firm delivering business process transformation services, before transitioning to RPA, which the firm specialises in today.

Daniel abhors inefficiency and is always seeking ways to optimise business process wherever possible in order to deliver positive benefits.

Daniel now heads up the day to day running and strategic leadership at Lawrence & Wedlock.

The RPA Story So Far & Lessons Learnt...

- 1 First steps to introduce RPA weren't truly successful...**
 - Automations weren't robust enough, resulting in manual rework
 - Operations teams lost faith and the robots were eventually decommissioned
- 2 Despite a difficult start, we'd seen the potential of what RPA could do, however...**
 - We needed to pick the right RPA solution
 - We needed to get the right skilled, experienced resources to help
 - We needed the right operating model and governance framework in place
- 3 We did our research and attended UiPath Forward 2017**
 - We were convinced UiPath RPA had the robustness & ease of use previously lacking
 - The UiPath RPA solution satisfied our operational and technical requirements AND
 - Was **financially attractive, meeting our ROI goals**
- 4 On UiPath's recommendation, we retained Lawrence & Wedlock as our automation partner, who:**
 - Performed the necessary process and technology assessments
 - Recommended and implemented governance frameworks
 - Helped automate four processes with 100% accuracy, 90% efficiency, 500+ manual hours saved
 1. Email Gateway Check; Pre-Start Figures; Fraud Rules Updates = performed by Manila agents;
 2. E-Wallet Payments = more complex process performed in Woking office

RPA Roadmap at Ladbrokes Coral...

1 Building on pilot success, next we focused on KNOW YOUR CUSTOMER (KYC) verification process. Lawrence & Wedlock managed everything from IT infrastructure through design, build, deployment and management of the live robotic process automations

2 Only seven steps in the process, **BUT...**

- **300+ possible customer variables to decide an outcome**
- Unique challenges with the internal and external technologies
- This all added significant manual time consuming 8 FTE in Manila alone

With Lawrence & Wedlock we created an innovative and flexible solution using UiPath unattended robots and a Scenario Configuration File to overcome the variables, manage exceptions and provide reporting

3 The automated solution quickly exceeded our expectations:

- Only 49 secs to complete each customer case vs 5 mins for Manila agents
- Saving 5,500+ hours and £25,000 each year
- Scalability to quickly add or reassign robots as volume dictates
- Flexibility to easily adapt and change according to customer variables
- Complete accuracy & consistency

We prepared a short video to demonstrate the automated process working...

Meet Michelangelo...



1. Customer verifies account

2. Customer uploads passport or driving license

3. Ticket is created, Robot extracts data from ticket

4. Robot processes verification & updates account

5. Customer informed via email of outcome

6. Robot downloads & securely stores ID documents

7. Robot reporting

Outcome Summary...

- **84% Efficiency Gain**
- **100% Accuracy & Consistency**
- **Day 1 live = 322 Customers Verified**
- **Work of 6 people on 8-hour shift**
- **7000 Verifications in first four weeks**
- **5,500 Hours Eq. Annual Saving**
- **£25,000 Eq. Annual Savings**

Practical Advice & Next Up in our RPA Story

- 1 Success Factors...**
 - Operating model and governance framework from the start!
 - Develop automation pipeline and business case
 - Skilled, experienced resources to help
 - What happens if things go wrong?...see first three points above! **PLUS...**
 - It's much quicker and easier to recover and catch up with the robots

- 2 Next on our journey...**
 - With Lawrence & Wedlock, we've assessed, estimated ROI and prioritised pipeline for the next 12 months
 - Through GVC group customer services, exploring chatbot solutions utilising UiPath and technology partners to enhance & optimise the customer experience

- 3 Thank you! Any Questions?**