

A glimpse into a year-long RPA journey with a leading digital advertising services and solutions provider



Outcome

The transition of routine and manual tasks to digital workers allowed the team to focus on more important and creative work. With repetitive responsibilities now automated, the team found themselves with the precious gift of time, which they could dedicate to core activities and more innovative pursuits.






By creating real-time dashboards, we equipped the management team with a comprehensive view of the digital workers' activities. This visual transparency not only showcased the work done by the RPA bots but also quantified the accrued time savings.

Throughout the year, changes were seen in how things worked – tasks became easier, people had more time, and technology and creativity worked seamlessly and harmoniously together.

Company overview



Unified is a leading provider of digital advertising services and solutions powered by data and technology. Their proprietary technology is designed to change the business of social by helping brands achieve unprecedented social marketing results.

-  **Client name:** Unified
-  **Service:** BPS
-  **Technology:** UiPath, RPA
-  **Industry:** Digital advertising services and solutions
-  **Location:** USA

The challenge

Even in the world of digital marketing, where imaginative thinking prevails, certain repetitive and rule-based tasks hold importance. But sometimes, these tasks can stifle employee creativity and enthusiasm. As a result, Unified wanted to find a way to help their team automate these tasks, giving them more time for creative work.

The approach

We undertook an analysis of the business processes and reviewed the technological options which resulted in a decision to embark on an RPA journey with UiPath.

The initial stages consisted of brainstorming session aimed at identifying the most suitable processes for RPA integration. Each prospective RPA opportunity was reviewed internally by the client, followed by a joint assessment of its complexity and potential return on investment. This was to ensure the selection of optimal processes for automation.

The solution

Our deployment of the RPA solutions followed agile methodology, a strategic choice that provided the flexibility necessary to align the solutions precisely with the client's evolving business needs.

To impart a touch of humanity to the digital workforce, we encouraged the client to come up with a name for each digital worker. As a result, the team named and welcomed five digital workers as invaluable colleagues and a part of the team.