

# Business Process Automation Simplified



Automating [Customer Acquisition](#) & [Customer Service](#) Processes

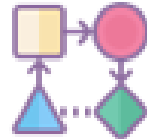
## Transforming

## Business Processes

ProcMATE automates business processes and use the underlying machine learning layer to continuously monitor the transactions. The ML layer detects & prompts real time feedback to the engine which adapts to frequently changing business needs for maximising efficiency and minimising operational cost. The users can initiate a process across channels like chatbot, SMS, twitter, Facebook, WhatsApp, LinkedIn, etc.



Hybrid  
Conversational  
Engine



Cognitive  
Workflow










Edge  
Analytics



Digital Middleware for enterprises

## Value Proposition

Automating your Customer Acquisition Journey				Automating your Customer Service Journey		
						
Interactive Banner ads	Lead Engagement & Classification	Quotation & Eligibility	Application & Renewal	Feedback & Survey	Claim Registration & Claim Status	Customer Service

## Problems Worth Solving

### Problem statements



#### Channel Mismatch

Customers are on different channels in relations to organizations



#### Conversion Efficiency

Conversions suffer due to procedural delays and drop-offs



#### Availability

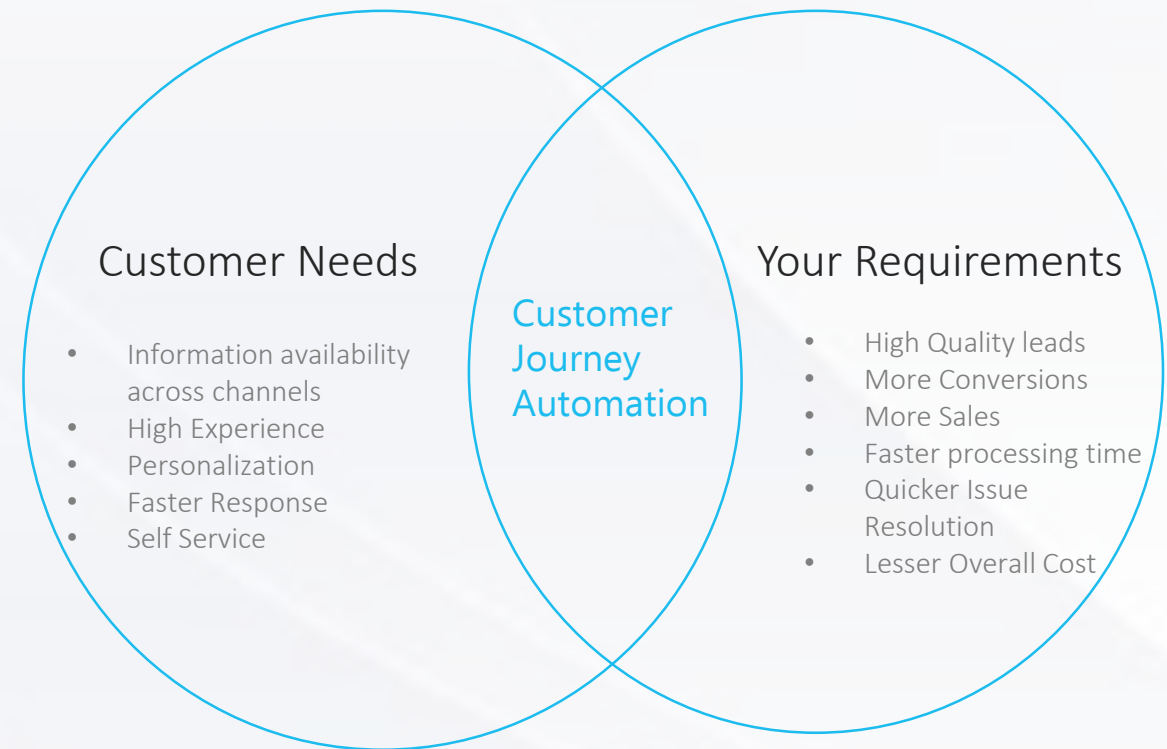
Customer experience suffer due to organizational channel availability



#### Intent Expiry

Customers move on as intents are not closed in time

### Solution



Customer acquisition channels are often disconnected from enterprise systems leading to gaps & drop outs while transitioning.

## Differentiators



Unstructured &  
Structured payload

The automated flow and a suite for cognitive Business Process Automation with a conversational interface.



Event  
Architecture

The process analytics suite which utilizes proprietary NLP & ML algorithms to inject intelligence into operational systems like SAP, Microsoft Dynamics, Salesforce.com, Etc.



Self  
Learning

A self-learning conversational engine tailored to detect context & sentiment with its hybrid nature allowing users to switch back & forth in real time.



Omni  
Channel

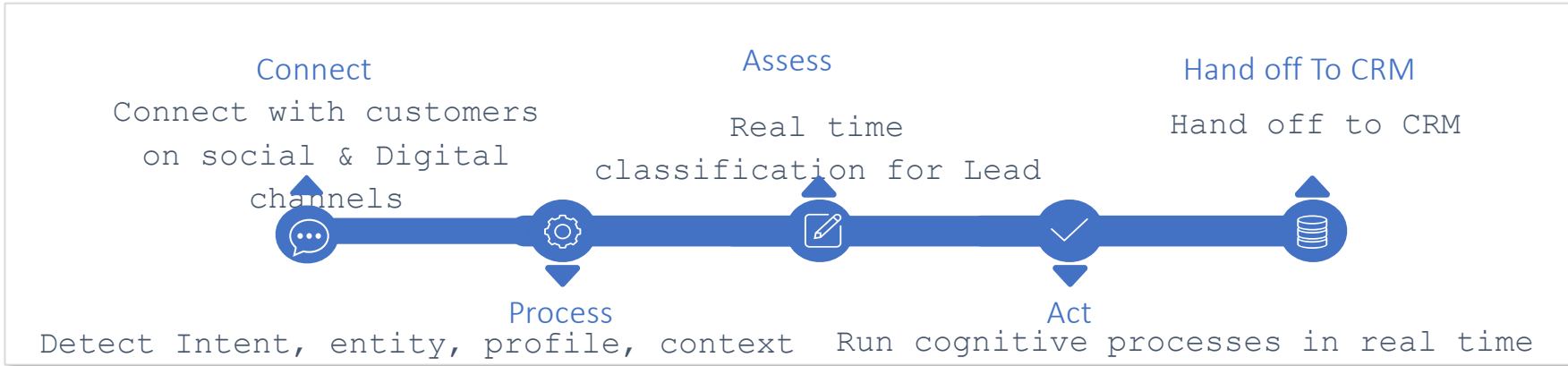
A cognitive API's that provide insights using edge analytics in real time & connect to a variety of core systems using Omni channels.

In effect, the solution provides enterprises with a BPM toolset that can be used to model and automate any business process with a view to optimizing costs and improving efficiencies.

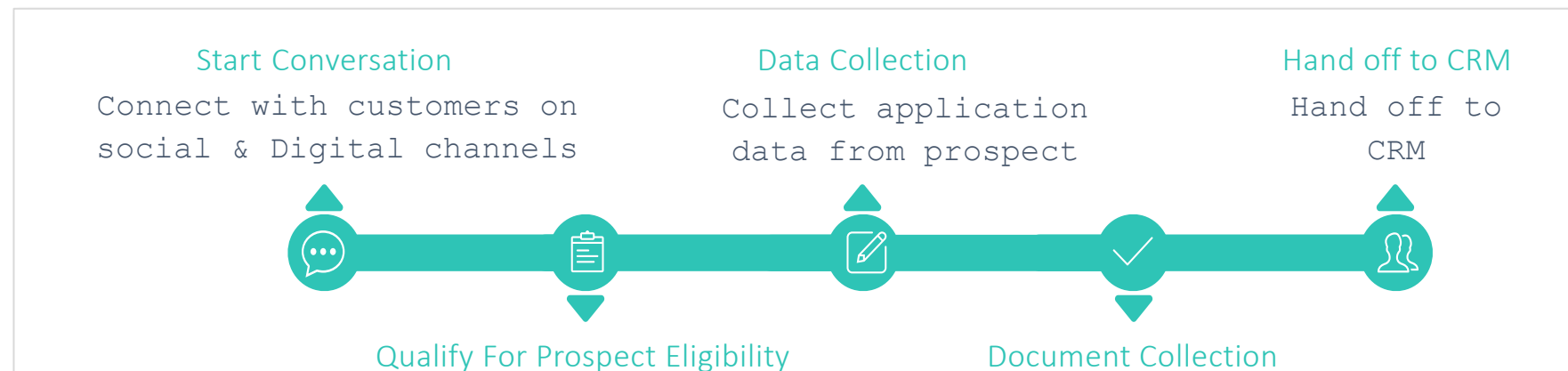
It is a cost effective, on-demand, pay-per-use-model incorporating cutting-edge cognitive technologies into traditional BPM software.

## Use Cases

### Lead Engagement

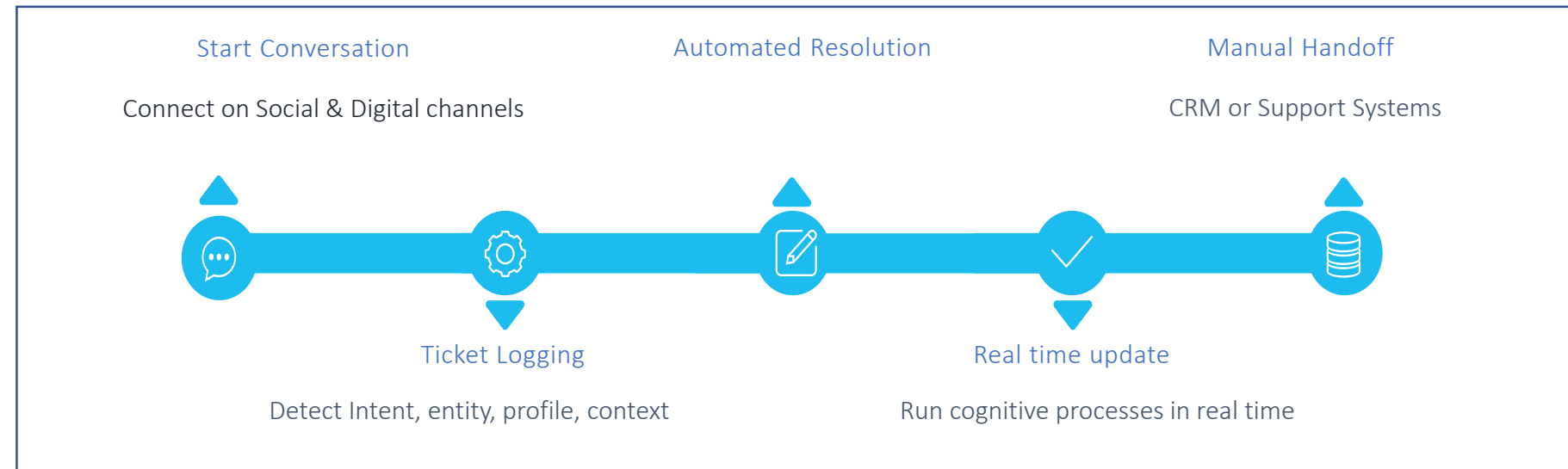


### Eligibility & On-boarding



## Use Cases

Customer Servicing







# Thank You

**Any Question ?**

**Get In Touch With Us**

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