



Technology Alliance Program (TAP)

Jio Haptik Technologies Limited

Blue Prism is proud to announce a partnership with Haptik. Together, Haptik and Blue Prism RPA created a tightly coupled, integrated automation solution that automates the customer service request end to end. The virtual assistant can hand off a high-level customer intent to an appropriate task-oriented RPA bot which can automate the backend business workflow.

Why is this partnership important?

The virtual assistant automates front office desk operations. RPA bots are great at back office operations to automate redundant tasks which do not need manual human intervention.

The Haptik/Blue Prism partnership is important in that it helps businesses automate their entire customer journey and offer powerful hyper automation for their customers to make support channels more self-serve and seamless.

What They Do

- Haptik powers Intelligent Virtual Assistants (IVA) that transform customer experience, while increasing sales and reducing costs.
- More than just a chatbot or voicebot: AI built and trained to solve specific problems end-to-end. 100+ ready-to-use Smart Skills with deep domain intelligence, crafted by Conversation Designers to help you build high-quality Intelligent Virtual Assistants for your business

Use Case Examples

As a user, I should be able to claim a travel insurance for flight cancellation so that I can refund my expense

Customer Journey

1. The virtual assistant talks to the customers and validates eligibility of the claim in natural language. Post confirmation, collects the personal information from the customer
2. A request is triggered to a RPA bot that authorizes the user
3. If valid, the virtual assistant then presents the policy options to the customer
4. Customer chooses the policy
5. The customer is asked to upload the flight ticket from the virtual assistant
6. The virtual assistant triggers an RPA bot to verify the flight ticket
7. The RPA bot uses document reading capabilities to validate the name, travel date & if the claim insurance is less than the ticket fare (in a traditional world this would be a human handover and the agent verifying these data points manually)
8. Risk and fraud checks are run by the RPA bot to check claim frequency
9. If all well, the RPA bot triggers the virtual assistant to continue the customer journey. The user is presented with an insurance claim copy confirmation

INDUSTRY VERTICALS

- ✓ Insurance
- ✓ Financial Lending

- ✓ Retail
- ✓ Public Sector

- ✓ Travel & Hospitality
- ✓ Telco

Who to Contact?

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