

Increase business efficiency and customer experience by orchestrating 2-way customer communications through the IMImobile's integration with Blue Prism RPA platform

IMImobile brings customer communication capabilities to Blue Prism's digital workers, giving organizations the ability to orchestrate 2-way digital communications with their end customers

Blue Prism's Technology Alliance Program Partnership with IMImobile adds the capabilities of IMImobile's 2-way communication orchestration platform IMIConnect to Blue Prism's Robotic Process Automation (RPA). This integration with IMIConnect giving enterprises the ability to orchestrate 2-way communications with their end customers all within a Blue Prism digital workers' defined workflow.

Customer Experience

Delivering outstanding customer experience is critical for all consumer enterprises regardless of industry. IMImobile's communication orchestration platform adds 2-way omni-channel messaging capabilities to Blue Prism's digital workforce, allowing organizations to automatically notify customers of changes to their order or delivery, to remind them of an appointment and allow for rebooking, request verification of financial transactions, or collect loan repayments.

The combination of IMImobile's technology and Blue Prism's Digital Workforce lets enterprises automate not only their internal operational processes, but also their customer communications across various digital channels. It allows enterprises to proactively communicate and collect information from customers and then handing over to a Blue Prism digital worker for processing in accordance with enterprise goals and requirements.

How it works

As the leader in communications software, IMImobile's enterprise cloud communications software platform orchestrates customer interactions, connecting existing business systems with digital communications channels.

As the pioneer of the most robust, secure, and highly scalable Digital Workforce, Blue Prism's focus is on delivering an agile workforce that follows rules-based business processes and interacts with systems in the

same way human users do – and that complements both traditional and leading edge IT solutions such as business process management (BPM), OCR, AI, machine learning, and front- and back-office productivity tools.

Blue Prism & IMImobile Digitize Processes and orchestrate customer communications

As specialists in communication orchestration, IMImobile gives enterprises the ability to:

- Easily ask their customers to authorise transaction and check potentially fraudulent activities
- Notify their customers of changes to their orders or parcels
- Remind their customers of pre-arranged appointments and facilitate easy rebooking
- Send payment reminders and facilitate collection of owed fees
- Deflect inbound calls from the contact centre to a chatbot to answer FAQ

Summary

The Blue Prism / IMImobile integration gives enterprises the ability to orchestrate customer communications across various digital channels, improving the customer while expanding the processes Blue Prisms' digital workers are able to automate.

About Blue Prism

Blue Prism's vision is to provide a Digital Workforce for Every Enterprise. The company's purpose is to unleash the collaborative potential of humans, operating in harmony with a Digital Workforce, so every enterprise can exceed their business goals and drive meaningful growth, with unmatched speed and agility. Fortune 500 and Public-Sector organizations, among enterprise customers operating in nearly 70 countries and across 70 commercial sectors, trust Blue Prism's enterprise-grade connected-RPA platform. For more information, visit www.blueprism.com

About IMImobile PLC

IMImobile is a communications software provider whose solutions enable enterprises to automate digital customer communications and interactions to improve customer experience and reduce operating costs. IMImobile's enterprise cloud communications software platform orchestrates customer interactions, connecting existing business systems with digital communications channels.

Organisations that trust us to deliver smarter digital customer engagement include Hermes, Centrica, AA, O2, EE, BT, Vodafone, MTN, Best Buy, Express, three of the major retail banks in the UK and public-sector organisations globally.

IMImobile is headquartered in London with offices across the UK, Hyderabad, Toronto, Florida, Dubai and Johannesburg and has over 1,100 employees worldwide. IMImobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO