



# Robotic Process Automation Use Cases in Call Centers



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## Use Cases For Robotic Process Automation in Call Centers

The customer service processes in the call centers contain highly repetitive tasks and are often non-decision-making. The abundance of such rule-based business processes in call centers allows us to make a significant gain by automating the overall experience of call center agents and customers.

Call center employees provide data flow in more than one source simultaneously while trying to find solutions to the problems of customers who have issues. However, performing multiple tasks simultaneously can cause poor service quality, the high possibility of making mistakes, and customer dissatisfaction.



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## 1. Identifying the Customer in the CRM

RPA offers a helpful approach to data insertion and workflow. It automates application launch, mouse clicks, field entries, eliminating the need to load a detailed customer profile from multiple systems, including CRM, and switch between various applications.

Installing RPA in call centers significantly reduces the time required to identify the customer in the system and display all necessary details on a single screen. As a result, the customer representative speeds up the loading of the components, and the system-related time loss is eliminated.



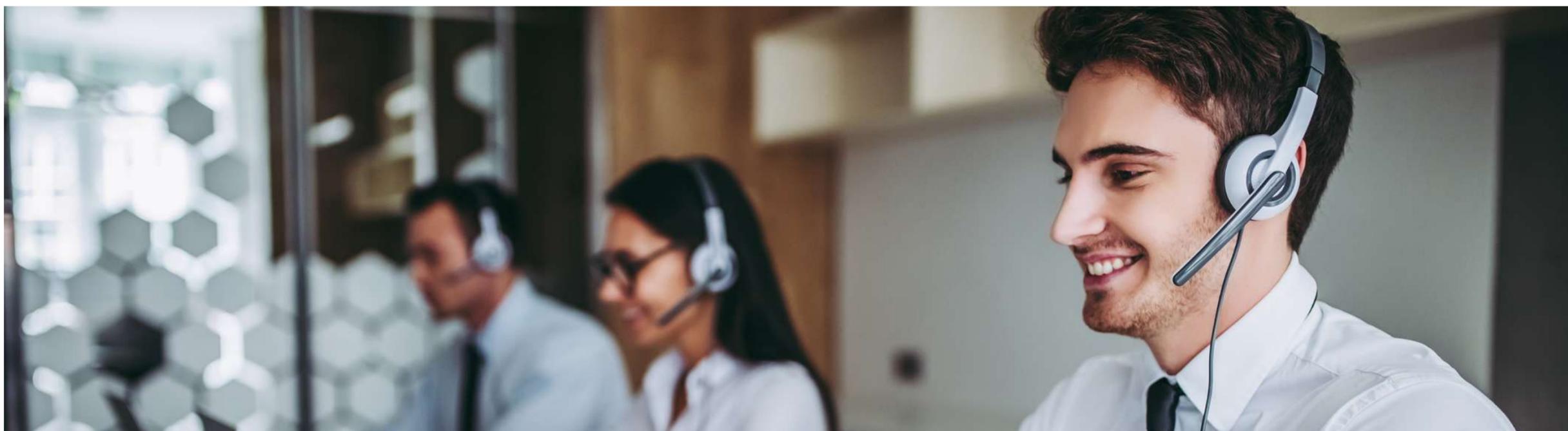
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## 2.Updating Customer Information in the CRM

As the call progresses towards resolving the problem, the agent should update the customer information in the CRM. Therefore, the agent needs to open various applications for its data to be updated on multiple systems.

Manually entering data into multiple fields in different systems is complex and error-prone.

RPA technology allows the integration of data in various areas of the systems with a single login by the call center agent. RPA robots can perform automatic template filling, copy-paste operations, field entries, and more with little human intervention. Robots eliminate the confusion and risk of error between various systems.

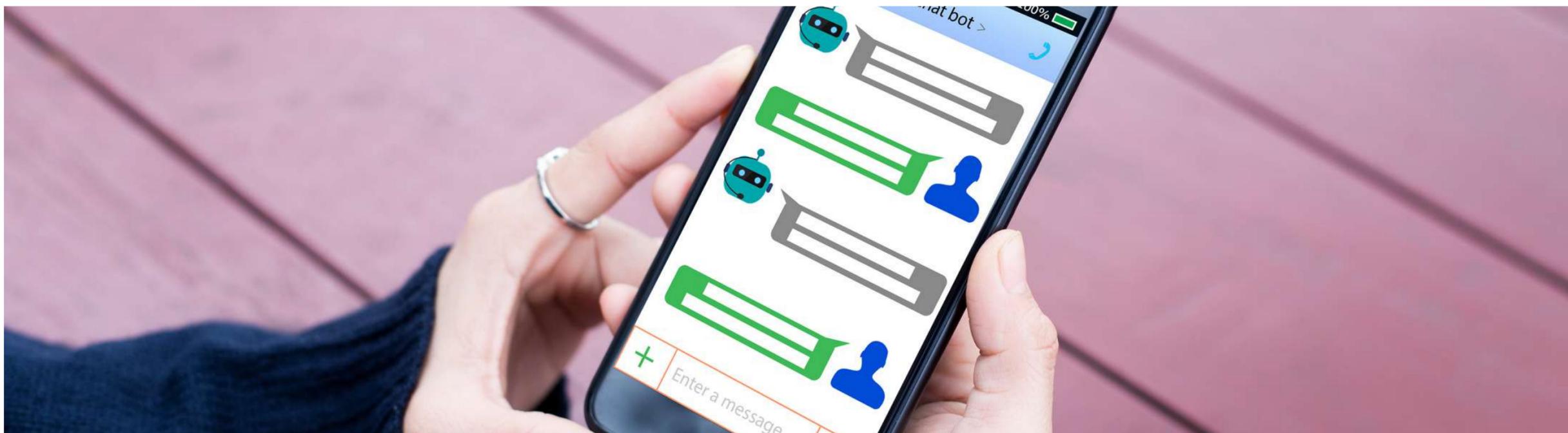


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### 3. Performing Repeated Calls

In most cases, more than one agent is involved in the call during the issue resolution process. Repeated calls in call centers have been significantly reduced with advanced call forwarding tools. Though often, depending on the customer's problem, the conversation has to pass through different agents, so the customer must repeatedly explain the details of the problem to other agents.

RPA makes it easy to add different systems that allow different call center employees to track progress on a particular issue without monitoring all applications. For example, using RPA robots in call centers, a complete customer profile with details from previous communications can be loaded with just one click.



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## 4. Customer Self-Service and Routing

Unattended AI-powered robots can operate chatbots to resolve customer issues for effective self-service, helping human agents results decreasing in calls by up to 50%. Using robots also improves customer satisfaction and boosts loyalty

## 5. Back Office Orchestration

Using robots in the back office eliminates the processes that help human agents manage and resolve anomalies in real-time with customers.



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## 6.Task Delegation

Customer service representatives can assign relevant tasks to Robusta RPA robots directly from their computers while working on a customer issue. Once the robot completes the assigned task, it automatically sends the data to the CSR in a structured model. Delegating tasks to robots improves the efficiency of service agents, and happiness of the customers.

## 7.Increase Revenue by Up-Sells and Cross-Sells

RPA robots drive revenue via up-sell and cross-sell for call centers as a way to generate extra revenue and average revenue per user (ARPU). Robusta RPA robots can identify the orders being placed in CRM, and they immediately find the right bundle proposal and inform the customer service agent with a message including the right script they should read to the customer.



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## 11. Conclusion

In this article, we've highlighted the advantages of RPA in the customer service department, as well as some examples of how it might be used. Another point to consider is that, despite technology developments, many of today's customer service teams still confront situations where they must devote excessive time to data entry, management, cleaning, and updating. When it comes to CRMs or even orders, human errors need to be corrected.

Using RPA, you may free up your team's time to focus on their customers instead of time-consuming routine activities. Customer experience improves as a result of more effective communication. Please do not hesitate to [contact us](#) for tailored RPA solutions.

A photograph of two call center agents, a man and a woman, both wearing headsets and smiling. They are in a modern office setting with large windows in the background. A dark blue semi-transparent box is overlaid on the center of the image, containing white text.

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