



Work Like Tomorrow.™

Build a Strong Foundation: 3 Steps to a Resilient Organization

How Intelligent Automation Helps Your Business Keep Up and Get Ahead

KOFAX



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Resilience: The New Requirement for Success

Disruption. It happens so frequently these days, some may consider it the new normal. Business leaders have come to expect constant change, but that doesn't make it easier to adapt to it.


Why? Because it's unpredictable. Whether it's supply chain issues, new regulations, COVID variants or staffing shortages, it's impossible to predict what's coming next.

Many businesses are left fighting for their lives, while others have managed to thrive despite a landscape of never-ending uncertainty.

The secret to success? In a word—resilience.

Disruption can come from:

- Pandemic variants and spikes
- Supply chain issues
- Staffing shortages
- Evolving customer expectations
- Changing regulatory/compliance requirements
- Cyber attacks
- Extreme weather



Resilience: The ability to recover from or adjust easily to adversity or change.

- Merriam-Webster





Intelligent Automation Creates Agility and Resilience

Resilient organizations respond faster and more effectively to change than the competition.

Leading businesses are using intelligent automation from Kofax to build resilience and agility into key processes and workflows.

A combination of innovative automation technologies and an intuitive low-code platform enables businesses to react and adapt quickly to change and disruption.

Executives believe automation is critical to outperforming the competition in today's turbulent landscape, as discovered in the Kofax 2022 Intelligent Automation Benchmark Study. An overwhelming majority of global executives believe:

- Automating workflows post-COVID will ensure business continuity
- Digitally transformed companies have a competitive advantage

Learn more about which workflows leading companies are prioritizing for automation and why it's urgent to automate NOW in the [Kofax 2022 Intelligent Automation Benchmark Study](#).

90%

Automating business workflows post-COVID will ensure business continuity

89%

Digitally transformed companies have a competitive advantage

88%

We need to fast-track our end-to-end digital transformation

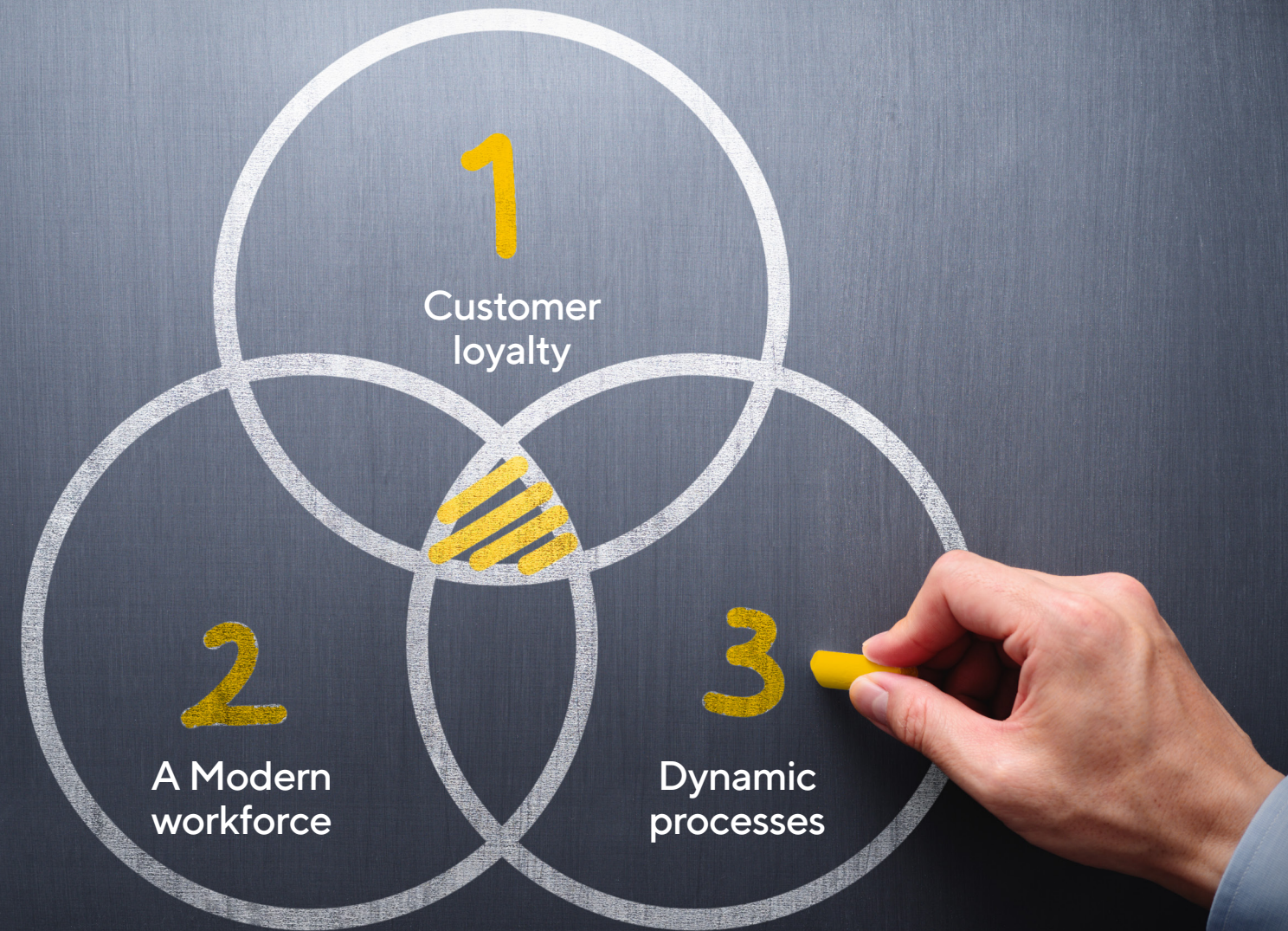
– Kofax 2022 Intelligent Automation Benchmark Study

The Resilience Trifecta: Three Steps to Success

 The question is
“Where do you start?”

Executives identified a number of key drivers behind the shift to automation:

- Optimizing customer acquisition and retention (94%)
- Running the business (operational processes) (93%)
- Improving customer engagement across channels (93%)
- Ensuring compliance, data management and security (83%)
- Enhancing employee productivity and satisfaction (82%)



These factors point to three elements that are necessary for a healthy business

STEP
1

Secure Your Customers


Loyal customers are the foundation of long-term success and resilience.

Every customer wants a positive experience. It's a given. And when the experience is particularly good, a customer is likely to share it in a review or a social media post. The same goes for a frustrating or negative experience.

Remote and hybrid work, supply chain issues and staffing shortages have made it harder than ever for organizations to deliver a stellar customer experience. In a world of constant change, every company is bound to make mistakes or fail to deliver due to circumstances beyond their control.

The ability to retain customers—even when the experience isn't ideal—is the epitome of resilience. Will they stick with you or look elsewhere? The decision will be based on two things:

1. The history of support, trust and engagement created from day one
2. The manner in which disruptions are handled and communicated



See how [DB Schenker](#) used Kofax Intelligent Automation to improve efficiency and the customer experience amidst unexpected disruption.

Digital workflow transformation powered by Kofax Intelligent Automation creates a seamless customer experience that builds loyalty and trust throughout the customer journey—even when things don't go as planned.

The Kofax Intelligent Automation platform builds customer loyalty through:

Seamless, error-free new-customer experience:

- ✓ Quickly capture, understand and act on data acquired from required documentation or other business systems
- ✓ Complete contracts and other documents quickly and efficiently with electronic signatures
- ✓ Extend document capture to mobile devices without sacrificing security
- ✓ Lay a foundation for long-term customer retention

Accurate and up-to-date status updates:

- ✓ Automatically retrieve data from multiple sources for quick responses on status inquiries
- ✓ Proactively provide status updates during unexpected delays or disruptions

Safeguards for personal information:

- ✓ Enable customers to submit confidential information through a variety of methods with cognitive capture
- ✓ Protect confidential data and prevent fraud with identity verification and authentication technology

World-class support across communications channels:

- ✓ Optimize contact center resources by automatically routing requests to the appropriate human or automated resource
- ✓ Pre-populate forms for existing customers
- ✓ Arm human agents with relevant data via intelligent bots for faster, more personalized service
- ✓ Understand customer sentiment with artificial intelligence and automatically flag concerning communications

Learn more about how [Kofax Mobile Capture™](#) creates a frictionless customer experience.

STEP
2

Build a Modern "Human + Digital" Workforce

**Customer satisfaction begins with employee satisfaction.
A modern workforce requires the right tools and data.**

An unmotivated employee who takes little pride in their work isn't going to create the type of positive experience needed for long-term customer loyalty. The Great Resignation has added to the challenge, with many workers unwilling to settle for unfulfilling jobs.

The modern workforce is built on value and purpose. To achieve this, organizations must provide tools and data that enable employees to:

- Collaborate with co-workers
- Perform their jobs efficiently
- Focus on higher-value work



A modern workforce supported by Kofax Intelligent Automation uses digital resources to augment, not replace, human workers. Happier, more productive employees project a positive attitude, creating happy customers and attracting top talent.

The Kofax Intelligent Automation platform supports a modern workforce through:

A smooth employee onboarding process:

- ✓ Collect documents and signatures efficiently and seamlessly with intelligent document processing and electronic signature solutions
- ✓ Automatically process documents to ensure all business systems are updated with fewer errors

A “human + automation” culture:

- ✓ Leverage document intelligence and robotic process automation (RPA) to reduce or eliminate repetitive, manual tasks, so employees can work on tasks that require creativity, judgment and customer interaction
- ✓ Enable citizen developers to contribute to automation workflows with a low-code platform
- ✓ Help employees work smarter by enabling them with the accurate, real-time data they need to do their jobs.

Support for a mobile and hybrid workforce:

- ✓ Provide employees with accurate, real-time data, increasing satisfaction, productivity and the customer experience
- ✓ Ensure employees can securely print documents from any device and any location with ease through cloud-based print management

Improved employee acquisition and retention:

- ✓ Monitor job-oriented websites using RPA and AI-powered sentiment analysis to understand the attitudes of employee postings
- ✓ Leverage advanced analytics to take proactive measures and manage the company brand in the candidate marketplace

Find out how you can maximize employee productivity and engagement and foster a positive “human + automation” culture with [Kofax RPA](#), part of the Kofax Intelligent Automation platform.

STEP
3

Make Dynamic Processes Your New Normal

Well-documented processes are important, but that doesn't mean they're flexible. When the unexpected happens—and even contingency plans fail—dynamic processes allow organizations to respond quickly.

There are many benefits to having well-documented business processes. Everyone involved understands their role, and performance can be measured. In today's disruptive marketplace, however, well-documented processes aren't enough.

Supply chain issues, geopolitical complications, changing regional regulations around compliance and data security, and the pandemic are among the long list of issues that can force companies to adapt on the fly.



With Kofax Intelligent Automation, critical business processes adapt to ever-changing conditions.

Dynamic processes built with Kofax Intelligent Automation enable organizations to:

Keep operations running smoothly

- ✓ Speed up the supplier onboarding process with AI-based intelligent document processing and seamless, secure digital onboarding
- ✓ Automatically separate and classify documents like invoices and order confirmations from multiple sources

Redefine the flow of information and resources

- ✓ Leverage citizen developers via a low-code platform to quickly modify workflows to adapt to global events impacting customers, supply chains, distribution, employees and government regulations
- ✓ Quickly modify and apply business rules governing critical workflows without making changes to the workflow itself
- ✓ Scale rapidly with cloud-based solutions that support your operation anywhere in the world

Keep pace with changing regulations

- ✓ Improve fraud detection with facial recognition and authentication/verification technologies
- ✓ Enhance document security with content redaction, secure print and release and data encryption with content-aware print and capture

Understand distribution networks and overcome bottlenecks

- ✓ Automatically perform high-volume queries to track inputs from GPS, transportation management, inventory control and other business systems to provide status updates to customers
- ✓ Use analytics to identify and correct bottlenecks in key workflows impacting supply, distribution and, ultimately, the customer experience

Discover how you can future-proof your workflows against disruption with the [Kofax Intelligent Automation Platform](#).



Why Kofax?

When the Kofax Intelligent Automation Platform is used to digitally transform key customer, employee and process workflows, organizations can respond and adapt quickly to change.

The ability to maintain satisfied customers, empowered employees and dynamic processes—even when the unexpected happens—sets the leaders apart from the laggards.

Is your organization ready to lead?

Kofax enables organisations to Work Like Tomorrow™—today.

Our intelligent automation software platform and solutions digitally transform content-intensive workflows. Customers realise faster time-to-value and increased competitiveness, growth and profitability by combining Kofax's cognitive capture, RPA, process orchestration, analytics and mobile capabilities while increasing business resiliency and mitigating compliance risk.

For more information, visit www.kofax.com.

Read more on the [Kofax Blog](#)
and follow us on [LinkedIn](#) and [Twitter](#).

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