



Not a fan of repetitive tasks?

Let a robot do it for you

What comes to mind when you think of robotization? Perhaps an image of a production line with robots that assemble a car, or a human looking tin man that looks like he walked straight out of an 80s movie?

Regardless of what you see in your mind's eye, a lot of us believe that robotization is difficult and requires a great deal of technical competence to pull off. But robotization isn't more complicated than simplifying a tedious way of working, and to do it with a tool that is as far from science fiction as it can get. RPA stands for Robotic Process Automation and is about automating processes to free up time for other things.

The union that plays to win

Nicklas Mattsson manages the unit for member service at the Swedish trade union Byggnads. He has guided his team through their digitalization initiatives in a remarkably effective way. They move quickly from idea to implementation, and do so without adding any new competence to the team. In two years, his team has turned seven processes over to a robot and successfully built a voicebot and a chatbot.

Byggnads really stand out from the crowd by having the courage to put their energy into getting things done rather than getting stuck evaluating and analyzing. And when they have gone off course they have quickly gotten back on track. It is as agile as it gets.

Here below you can read more about the trade union that jumped in at the deep end and mean business with their automation.



”We want to be perceived as a modern and innovative organization, and not as a dinosaur”, says Nicklas Mattsson who is responsible for the member service unit at Byggnads.

The robot won't complain about dull tasks

When Byggnads started exploring the area of robotization they saw possible time gains and decided to act immediately. They had a workshop with Telia on Tuesday, made their decision a couple of days later, and on the following Monday they started creating process maps of repetitive work tasks with the potential of being optimized via robotization.

- We have taken a couple of wrong turns over the years, but we hadn't been where we are today if we hadn't had the courage to throw ourselves out there. Getting stuck in analyses is like pouring gluey syrup into the system.

Among other things, the robotization software has helped Byggnads to automate the administration of 90 percent of all the member applications. Furthermore, seven processes save them 5 percent of the total working time. Time which they reinvest in the development of new self-service solutions.

- The robot handles energy draining tasks, and the team can spend their time on assignments that feel more meaningful.



Strong mandate a key to success

Byggnads is a union with more than 100 000 members who work in the field of construction. They work for better wages, a safer work environment, and negotiate with employers and provide advice and support to their members. Nicklas Mattsson leads the team of eleven people who work with member service, and that started developing a number of digital services on the Telia ACE platform.

- We got a strong mandate from the organization and make most of the decisions that concerns digitalization on our own. That means that we can stay in command and prioritize what will happen and when, as well as who will do what, says Nicklas.

Make the most of the investment budget

To get the most out of their investment budget, Byggnads decided to do as much as possible on their own. Nicklas shares that Telia's project manager Elin Olsson always has been supportive of Byggnads building in-house competence, so that they can make investments that will take them forward as fast as possible.

- Elin has been humble and supportive throughout the journey and really wants to share knowledge. It would have been devastating for our results if she had decided to keep the information to herself to maximize hours billed.

Effects

- Robotization has saved 5% of the team's working time
- The number of incoming e-mails has decreased by 10-15%
- 8% of incoming calls are managed by the chatbot

As a next step Byggnads is planning to implement electronic identification-login on the CRM-platform, as well as the service Agent Assist.

Are you ready to get started?

Why not follow in Byggnad's footsteps and start with a workshop where we explore how robotization can make your workdays more efficient and fun?

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