

# Continuous Productivity Improvement

Maximize Resources by Eliminating Time Consuming, Error-Laden, and Repetitive Steps

Today's business environment demands that you find new ways to maximize resources and optimize user productivity. As revenue growth and cost containment take center stage among company priorities, Enkata Desktop Automation can help you rapidly deploy process improvements across your workforce to improve user performance. The solution delivers the most powerful application automation capabilities available today so you can easily automate and streamline processes supported by your existing applications.

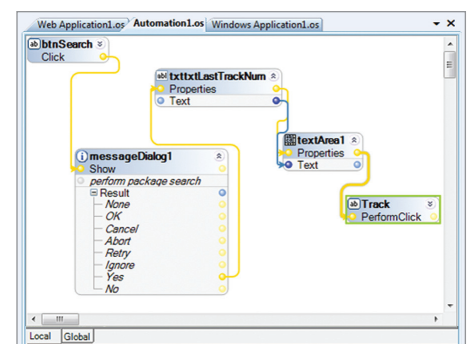
## Overview

Your business has likely invested in a wide variety of applications deployed across the enterprise – some old, some new, some easy to use and others not. And for many customer-facing and back-office operations staff, working with a fragmented array of hard-to-use desktop applications is not only distracting, but also the root cause of errors and low productivity.

But with Enkata Desktop Automation, you have the tools to automate and streamline processes supported by your existing applications. Whether your users are hampered by tedious, repetitive tasks in a single application or challenged with complex, multi-step processes that involve numerous, disparate applications, you can use Enkata Desktop Automation to improve the user experience so that customer-facing and back-office teams are more productive and make fewer errors. For example, you can use it to:

- Automate steps to eliminate manual tasks, such as copy-and-paste in workflows spanning one or more applications
- Provide users with on-screen, contextual guidance during critical processes
- Simplify access to mainframe or legacy applications

At the same time, automating manual desktop processes improves the customer experience; by making modifications to the user experience so that it's less distracting and more intuitive, your employees will be free to focus on serving customers faster and working more effectively.



*30% to 45% of agent activity can either be eliminated or streamlined significantly by automating processes and tasks*

**Enkata Desktop Automation works with virtually any application available in the front and back-office environments, including:**

- Windows / Web / Java / mainframe applications
- Third-party and SaaS / Cloud-based applications
- Citrix and virtualized applications
- Any application or service with standard interfaces, such as web services or other available APIs
- Closed, custom-developed applications with no APIs or exposed integration points
- Enterprise applications, such as SAP, Oracle, Salesforce.com, Amdocs, FIS, BMC Remedy and others

### **Modify Functionality in Any Application**

With Enkata Desktop Automation, you can access and modify functionality in virtually any application, whether it's a legacy, green screen mainframe, Windows desktop, or Web (or cloud-based) software — and do so without having to access or modify the underlying source code in these applications. In fact, you get the same level of control over application functionality and user interface characteristics as the original software developer.

Armed with Enkata Desktop Automation, you can modify functionality to build process improvements (for example, by automating processes) that are robust, yet easy to modify and deploy as business needs change. The changes you make are swiftly deployed to user desktops for immediate results. And because your process improvements can be rolled out in an iterative, project-by-project manner, Enkata Desktop Automation can support your organization's continuous improvement initiatives.

### **Create Event-Driven Workflows and Task Automations**

Enkata Desktop Automation enables you to create both workflow and task automations. Workflow automations perform an action or series of actions from start to finish with little to no human intervention. Task automation automatically performs subsets of workflows, such as copy/paste actions or the auto-launching of an application.

Enkata Desktop Automation is event-driven and performs a prescribed set of actions when initiated by pre-defined events. Every action performed in an application — each click, keyboard command, link or button activated — initiates a communication between an application's objects and the operating system. The solution resides between these layers, in effect opening applications and exposing their user interface objects to give you the ability to customize or modify the application's functionality and interface.

### **Part of Enkata's Full Suite of Workforce Optimization Solutions**

Enkata Desktop Automation solution part of our full suite of workforce optimization solutions, which encompass our unique interaction analytics platform that turns customer contact and agent performance data into actionable insight. Enkata's full suite offers a complete set of customer experience analytics, workforce analytics, and performance management products for contact center and claims processing operations, supporting performance management, coaching, quality assurance, claims and order processing, root cause analysis, and voice-of-the-customer insights.

### **Learn More**

Enkata takes a unique approach to automation, delivering the most powerful application automation and integration capabilities available today in a graphical development environment that's easy to use. To learn more about how you can leverage your existing IT investments to achieve breakthrough levels of employee productivity and effectiveness, call us at 650.453.3881, or visit us online at [www.enkata.com](http://www.enkata.com)

### **About Enkata**

Enkata is a leader and innovator in cloud-based customer experience analytics. Our solutions give customer-centric companies visibility into the entire customer experience across each customer touch point – social, self-service, live assistance, and retail sales and service operations. Customers achieve impressive gains in customer service industry rankings while reducing the cost to service each account. Enkata's full suite of workforce optimization solutions is a set of analytics-powered solutions that capture unstructured data from voice and desktop sources used to improve operational process and employee performance. Fortune 100 companies trust Enkata to examine millions of customer interactions each day, ensuring that each is delivering value to their customers. For more information, please visit [www.enkata.com](http://www.enkata.com).



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