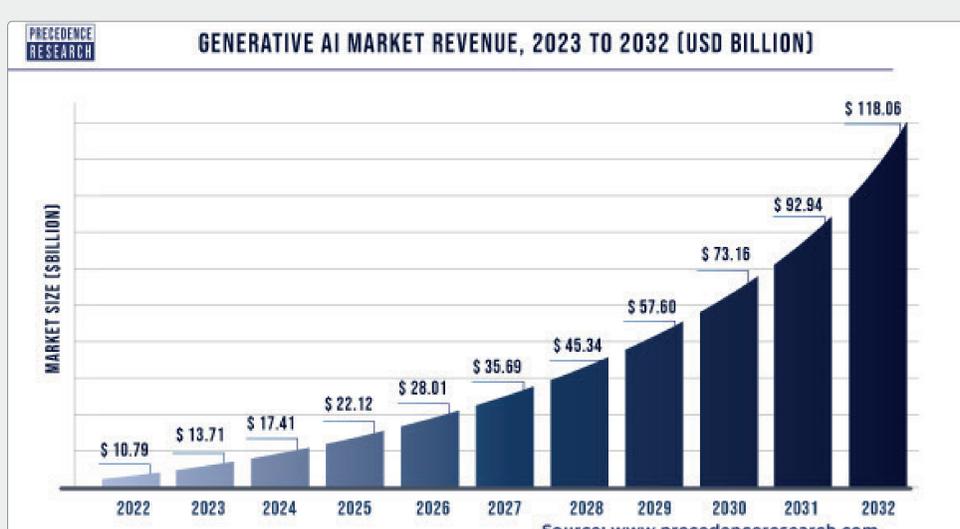


How Does Generative AI Changes RPA?

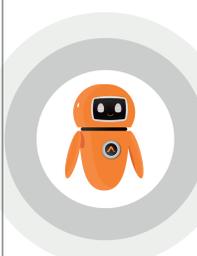
Think of RPA as a super helpful tool that's getting even smarter. It's like a bridge that brings Artificial Intelligence (AI) into the heart of a company's computer systems. But wait, should we still call it "Robotic Process Automation," or is "automation through bots or digital assistants" a better way to put it? What more can be done to upscale automation efforts? The answer lies in **Generative AI**.



Understanding Generative AI and RPA

RPA

RPA involves the automation of rule-based, repetitive, and often manual tasks performed by humans in business processes. It operates by mimicking the actions of a human user interacting with digital systems, such as clicking buttons, copying data, and pasting information.



Generative AI

Generative AI refers to machine learning models, such as Generative Adversarial Networks (GANs) or language models like GPT, that can generate content, such as text, images, or even music, based on patterns and data they have been trained on. Generative AI is used for intelligent data management content generation, and sometimes decision-making support.

Service operations is the only function in which most respondents expect to see a decrease in workforce size because of Generative AI.

Effect of generative AI adoption on number of employees, by business function, next 3 years, % of respondents¹

Business Function	Decrease	Little or no change	Increase	Don't know
Product and/or service development	30	35	20	15
Risk	31	37	20	12
Strategy and corporate finance	37	28	25	10
Marketing and sales	39	33	17	12
Manufacturing	40	33	12	15
HR	41	30	17	11
Supply chain management	45	32	14	9
Service operations	54	23	12	10

Note: Figures may not sum to 100%, because of rounding.
¹ Respondents were asked about only the business functions in which they said their organizations have adopted AI.
Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

How Does Convergence of Generative AI and RPA Benefits Business Process?



1 Enhance Data Transformation Efforts

Use Generative AI +RPA enhance data massaging by automatically identifying patterns, suggesting transformations, and even generating algorithms to handle intricate data structures.

2 Unleash Intelligent Data Insights

Integrate RPA with Generative AI to make informed decision based on real time data analysis generated by Generative AI.



3 Enable Human Like Interactions

Leverage RPA to handle routine interactions and Generative AI chatbot to comprehend context, sentiment and user intent to offer accurate response.

4 Revolutionize Customer Support

Use the power of Generative AI + RPA to analyse historical interaction and customer feedback to give personalised responses.



5 Facilitate Customer Employee Interactions

Use Generative AI to analyze customer inquiries and generate detailed insights for employees, allowing them to provide more informed responses. RPA can then automate follow-up tasks, ensuring timely resolution and enhancing overall customer satisfaction.