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Buyer Satisfaction with Robotic Process Automation (RPA) – How Far or Close is Reality from Hype?

Service Optimization Technologies (SOT)
Market Report – July 2018: Complimentary Abstract / Table of Contents

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  - **Service Optimization Technologies (SOT)**
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In addition to a suite of published research, a membership may include

- Price book
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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background of the research

Background of the research

Robotic Process Automation (RPA) has the potential to offer key benefits – improved speed & accuracy, enhanced customer experience, and reduced cost, among others. Moreover, this value is realized fairly quickly, as deployments are rapid and have a low risk due to the fact that integration is typically non-invasive and easily remediable. As a consequence, many enterprises and global service providers are investing in RPA. However, RPA is a burgeoning market with technologies that are relatively new to many potential buyers in terms of solution features, deployment models, supporting frameworks, and commercial aspects. The technologies are also evolving with an expanding feature set and increasing richness of functionality

In this study, we analyze the buyer satisfaction/feedback with their RPA product/vendor across various dimensions:
- Key buyer drivers/objectives for RPA adoption
- Buyer satisfaction with the products/vendors in meeting objectives
- Buyer satisfaction with products'/vendors' capabilities across various capability dimensions and subdimensions
- Key strengths and areas of improvements as cited by the buyers

Scope of this report

PRODUCTS
Robotic Process Automation (RPA)

BUYERS
Feedback from 49 enterprise buyers

GEOGRAPHY
Global

TECHNOLOGY VENDORS
18 leading RPA technology vendors

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Overview and abbreviated summary of key messages

Robotic Process Automation (RPA) is one of the key enablers of digital transformation for enterprises and global service providers. This report provides key stakeholders a snapshot of the aggregate buyers' feedback on 18 leading RPA technology vendors. The report also provides an insight into the key factors driving RPA adoption among buyers and their satisfaction level with RPA technology vendors in achieving key objectives

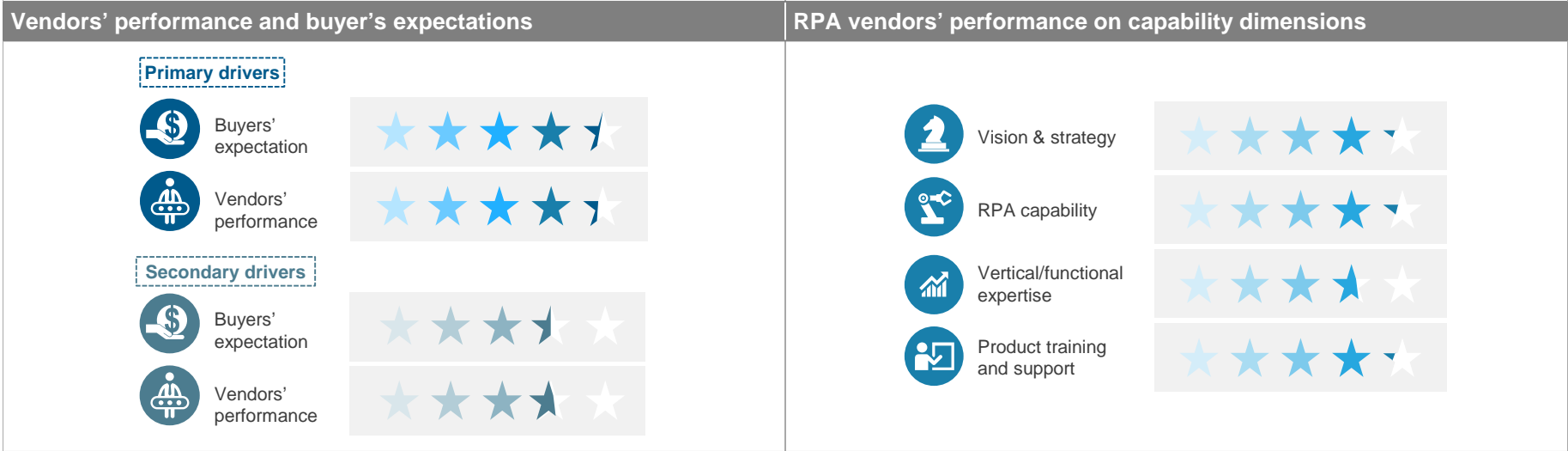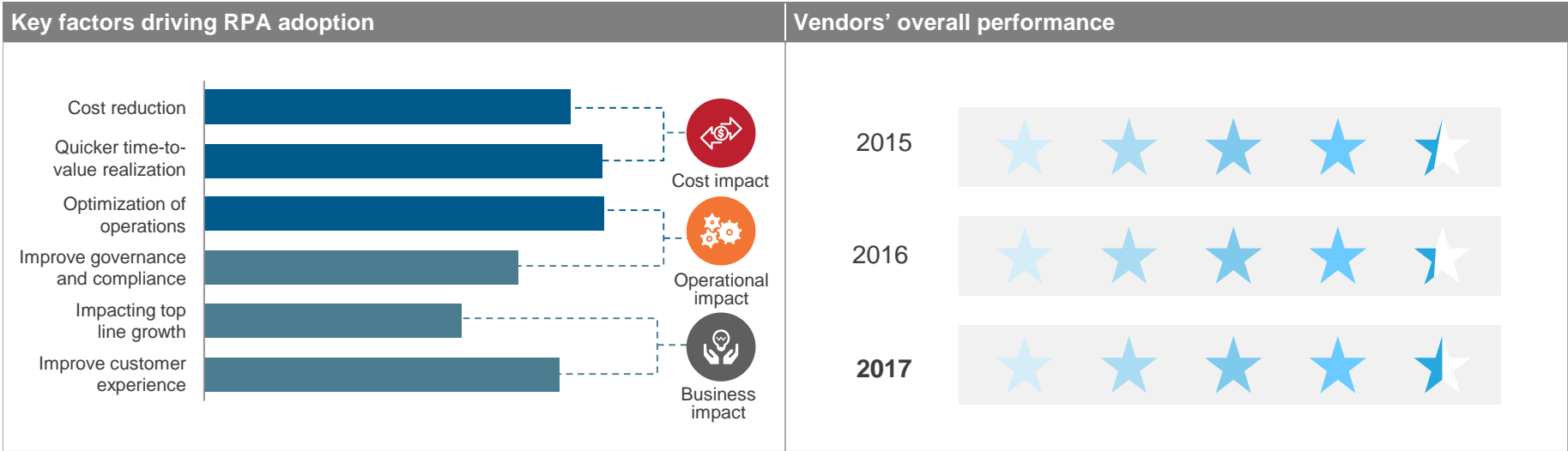**Some of the findings in this report, among others, are:**

Business objectives and adoption drivers

- Overall, cost and operational impact continue to be the primary drivers for RPA adoption as opposed to strategic/business impact drivers
- Improving customer experience is fast emerging as another key driver for RPA adoption

Buyers' assessment of RPA products / vendors

- The overall satisfaction of vendors remained high over the last three years and there was an increase in the satisfaction level in 2017
- Average buyer satisfaction with cost and operational impact of RPA is high, while there is significant scope to improve satisfaction on strategic/business impact areas
- Buyers, on an average, are satisfied with the RPA capabilities of their vendors. There is significant scope for the vendors to add vertical-/function-specific capabilities
- Vendors need to focus on providing scalable solutions with higher ease of running and maintenance of robots to improve overall satisfaction with their capabilities

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This study offers two distinct chapters providing a deep dive into key aspects of RPA buyer market; below are four charts to illustrate the depth of the report

Key factors driving RPA adoption

Factor	
Cost reduction	
Quicker time-to-value realization	Cost impact
Optimization of operations	
Improve governance and compliance	Operational impact
Impacting top line growth	
Improve customer experience	Business impact

Vendors' overall performance

2015	★ ★ ★ ★ ✬
2016	★ ★ ★ ★ ✦
2017	★ ★ ★ ★ ✬

Vendors' performance and buyer's expectations

Primary drivers

💲	Buyers' expectation	★ ★ ★ ★ ✬
🤖	Vendors' performance	★ ★ ★ ★ ✦

Secondary drivers

💲	Buyers' expectation	★ ★ ★ ✬ ☆
🤖	Vendors' performance	★ ★ ★ ✦ ☆

RPA vendors' performance on capability dimensions

	Vision & strategy	★ ★ ★ ★ ☆
	RPA capability	★ ★ ★ ★ ✦
	Vertical/functional expertise	★ ★ ★ ✦ ☆
	Product training and support	★ ★ ★ ★ ☆

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Research calendar – Service Optimization Technologies (SOT)

| | Published | | Planned | | Current release |

Flagship SOT reports	Release date
Enterprise RPA adoption – Pinnacle Model™ Analysis 2018	March 2018
Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2018	April 2018
Robotic Process Automation (RPA) – Technology Vendor Profile Compendium 2018	May 2018
Robotic Process Automation (RPA) – Annual Report 2018	June 2018
Chatbots / Virtual Agents – Technology Vendor Landscape with PEAK Matrix™ Assessment 2018	Q3 2018
SDA in Healthcare BPS – Service Provider Landscape with PEAK Matrix™ Assessment 2018	Q3 2018
Intelligent Document Processing – Technology Vendor Landscape with PEAK Matrix™ Assessment 2018	Q4 2018

Thematic SOT reports	
Creating Business Value through the Next-generation Smart Digital Workforce	February 2018
Role of Artificial Intelligence (AI) and Cognitive Solutions in Delivering Customer Experience of the Future	March 2018
Defining Enterprise RPA	May 2018
GDPR Compliance – Can Automation Save the Day?	July 2018
Buyer Satisfaction with Robotic Process Automation (RPA) – How Far or Close is Reality from Hype?	**July 2018**
Reimagining the Employee Experience in the Age of Artificial Intelligence	Q3 2018
Toolkit – RPA in GICs Toolkit	Q3 2018
Fulfilling the promise of RPA in F&A - A Reality Check	Q3 2018
Citrix Automation - Challenges and Opportunities	Q4 2018
Robot Security in RPA Implementations	Q4 2018

Note: For a list of all SOT reports published by us, please refer to our website page

Additional SOT research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

1. **RPA – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2018** (EGR-2018-38-R-2595); 2018. Robotic Process Automation (RPA) is one of the key enablers of digital transformation for enterprises and global service providers. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate RPA capabilities of technology vendors across two key dimensions, market impact and vision & capability. It also includes market share analysis of technology vendors, insights into advances in RPA technologies, and Everest Group's remarks on technology vendors highlighting their key strengths and areas of improvement, with specific focus on RPA

2. **Enterprise RPA Adoption | Pinnacle Model™ Assessment** (EGR-2018-38-R-2586); 2018. The service revolution is well underway, and enterprises across nearly all verticals are accelerating their Robotic Process Automation (RPA) efforts and related outcomes. While a majority of enterprises are still in early stages of RPA adoption, some enterprises have performed better than others in their RPA journey by developing a combination of differentiated capabilities along with deriving superior outcomes. Everest Group recognizes such RPA Pinnacle Enterprises™ by comparing enterprise performance on its proprietary Pinnacle Model™ methodology

3. **RPA Implementation in GICs – Learnings and Best Practices** (EGR-2017-2-R-2514); 2017. This report captures the key learnings and experiences of best-in-class GICs that have undertaken RPA implementation. It also includes case studies on the RPA journey of leading GICs from a variety of industry verticals and stages of RPA adoption, with a focus on the challenges faced and the mitigation approaches employed

4. **The Business Case for RPA and Chatbots in Contact Centers** (EGR-2017-1-R-2462); 2017. This report assesses the financial impact of the adoption of SDA solutions such as RDA, RPA, and chatbots on the total cost of contact center operations and the typical SDA adoption journey for enterprises. It also provides few case studies of enterprises, that have currently adopted the SDA solutions to improve customer experience along with key learnings

For more information on this and other research published by Everest Group, please contact us:

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