



Digital Interaction Intelligence (DII) Playbook

December 2024: Complimentary Abstract / Table of Contents

Market Report
Service Optimization Technologies



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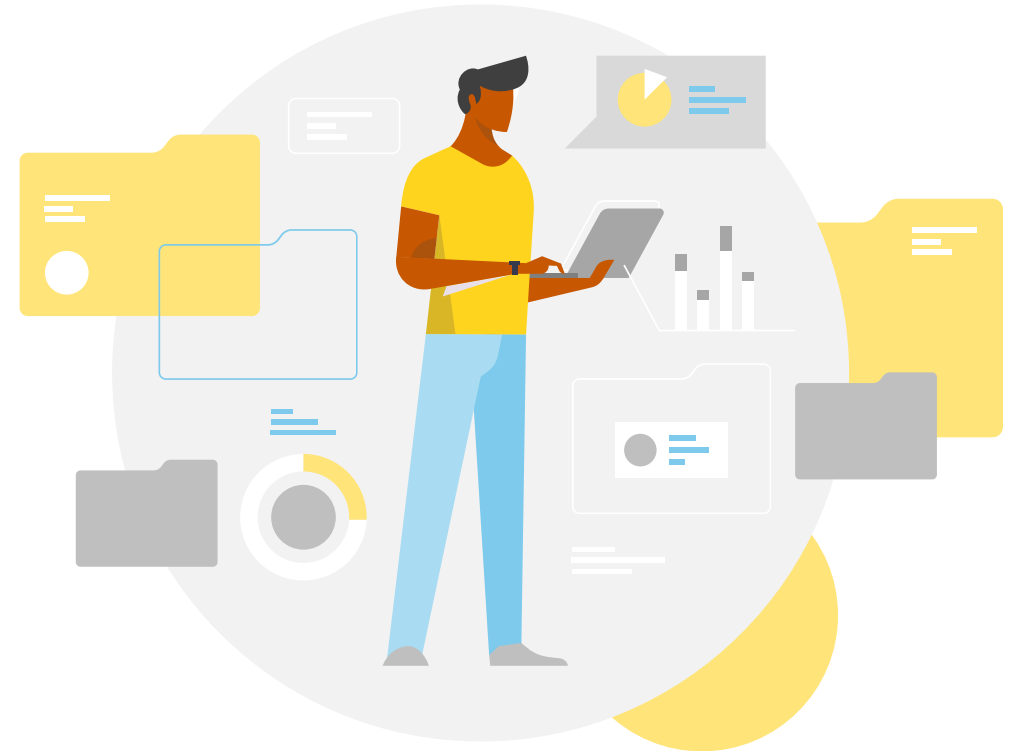
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Objective

The Digital Interaction Intelligence (DII) Playbook

empowers enterprises at various stages of their process automation and transformation journeys with insights, methodologies, and practical advice to achieve best-in-class outcomes from digital interaction intelligence.



Overview and abbreviated summary of key messages

Becoming a data-driven business is essential for improving stakeholder experiences and operational efficiencies. Process mining analyzes structured data in processes, but user interactions with business applications go uncaptured. Since most employees work on third-party applications, capturing user interaction data is vital to understanding end-to-end processes. DII fills this gap by analyzing user interactions, thus unlocking greater business value.

This playbook outlines the DII solution's key components and functionalities, including its applications, benefits, and use cases across industries and business functions. It also highlights DII market characteristics and offers valuable insights, methodologies, and practical guidance to enterprises at different stages of their process automation and transformation journeys to maximize their DII impact.

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

Introduction to DII

- Digital Interaction Intelligence (DII) solutions leverage user interactions to generate digital interaction graphs, derive relevant business insights for process improvement, and help transform some of these insights into actions
- DII solutions consist of components such as computer vision, AI/ML models, conformance tools, and analytics engines

DII benefits

- DII solutions provide enterprises with a range of business, operational, and cost benefits
- Operational benefits of DII solutions include optimization of operations, scaling of automation initiatives, and improved risk management, governance, and compliance
- While DII solutions offer cost benefits, they also offer business benefits such as accelerated digital transformation, enhanced employee and customer experience, and top-line growth

Enterprises' DII journeys

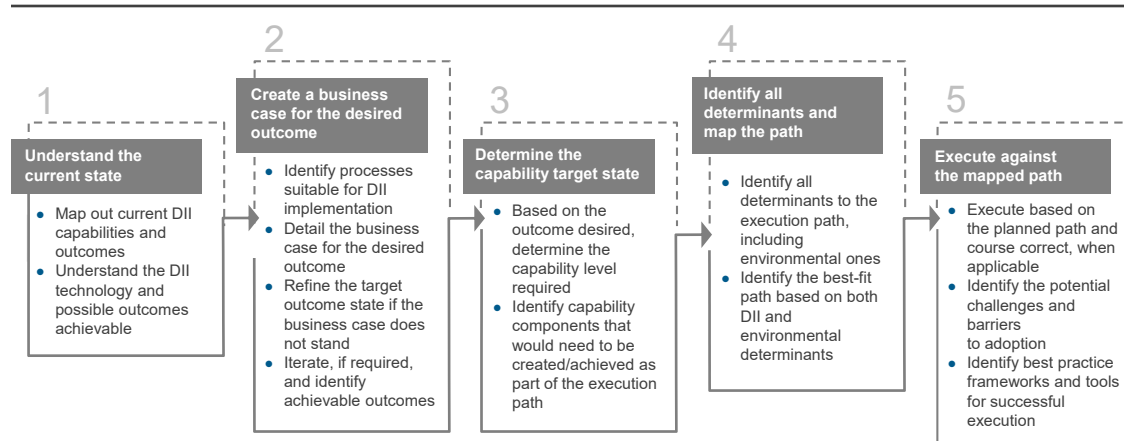
- Enterprises can break down their DII journey into five distinct steps: understand the current state and market capabilities, create a business case for the desired outcome, determine the capabilities required to achieve identified outcomes, identify all determinants and map the path, and execute against mapped path

Accelerating the DII journey

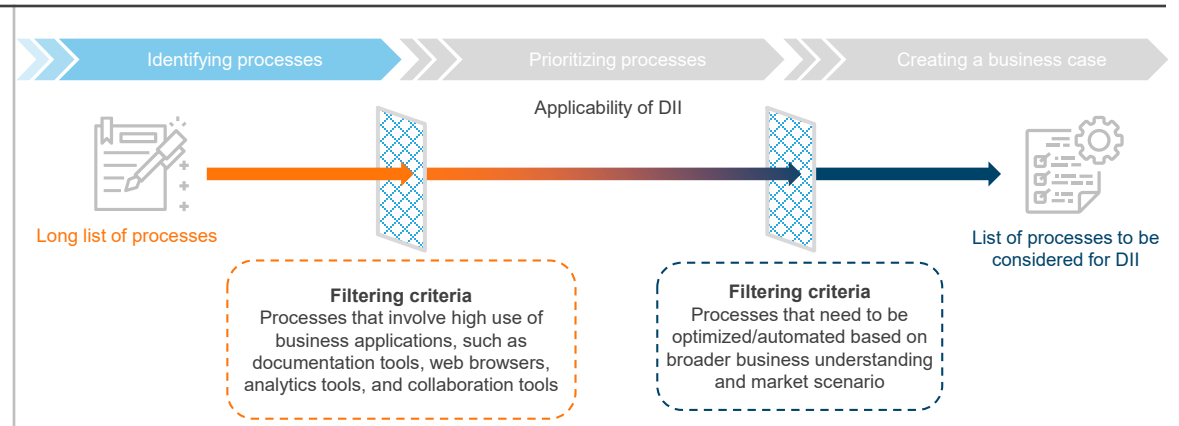
- Compliance and data security risks, internal resistance, siloed approach, lack of technology awareness, and improper metrics are some of the challenges enterprises face in scaling DII initiatives
- Some of the best practices are around identifying and prioritizing process areas for adoption, selecting an enterprise-grade solution, ensuring data security and privacy, talent management, change management, performance monitoring, and role of a CoE

This study offers seven distinct chapters providing a deep dive into enterprises' DII journeys; below are four charts to illustrate the depth of the report

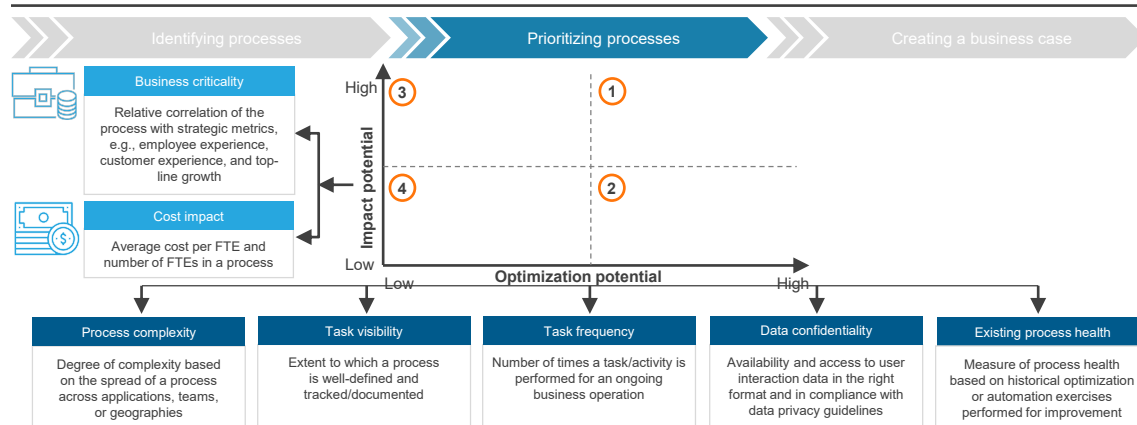
Five steps for a successful DII journey



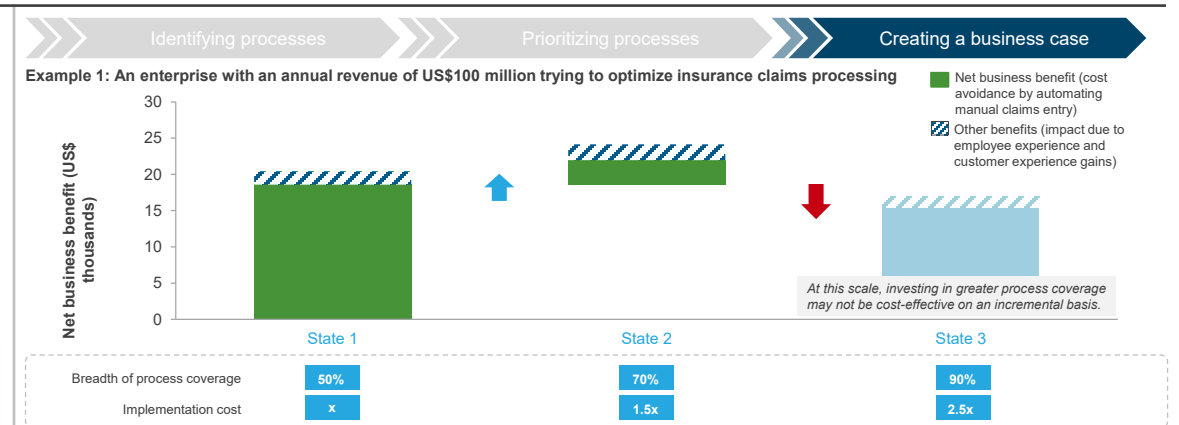
Create a business case for the desired outcome



Framework to identify high priority processes for DII



Building a business case for attended automation adoption



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