Haaretz Newspaper Increases Sales With AuraPlayer's Robotic Process Automation Tool

Business Need

Haaretz runs a busy call center to handle customer service related questions. Prior to implementing RPA, the process was as follows: a call center representative would ask customers a series of questions to identify their accounts and type the received information into their system manually. Only then, could they begin to address the customer's request. This lengthy manual process was very costly and timely, beyond causing customer dissatisfaction. Even relatively small requests such as freezing subscriptions, address changes, delivery status updates, and subscribing new customers were making wait times very long. Haaretz was looking to find a way to automate their customer call center processes to improve their current workflow, increase efficiency, generate more sales, eliminate manual and repetitive tasks, and improve their customers' experiences in order to streamline workloads and reduce labor costs. However, they were concerned that deploying an RPA product would require a significant redevelopment effort since their back-end system was developed in Oracle Forms - a legacy product.

Challenges

Manual Data Entry: Since call agents were manually entering information into their database, they were more likely to make common mistakes when inputting data.

Lost Sales: Lengthy wait time caused many new subscribers to drop off prior to registration completion. The inefficient phone sales process was time-consuming causing customers to be less inclined to purchase new subscriptions.

Slow Customer Support Service: Haaretz relied on a legacy system that was slow and difficult to navigate. Thus, call representatives struggled to meet customers' high expectations for personal service to help address their issues quickly.

Process Automated
Oracle EBS, Oracle Database

Industry
Publishing, Call Center

About Haaretz

Founded in 1918, Haaretz is the longest running newspaper currently in print in Israel, and is published in both Hebrew and English. In addition to print, Haaretz publishes its news content on the web and on mobile applications. The English edition is distributed together with the International New York Times.

Customer Quote

"With AuraPlayer we were able to eliminate manual data entry, improve the purchase experience for new subscribers, and increase sales"

Yaniv Nadel, CIO Haaretz Newspaper

Advantages

⏱ **Fast Time to Market** Using the AuraPlayer recording toolbar, automations are created at the speed it takes a business user to go step through the Oracle workflow.

⚙ **Automation Stability** AuraRPA runs an EBS session on the server-side only, rather than opening a Java client. Therefore, you can run unlimited automations without worrying about locked rows that lead to automation failures.

📄 **Full Oracle Compatibility** Fully supports Oracle customizations and personalizations, and therefore, you can automate any custom Oracle EBS or Oracle Forms workflow.

➡ **Immune To UI Changes and Upgrades** AuraPlayer relies on EBS logic and code rather than screen scraping, which means your automation will remain stable even if you change the user-interface or install one of the many EBS patches.

Solution

Using AuraPlayer's RPA product, Haaretz dramatically improved their customer service delivery and ROI by automating their mission-critical call center business process. With AuraRPA, customer details are now automatically loaded from the Oracle Forms back-office application and presented on the call representative's screen, allowing agents to deal with customer requests immediately rather than wasting time asking previously recorded details. The new automated process increased customer satisfaction, and ultimately led to more sales and more opportunities to gain new subscribers.

ROI

✅ Eliminate Human Errors

✅ Enhance Customer Satisfaction

✅ Time & Cost Savings

✅ Reduce Time to Revenue

Results

● **20% Increase in Field Sales:**
By eliminating the manual parts of the call process and deploying bots to do these tasks, employees can focus their attention on key processes that generate more sales.

● **Streamlined Subscription Process:**
AuraPlayer's RPA solution made it quick and easy for Haaretz customers to receive a fast, reliable service which resulted in greater customer satisfaction, leading to increased cost savings from the call center process.

● **Reduced Development and Maintenance:**
Haaretz significantly reduced the amount of time spent on development and maintenance, which helped them save time, money, and gain immediate business value.

ABOUT AURAPLAYER

AuraPlayer is a unique, patented technology that automatically generates mobile applications and automations from existing back-office desktop applications, allowing customers to begin their digital transformations while leveraging existing investments. AuraPlayer eliminates the need for system integrators or rigid packaged solutions. The technology brings a new level of agility to legacy systems, with their low-risk, flexible, affordable and automated solutions without redevelopment.