Case Study

Business Process Services

Intelligent Automation for a leading GDS provider in North America

About the Client:

The client, a travel technology company based in North America is the largest Global Distribution Systems provider for air bookings with a footprint across 160+ countries and a headcount of 10,000+ employees.

The Challenge:

The client was looking to automate the creation and maintenance of contracts. They received travel contracts either as physical papers or digital documents from various sources spread throughout the globe. One way is for users to go directly to the client company's website to plan and book their travel. Another option is to book through smaller vendors with whom the client has further subcontracts. Details of these transactions need to be entered into the system manually to create and maintain contracts.

This was a labour-intense task subject to many inaccuracies not only because of the geographical spread but also due to the hours an agent had to invest in processing each document. In addition, various clauses related to discounts, individual sales targets, state level & country level tax component and bonuses needed to be checked and incorporated into the system manually.

The client wanted this process to be automated so as to save time, effort, costs and improve accuracy.

Hexaware's Approach:

Hexaware's assessment team interacted with the client examining the processes and identifying opportunities of improvement and automation. The team realised a significant effort disbursement in the following areas:

SAP Contract Creation process

Incentive Validation process

Billing process

For the successful implementation of automation in terms of data availability, we took up the challenge to target their three biggest markets - North America, LATAM and EMEA.

One of the biggest challenge our team faced was to categorize and capture the variations on these contracts. They differed from region to region and had over 350 fields to be captured. Another layer of complexity was the languages the contracts came in. There were 13 non-English languages too which had to be considered.

Solution Implemented:

The process right after a customer signs a contract included tedious repetitive work involving validation of information and changing the default values in the SAP to reflect contract terms, incentives and billing terms for the specific customer. The challenge here was to capture information from free flowing unstructured contract copies. Most of these contracts included handwritten annotations to amend or define critical terms of the agreement which can appear in any location on the machine-printed contract page.

Hexaware implemented a solution that helped significantly reduce the amount of time spent on contract management.

First, our Cognitive OCR tool would accurately extract the necessary fields (approx. 350) from the emailed documents. The cognitive OCR leveraged Machine Learning capabilities to read mixed-quality scanned documents containing handwritten annotations as a perfect answer to tackle handwriting legibility, style and orientation variation.

These extracted fields would be entered in SAP for creation of a contract with the help of a BOT.

The BOT would also check for different conditions and clauses that would help the client with calculating commissions and updating contracts.

The complexity of the solution was substantial owing to the intricacies of contracts based on the business rules subject to the type and geography for which it was created.

Hexaware successfully implemented the solution in 18 weeks with the creation of three sets of bots for the entire process:
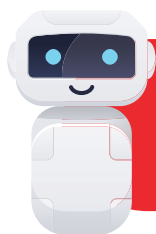
Contract Creator BOT

The Contract creation bot creates contracts in SAP with the help of Cognitive OCR. Creation of a Contract involves validating information, changing default values as per the contract terms and incentives etc.

Incentive Validation BOT

The BOT validates the calculation of incentives booked in SAP for invoice generation much more accurately.

Contract Billing BOT

The BOT reviews and maintains the accounts seeing the appropriate consideration of configuration and charges.

The successful implementation of our automation solution has transformed the contract management process for our client. Now, an email is sent from a business application. The email is in a pre-defined format and has the scanned contract copy attached.

A BOT checks for any incoming email within a dedicated mailbox and picks up the unread ones for processing. It downloads the PDF attachment and feeds it to the Cognitive OCR Tool. The OCR tool reads the scanned document and captures approximately 350 fields. The Machine Learning based OCR solution helps in defining multiple templates & layouts to capture data from multiple formats of structured and unstructured contracts thus reducing human intervention over a period of time for various formats of a contract.

In the last week of every month, the following 2 process are initiated,
- The BOT reads the data to validate the calculations booked in SAP for providing incentives to the customer as per the contract.
- The Contract Billing BOT which reviews the data and submits the invoice to the customer as per the services and transaction catered.

Benefits Delivered:

Hexaware aided the client in attaining increased productivity with significant cost savings, effort reduction, improving accuracy on incentive calculation and error minimization.

Outcome delivered by Hexaware:

BOTs	AHT- Manual Operations (Per Document)	AHT- Automated Operations (Per Document)
Contract Creator BOT	4 hours	1.5 hours
Incentive Validation BOT	2 hours	30 mins
Contract Billing BOT	4 to 5 hours	1.5 hours
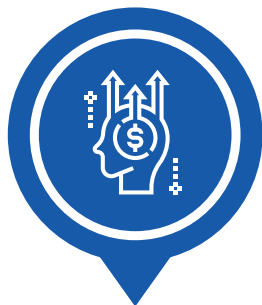
100%
accuracy in incentive pay-out.

FTE reduction, thus echoing as reduction in training cost and effort.

Accuracy issue eliminated, due to structured logic approach.

Provision of data extraction from documents of 13 different languages using Cognitive OCR.

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'AUTOMATE EVERYTHING™, CLOUDIFY EVERYTHING™, TRANSFORM CUSTOMER EXPERIENCES™.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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