



Danica Pension

At Danica Pension 20% of the Workforce is Digital

Business Impact

250,000+

Number of work hours returned in one year

600%

Return on investment

Rapid Scale

Doubling digital workforce each year without growing automation team

Danica Pension is one of Denmark's largest pension companies. Always looking for ways to improve service for its 800,000 customers, Danica completed an ambitious evaluation to optimize and remove waste from its business processes. Fifty percent of back-office processes were quickly automated, but further cost reductions needed to be made. And the company's highly effective automation team knew just how to do this—by rapidly expanding their Blue Prism intelligent digital workforce.

“All of our robots receive a time window in which they can run—like 4 a.m. to 11 p.m. We don't specify anything else. We let the machine learning infer when a case comes in. The machine learning algorithm decides how many robots to start, at which time, and when to stop work. Hence, we have no need for humans to monitor the execution of the robots.”

Indika Engholm

Solution Architect
Danica Pension

Challenge

Danica Pension was already operating under a model of continuous improvement. And as a part of that model, the company had business objectives that required further savings and optimizations. But unlike the previous round of optimizations, now the processes earmarked for automation were highly complex and much more difficult to convert.

Solution

Intelligent automation had been key to achieving maximum efficiency in Danica's business processes. The automation team was structured, focused on code reuse, and even automated much of their own work. So, while keeping the team the same size (under 15 people), they grew their digital workforce exponentially. By the end of 2020, digital workers made up 20% of the total Danica Pension workforce. Employees have fully integrated their digital colleagues—it is considered a part of everyday life to have one on the team.

Danica's digital workforce is getting smarter each day through integrations with machine learning algorithms. The company is diligent about logging information relating to incoming cases from

the organization. It knows when a specific type of case is likely to arrive and, using this information along with the machine learning algorithm, can schedule digital workers and allocate work to each. For example, customer inquiries arriving via email needed to be forwarded to the correct department. The team captured the data relating incoming emails, mined the process logs and trained the digital workers to send the mails to the proper recipient.

Digital workers are also adding tremendous value in important areas like anti-money laundering. Digital workers perform ongoing due diligence by looking up the source of funds, validate registration of proper identification and background data for each customer, and produce a report. If an account is deemed low risk the digital worker can close the case. If there are additional questions, the information is passed to a human colleague along with documentation on current status.

Since deployment, the number of hours returned to the business has doubled every year. Last year 250,000 hours were completed by digital workers. And, the digital workforce maintains extremely low operational and maintenance costs regardless of how much the program is scaled.