

80%



INCREASE

Customer Engagement

200%



DECREASE

Reliance on I.T.

5x



INCREASE

Customer Conversion
Rate

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The Client

Expedited Travel

Business Challenge

Expedited Travel had a **significant customer engagement problem** to solve. As a leading provider of accelerated passports and visas, the company relies on their clients completing required forms on a US Federal website. These forms encode certain values in a proprietary barcode that cannot be automated by traditional means. This requires Expedited Travel to direct their prospective customers to the Federal website, whereby introducing a **very high likelihood that those users will not return to the main site**. Expedited Travel needed a way to **retain those customers** while still enabling them to complete the required forms.

The Solution

The Expedited Team enlisted the skills from Salient Process, and the technology from [IBM and Automation Anywhere](#) to create a “bot” (or “digital worker”) to collect the information from the prospective customer and automatically complete the required forms on the Federal website behind the scenes. This required a [dynamic set of automations](#) that would change behavior based on the inputs and other important factors. Once the information is entered, the form is submitted, and the required PDF document is generated and returned to the main Expedited Travel website.



The Result

While the entire automation takes less than a minute to complete, if done manually it would take a human 15 to 30 minutes to complete the tasks. The benefit is not only the [speed](#) in which it is completed, it is the fact that the [prospective client does not need to leave the Expedited Travel website](#), and only needs to wait a few seconds while the bot completes its tasks. This [dramatically improves](#) the likelihood that the user will complete the transaction and become a customer of Expedited Travel. With these drastic improvements in speed and customer engagement, we can safely say that [our job here is done](#).