

Automation – not for everyone

For many organisations the pressure to reduce cost of service is driving change. This is most commonly done through redesigning processes or removing customer contact altogether. However some new research published in the [Daily Mail](#) shows that removing human interaction is not for them. The startling facts are that whilst many customers are attempting to use self service solutions, the majority are finding it irritating and a hinderence. In particular over 55's are not using this technology as much as younger people due to their desire for human interaction. Some customers that I have met prefer to pay their bills in person as it is the only time that they get to speak to another person.

In a different way of thinking, Toyota are reported to be replacing robots with humans, a complete backward step some would think. However this investment in people is taking place to ensure that people understand what goes into making a vehicle but also to enable them to understand the process with a view to making improvements. This revolutionary step comes at a time when many professional jobs such as accountancy and lawyers are being threatened with redundancy through automation. The future therefore must be in understanding how to make process improvement through automation but continuing to understand and develop the customer experience.

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