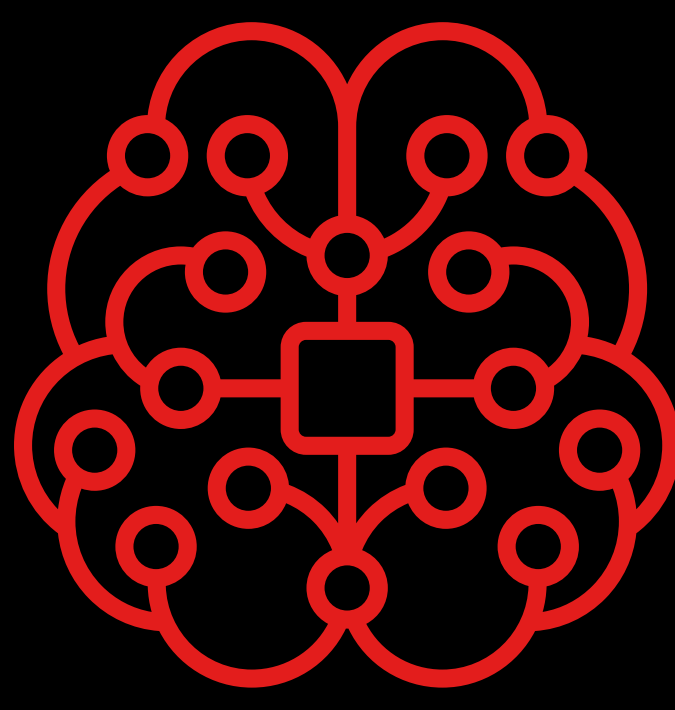


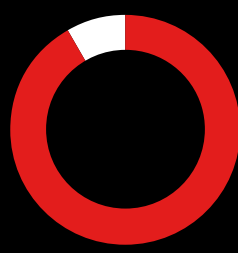
# Realizing the Human-Machine Relationship



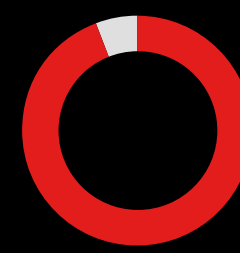
To help organizations realize the full value of intelligent automation and achieve the optimal employee-machine relationship, in May 2021 Emergn surveyed 320 technology leaders from organizations in the pharma/life sciences, insurance and financial services industries across Germany, Switzerland, the United Kingdom and the United States. Here's what we found.

## It's not all hype.

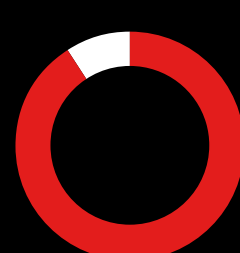
Organizations and employees have embraced intelligent automation and are seeing **value** from it.



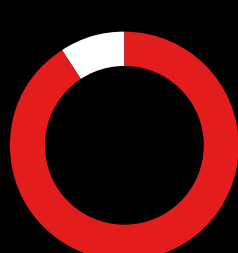
**91%**  
say intelligent automation has affected their business positively



**94%**  
say intelligent automation has improved efficiency



**90%**  
say intelligent automation has improved customer service/experience



**90%**  
say intelligent automation has met or exceeded their expectations for contributing to their organizations' goals



**71%**  
say the ROI of intelligent automation has been high or very high at their organizations

## CUSTOMER SERVICE IS #1

Customer service is also a top – or the top – use case for intelligent automation across industries and countries.

However, automation still isn't driving a competitive edge.

**13%**

OF RESPONDENTS SEE INTELLIGENT AUTOMATION AS A NECESSITY TO REGAIN COMPETITIVENESS IN THE MARKET

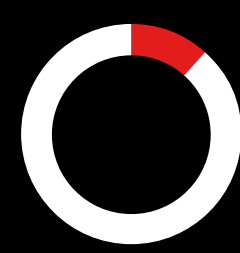
## We discovered four challenges:

### 1 A PEOPLE PROBLEM

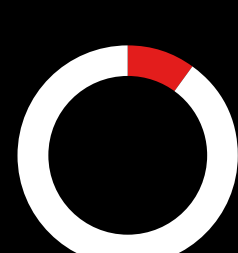
The top barriers preventing organizations from seeing the most positive impact from intelligent automation include:



**22%**  
Managing and integrating multiple processes



**13%**  
Resistance to process change among the workforce



**11%**  
Resistance to process change among senior leaders



**9%**  
Lacking the skill sets to implement automation

### 2 SKILLS GAP

**2%**

say their team has the right skills to benefit from automation and do not need to expand their skill sets further.

### 3 UNALIGNED C-SUITE

**35%**

believe more C-suite support would have ensured more return on their organization's investment in intelligent automation.

### 4 INCOMPLETE MATURITY MODELS

**32%**

of respondents feel "expert" when it comes to intelligent automation.

**56%**

of respondents believe better guidance around best practices for implementation would have ensured greater ROI from automation.

Download the full **2021 Emergn Report: Realizing the Human-Machine Relationship**

[emergn.com/2021-report/](https://emergn.com/2021-report/)

