CLARIFIRE®

Workflow Automation

TRANSFORMING CHAOS TO CLARITY

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CLARIFIRE is truly BRIGHTER AUTOMATION®

Introduction

Do you have dysfunctional and fragmented processes that are dragging down the effectiveness of your organization? Would you know if you did? Sometimes operating in the norm blinds us to the operational changes that should be made to remain relevant, modern, and competitive.

Workflow is the backbone for automating the complexities of business, the nuances of regulation, and minimizing growing costs. Even the best processes and most innovative technology solutions will fail to optimize your operations if the underlying workflow and point solutions are in conflict. Workflow automation is designed for process-centric organizations committed to maximizing efficiencies, accountability, profitability, and most importantly, the customer experience.

Implementing a flexible, proven workflow automation platform accelerates time to market for strategic changes NOW that build new capabilities for changes in the future, all while reducing the costs of getting there.

What is Workflow?

Workflow is defined as a systematic distribution of tasks, information, and documents to relevant users or groups for action, based on a predefined set of business rules and all potential user interactions. Workflow is an "intelligent process" because the business rules alter or automate the steps of a process driven dynamically by clicks of user buttons and data received from a single source or multiple sources simultaneously. All businesses utilize processes in their day-to-day operations. Those processes become part of workflow as data based logical decisions are launched, creating a relationship between the steps within the processes, data, and the user displays.

In today's world of automation, workflow means getting tasks done faster, easier, and smarter.

Workflow captures all possible paths based on a click of a button so that the click has the power to drive next steps, next interactions, all relevant parties to a desired result. The scenarios are different, as are the processes that are taken to accomplish them. Imagine the possibilities when you transform your manual processes into an automated workflow solution. Now that you have a clear definition of workflow, let's talk about how automated workflow can elevate your business processes and add robust capabilities.

CLARIFIRE Workflow

Workflow links processes through easy to use and easy to change business rules and adds controls enterprise-wide, filling the gaps between point solutions, ineffective processes, and systems of record. With just the click of a button, the interactive UI continues to dynamically change and display actionable data to the right role at the right time - in real time. Adding the versatility and capabilities you need to enable competitive speed to market.

Example

A customer logs in from their phone and is presented with "what would you like to do?" They click a radio button which has business rules that direct the type of user choice to the right person at the right time. Complete with guided displays and automated notifications of when responses or approvals can be expected.

Workflow Standardizes Processes

As we mentioned earlier, all businesses utilize processes. With automation, business processes transform static data from the system of record into intelligent workflow by breaking down and clearly defining the process associated with the data. When the process is launched, the steps performed and decisions made during the process are no longer subjective. Your business knowledge is captured within the business rules.

Workflow has standardized your processes and provided consistent and repetitive, auditable ways of gaining desired results. Everyone completes the same tasks in the same way, eliminating the risks of an employee leaving the organization that has critical subject matter expertise that is not documented anywhere but in their head.

The ability to aggregate like-processes and automate them, in bulk, eliminates complexities and increases economies of scale. For example, during the pandemic, thousands and thousands of borrowers were reaching out for financial assistance. The crushing volume and velocity required automation to assist all parties involved. Simply put, this process included:

In this scenario, all of these interactions will get the same results: approval for forbearance.

01 Customer/Borrower goes to corporate website, clicking a radio button as part of intake workflow.

02 They click the button COVID or disaster related.

03 The application generates a letter indicating approval and sends it to all of the affected borrowers at the same time.

Automation increased the organization's capacity to help and reduced the time to minutes for the borrowers with real-time results.

Workflow Makes Static Data Smart

Data from your system of record is one part of what powers workflow. It's more than letters and numbers entered in a system. Data also includes items such as images, documents, and notes. These static data elements used to be presented to users in hard coded sequence of events, aka tracking. The users had to work outside of the system in spreadsheets to manage exceptions and paths that did not follow the sequence.

With smart workflow, the user interactions trigger business rules that start the real-time scenario of actions needed for that set of data, launching one of the many paths that can be taken automatically. It does the heavy lifting, using business logic to drive results. Workflow's ability to centralize all types of data empowers users to transact business fully armed with all relevant information. Proven processes with industry expertise built in are available to implement now.

The Power of Business Rules

What is a Business Rule?

A business rule is a way to accomplish a task that is a critical part of the process control effectiveness, productivity, and results. With a user click of a button, business rules can:

- Send an email or automated notification

- Launch a new process

- Create and send a document

- Order products and services

- Hold a process

- Close a process

How does it work?

- A Borrower clicks what they want to do. They may want an escrow analysis, plus a new product, such as a HELOC.

- The first click for the escrow analysis immediately goes to the escrow team dashboard, and at the same time, the request for information regarding the HELOC goes to the HELOC team.

- The customer service/single point of contact has both parallel workflows on their dashboard providing a real-time view of the customer/borrower as a whole.

- The business rule logic is sending the workflows based on all user interactions in the system.
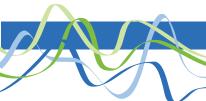
Workflow Increases Efficiency

Efficiency is a measure of how well an organization performs an action or group of actions with minimal resources. The goal is to successfully deliver products or services cost effectively without sacrificing quality. Workflow's repetitive nature provides organizational consistency, reduces human error, decreases risk of missed steps, and eliminates unnecessary redundancy. It also enables the ability to aggregate in bulk automated "no touch" results.

Smart workflow applications bring auditability and structure to chaotic and unorganized processes that are currently accomplished via meetings, email, and spreadsheets. Workflow identifies and excludes unnecessary steps, automating the ability to be customer centric, to forecast, and balance workload by automating tasks that people no longer have to touch. The result is increasing your company's operational efficiency, freeing up resources for other tasks. The more workflow you adopt, the more efficiency momentum you gain.

Workflow Offers Visibility

Workflow provides an unobstructed view into the operational status of an organization for all levels within the business, keeping all team members involved and informed. Employees and supervisors can quickly view actions and tasks within their pipeline, consolidating them into smart work queues to monitor and manage workload and highlight inefficiencies. Offering complete lifecycle visibility helps companies identify potential problems, recognize organizational trends, and streamline operations within their organization, allowing adjustments to be made so the business can be proactive versus reactive.

Audit trails offer even more visibility, with a detailed log of all activities that occurred within a workflow. They present a comprehensive view into the preceding actions and events that led up to the current status. With every action having a deadline date, performance-based objectives can be reached and violations can be detected before it's too late. All actions within the workflow can be accounted for, retained, and ready for audit at any time.

In addition to audit trails, managers also have visibility into productivity stats. These views through the aggregated actions on dashboards incentivize employees to increase their throughput. With increased transparency and auditability, workflow holds departments and employees responsible that the proper steps have been executed. This promotes compliance with regulatory and company policy.

CLARIFIRE Workflow for Every Business

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Turn your dysfunctional and fragmented processes into intelligent automation. All businesses utilize processes in their day-to-day operations. Streamline those processes and reduce costs at the same time, with CLARIFIRE® Workflow. Your organization can change as rapidly as needed.

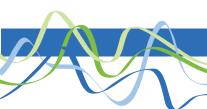## Better business. Better results. BRIGHTER AUTOMATION®.

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