Zero-touch Ops: SuperAIway to Fast Track Business

Automation & integrated digital system in ITes sector have cut costs by 65%, enhanced customer satisfaction by 25% and increased revenues by 10%, shows study

Himanshi Lohchab & Subhrojit Mallick

Mumbai | New Delhi: Artificial Intelli Mumbai | New Delhi: Artificial Intelligence (Al)-driven automation and digitisation in India is leading to intangible benefits to organisations as zero-touch processes reduce friction aeross industries, experts said.
Several industries are creating seamless services and workflows in finance, If. healthcare, manufacturing, and citizen services. Zero-touch operations are processes run end-to-end either without or minimal human intervention by leveraging automation, Al, and integrated digital systems. According to a study by Deloitte, low-to-uch operations in the BPM/IToS industry have caused productivity gains and

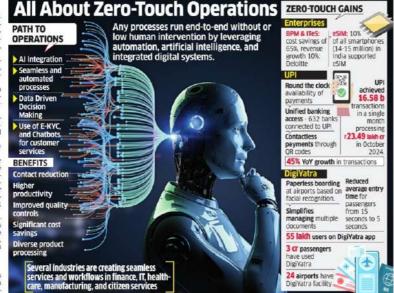
uch operations in the BPM/ITeS industry have caused productivity gains and cost savings of 65%.
Customer satisfaction has improved by 25% and revenues grew by 10%.
For instance, deploying AI chatbots for handling routine inquiries and AI voice bots for more complex customer interactions, has helped a global e-commerce giant to improve its inconsistent customer experiences, explaimed Siddharth Tipnis, partner and technology sector leader, Deloitte India.

Deloitte India.
"For BPM organisations, low touch op-portunities have impacted business KPIs-positively along 3 key levers: bottomline (through productivity improvements), customer experience, and even topline in certain cases," he said.

DIGITAL INDIA STACK

India's digital public infrastructure has created some unique success stories in zero-touch operations—such as the Uni-fied Payments Interface (UPD) and Digi Yatra—which today act as a model for the

world.
With round-the-clock availability, flexibility in transactions, QR code integration, UPI has had a profound impact on small businesses, street vendors, and



financial transactions in October 2024. This marks a 45% on-year growth from II.4 billion transactions a year ago. UPI now has 632 banks connected to its platform and dominates India's payments

landscape.
Simplifying air travel, the Digitatra app for Indian air passengers has made entering airports and crossing security almost seamless. It has enabled contact-

assaw thousands of sheets of paper daily across airports, supporting sustainable development in the aviation sector. According to the government, the airport entry time for a passenger has been reduced from an average 15 seconds in manual process to Sesconds. Over 55 lakh users have already downloaded the app, and more than 3 crore passengers have used Digi Yatra to travel. The service is presently available across 24 airports in India since its inception in December 2322. In the telecom sector, eSIM is another example of zero-touch operations. Embedded SIM (eSIM) cands, which resided digitally inside a device, are gaining significantly inside a device, are gaining significant.

ly inside a device, are gaining significant traction among telecom operators and In-ternet of Things users for acquiring, accessing, and consuming connectivity. For mobile operators it reduces overheads and

module operators it reduces overneads and customer acquisition costs. According to Counterpoint Research, players such as Uber are jumping onbo ard the eSIM bandwagon to drive new bu-siness models and remove customer pain points by offering uninterrupted connec-tivity. tivity

e-commerce giant to improve its inconsistent

However, eSIM growth However, eSIM growth has been sluggish in India as affordable hands-etsdo not supporteSIMs. As of 2023, only about a tenth of all smartphones sold in India caround 14-15 million) supported eSIMs, according to Counterpoint. In comparison, eSIM penetration in the US has reached 70%.

ROBOTIC PROCESS AUTOMATION

the race for humanoid teen has heaven up at the global stage with the emergence of GenAl. Giants like NVIDIA believe ro-bots will soon be the new avatar of human agency. In India, companies like Reliance Jio and Addverb have embarked on this

WITH DIGIYATRA, ENTRY TIME FOR A PASSENGER HAS BEEN REDUCED FROM AN AVG15 SECONDS IN MANUAL PROCESS TO 5 SECONDS

"Zero touch operations are gaining trac-tion in the manufacturing sector by in-creasing precision, efficiency, and safe-ty," said Bir Singh, co-founder and chief business officer of homegrown robotics company Addverb.

The Reliance Group-backed firm counts global companies like Flipkart, ITC, Uni-lawar as the customers and plans to

ever, as its customers and plans to aunch 100 humanoid robots in 2025 built launch 100 humanoid robots in 2025 built of Jio's Al stack. Jio did not respond to ET's emailed que-

Tries. Addverb, we deploy advanced robotics such as automated storage and retrieval systems and autonomous mobile robots to develop smart, automated operations with minimal human interference.

tions with minimal human interference. Our humanoid robots will be a giant leap forward as they will undertake complicated and repetitive work, allowing organisations to realign their human labour into more strategic functions," he said. However, India's industries heavily depend on 113 million micro, small and medium enterprises (MSMEs) which contribute about 45% of the manufacturing output. These MSMEs neither have the capital investment nor technology skills to adopt robotics.

o adopt robotics. But Addverb's Singh said India stands at

But Addverb stingh said india stands at the threshold of a change.

"The initial investments can be offset by long-term benefits-contact reduction, higher production, and improved quality controls," he said.
(This article is published in partnership with Deloitte.)