



* Kimberly-Clark

Intelligent Automation Delivers \$140M+ in Business Value to Kimberly-Clark



GLOBAL ALL-STAR

Kimberly-Clark’s products are household names — and items like Huggies diapers, Kleenex tissues, Cottonelle and Scott paper products are daily essentials for nearly one-quarter of the world’s population in more than 175 countries. The company is fueled by ingenuity, creativity and an understanding of people’s most crucial needs. To meet these needs, Kimberly-Clark constantly innovates their products and practices. One such innovation is their SS&C Blue Prism digital workforce, which has helped them transform their organization and drive growth by creating new value for their customers, employees and stakeholders.

\$140+
million
cumulative
business value

**Increased
revenue and
profitability**

**Higher
customer
retention rate**

**22 new IA
deliveries**

The Challenge

Increase Productivity and Enhance Customer Experience

In today's fast-paced and competitive market, organizations must continuously evolve to meet the ever-changing needs of their customers. Kimberly-Clark is committed to driving transformative innovation and improving return on investment through their Powering Care Transformation initiative. This strategic framework is designed to enhance Kimberly-Clark's digital capabilities, streamline operations and deliver exceptional value to their customers. By leveraging advanced technologies and fostering a culture of agility and collaboration, they aim to increase productivity and elevate the customer experience to new heights.

The Solution

IA Active Across the Business

Seven years ago, Kimberly-Clark deployed intelligent automation (IA) to assist, augment, amplify, repurpose and scale human work. Their dedicated Center of Excellence (CoE) has automated 269 critical business processes in areas like supply chain, sales, finance, marketing, HR, audit and IT. They've rapidly scaled their digital workforce with help from an ideation portal that encourages "any and all" Kimberly-Clark employees to submit their automation ideas to the CoE. Each idea is reviewed and prioritized by members of the automation team and their business partners. The review team aligns automation ideas with corporate strategy and ensures they will deliver value to the business.



Free-of-Charge Order Request Handling

Each year, Kimberly-Clark North America Sales receives around 4,800 free-of-charge order requests from trade shows, disaster relief, contest winners and sales samples. Manually processed orders allowed for errors which impacted the company's credibility with internal and external customers. Digital workers now handle 50% of the work, allowing employees to process exceptions, improve data quality and focus on customer satisfaction. This has saved 1,040 hours and \$25,000 annually.

IA Delivers Tangible Business Benefits

Kimberly-Clark's use of IA has led to increased revenue and profitability by improving sales forecasting accuracy and identifying new opportunities for cross-selling and upselling. Additionally, they've optimized pricing and promotion strategies based on customer preferences and demand patterns.

The company has enhanced their competitive advantage and differentiation to collect, process and analyze large volumes of data from various sources, such as customer feedback, social media, market trends and internal performance indicators. They've applied AI and machine learning (ML) techniques to generate insights and recommendations that support strategic decision-making and innovation. This has helped Kimberly-Clark create new products and services, unlock new insights and opportunities, and cater to customers' evolving needs and expectations.

Kimberly-Clark has delivered an enhanced customer experience. Customers benefit from chatbots that provide personalized and seamless interactions across multiple channels, such as web, mobile, email and voice. The customer retention rate has increased, and the net promoter score has gone up. Customers have shared positive feedback on the quality and speed of responses and solutions.

They foster a culture of experimentation and learning for employees, allowing them access to real-time data and insights and empowering them to test and validate new ideas and solutions quickly and iteratively. Employees can identify and solve problems using automation tools and platforms.

Kimberly-Clark views their automation program as a growth and innovation engine. They've experienced significant cost and time savings — \$140+ million in cumulative cost savings and 1.6 million hours of manual effort saved and counting. They're committed to innovation and excellence and their ability to leverage IA to enhance business outcomes and customer relationships.

Ticketing Chatbots

Kimberly-Clark's chatbot and ticketing tool have helped improve operational efficiency and customer satisfaction while freeing up valuable time for employees to complete more strategic tasks. The digital worker records conversations with internal and external users, analyzes issues and authenticates suppliers. By integrating AI, the digital worker can search all available documents to identify answers reducing employees' workload.



Customer Service Chatbot

A 24/7 customer service chatbot integrated into Kimberly-Clark's ticketing tool uses natural language processing (NLP) and ML to create a conversational agent that can answer common questions and requests, provide information and resolve customer issues. It allows customers to get instant, accurate responses and support 24/7 without waiting for a human agent. This enhances their experience and loyalty and frees human agents to focus on more complex and high-value tasks. The chatbot can recommend products or services based on the customer's needs and preferences, which boosts revenue and cross-selling opportunities. It is self-learning and adaptive, improving its performance over time based on the feedback and data it receives. This innovative and efficient tool builds trust with their customers, providing a platform to feel valued, appreciated and heard, all while reducing operational costs and increasing sales.

“ At Kimberly-Clark, we are not just automating our existing processes but reimagining them. We're leveraging the power of automation to create new ways of working, new products and services, and new value propositions for our customers, consumers and shareholders. Automation is not a cost-cutting measure; it's a growth and innovation engine. We're pushing the boundaries of automation across all of our businesses, from manufacturing and supply chain to marketing and sales, to deliver better outcomes faster and more efficiently.”

Sue Piasecki

Chief Enterprise Architect,
Kimberly-Clark Corporation



Start your digital transformation journey
by speaking with one of our automation experts.

Email us at bpm-contact@sscinc.com to learn how SS&C Blue Prism can help your organization realize transformational business value with intelligent automation.

SS&C Blue Prism combines orchestration, automation and AI to help forward-thinking business leaders reshape how work is done with Enterprise AI. With security and governance at the core, we create workplaces where work is handled autonomously, empowering teams to focus on innovation, strategic growth and delivering exceptional customer experiences. We believe in a future where technology enables smarter decisions, continuous innovation and seamless collaboration. Through secure, trusted, enterprise-grade solutions, we are committed to helping businesses redefine what's possible and shape the future of work.

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