

# 2021-Ready Customer Journeys: Delivering Excellent Customer Experience with Intelligent Automation



Have you ever wondered how the world's best banks and insurers are building excellent customer journeys?

This IDC Roundtable At a Glance provides a snapshot of the key insights and takeaways from a digital roundtable held on Jan. 27, 2021, with 70 CXOs and leaders of financial services across the Asia/Pacific region. Cohosted by IDC and Red Hat, along with Blue Prism and Intel, the virtual event explored the game-changing role of intelligent automation in 2021 and beyond.

Key highlights:

- 'Getting fit' for the new ways of financial services
- Three in four to deploy intelligent automation at scale
- Three in five find integration with legacy systems their biggest challenge
- Best practices to strive forward into 2021 with intelligence digital workforce at scale

**Download the analyst paper to discover how supporting high-impact business processes deliver greater customer, employee, and business value.**