

## INTELLIGENT PROCESS AUTOMATION –THE NEXT GENERATION TOOL FOR ROBUST DECISION-MAKING

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### ABSTRACT

*Intelligent Process Automation (IPA) or Cognitive Automation is an emerging technology that deals with integrating Artificial Intelligence and related new technologies including Computer Vision, Machine Learning and Robotic Process Automation. IPA enhances the cognitive abilities of software bots by bringing intelligence to them and paves the path for the software robots to mimic the way in which human brain works. In this context a research is undertaken to conduct sentiment analysis using IPA. Analyzing customer's opinion is an important way by which customer value can be created and enhanced. The research shows how a software bot can automatically scrape customer reviews pertaining to an automobile and analyze their sentiments. The analysis conducted by the cognitive bots with respect to automobile sector revealed that most of the positive reviewers are happy about the looks of the automobile, mileage, pickup, comfort and safety of the automobile whereas the negative customer reviews suggested that there is a negative sentiment value towards the engine of the car. The study highlights that a busy manager in the corporate world can engage IPA as an assistant in the place of a human being for conducting sentiment analysis for understanding the perceptions of people. This will be a very cost effective software mechanism for managers to take effective decisions in the shortest possible time and with least costs.*

**KEYWORDS:** *Robotic Process Automation, Intelligent Process Automation, Bot & Artificial Intelligence*

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