

GrowthA^X

Identifying the Real Business Outcomes of Automation

The benefits of a business automation strategy often focus on cost and time savings. While vitally important to any organization, there's far more to this transformational approach. This guide uses real world examples to identify the strategic business outcomes that automation brings to all those using it.

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Wow! You made it past that impressively long ebook title. Now on to the good stuff!





Introduction

As a business leader, navigating the intricacies of modern enterprises is a daunting task. Every process must be streamlined, every risk managed, and every opportunity seized. Amidst the challenges of a dynamic economic environment, the pressure to innovate without compromising on efficiency is ever-present.

The transformative power of automation stands as a beacon of hope. It offers solutions from cost transformation to profitable growth, from ensuring compliance to elevating both customer and employee experiences. As we journey through the tangible outcomes of automation, we'll uncover the strategies that can propel your organization to new heights of performance. Understanding the true impact of automation is pivotal for businesses aiming to thrive in the modern era.

With the myriad of challenges and potential solutions presented, imagine a path that empowers you to achieve all these milestones. What if we told you there's a blueprint to guide you every step of the way?

Organizations that use automation in their business are¹:

- 1.5x more likely to grow revenue by 30% or more
- 2x more likely to uncover new revenue streams
- 3x more likely to see increase customer satisfaction²
- 1.6x more likely to more compliant

1. The economic potential of generative AI: The next productivity frontier, 2023 <https://www.mckinsey.com/>

2. The state of automation in enterprises, 2022 <https://www.deloitte.com/>

How business automation is transforming organizations

Four vital business outcomes of automation

COST TRANSFORMATION	PROFITABLE GROWTH	MANAGED RISK & MAXIMIZED COMPLIANCE	IMPROVE EMPLOYEE & CUSTOMER EXPERIENCE
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Digital transformation has become a central feature of business strategy for almost every organization, large and small. As this shift has taken place, many leaders have turned to various automation solutions, to make digital transformation a reality while also dealing with wider challenges. These include spiraling inflation, a skills gap, Covid-19 after-effects, and supply chain issues linked to geopolitical unrest. Automation seamlessly knits together systems, processes, and people to create truly digital workflows. Without it, digital transformation is often partial, with gaps occurring between tools and tasks, which leads to extra workloads.

But automation isn't just about improving workflows. It has powerful, tangible business outcomes too. For example, GUVI was losing revenues because customer accounts weren't reinstated on time after receiving payments. Robots now manage this process in real-time, protecting revenue. Overall, this and other automations generated \$2.4 million

For this and many more reasons, automation has become a top priority for business leaders everywhere. When the pandemic hit, it took on reporting duties for nurses so they could be with patients, and it kept the wheels of commerce turning when the world went into lockdown. Often, leaders achieved this with intelligent automation, where AI and other disruptive technologies integrate with software robots.

Today, having learnt from these experiences, organizations are becoming increasingly aware of automation's benefits. They see it as a strategic asset delivering organizational performance rather than a tactical solution. It offers four vital business outcomes: cost transformation, profitable growth, managed risk and maximized compliance, and improved employee and customer experience.

This guide illustrates how organizations across the globe are achieving outcomes like this—and much more. It aims to inspire and ignite a passion for automation. There are so many trail blazers to mention. Now's the time to follow in their path and reap the rewards.

Business outcome 1: cost transformation

Making the most of your precious investments

Growth, value and success come from investment. This is a basic economic fact. Nations and businesses expand and thrive through carefully planned spending in the right places to deliver excellent public services or increase shareholder value.

Achieving this is fraught with danger. Invest in the wrong things and the return can be low or even negative. Worse, aiming to only cut costs can lead to retraction and recession. Businesses are therefore constantly looking to transform their costs into those which offer the greatest value. Put simply, cost transformation means achieving better results, having spent time and money more wisely. This is the biggest business outcome an organization can hope for, because it has such a far-reaching impact.

This begs the question: what does cost transformation look like with automation? The answer lies in comparing two scenarios:

Firstly, without automation (diagram A). Armies of people spend their time and effort on manual tasks, which bring little value to a business. Imagine people sitting at desks all day processing invoices. They receive emails, open attachments, read the documents, copy and paste figures into spreadsheets, move information around, and eventually authorize payments. None of this work creates value. In fact, it's a drain on budgets and is open to error.

The second scenario includes automation (diagram B). Instead of teams undertaking repetitive and dull tasks, all-day, automation can take over. It can check email inboxes, open documents, and use optical character recognition (OCR) to 'read' and extract data through communications mining. It can understand sentiment and route data to the right recipients or file information and ensure payments are made on time—all virtually, while being faster and minimizing errors. Meanwhile, employees are freed to undertake planning and higher value roles

"If you want to drive valuable insights for the business, you need more bandwidth. It's not just [about] adding more people with the same skill set."

JUNAID AHMED
Corporate Vice-President, Applied Materials

The first scenario is a typical, vital, yet very poor way to grow and invest. The second optimizes and improves processes, works 24/7, and allows people to innovate and add value by unleashing their ingenuity. The net cost is likely to be lower in the second case and the ability to derive a return on investment (ROI) will be higher. To put it another way, the cost has been transformed.

There are success stories like these happening everywhere. For example, U.S. manufacturer, Applied Materials, had a challenge in its finance department. The business was growing rapidly, and the finance team needed to keep pace, while offering better analytics to support better decision making—all without hiring new people.

By applying an automation strategy, the company saved 150,000 hours in one year. Junaid Ahmed is Corporate Vice-President at Applied Materials. He says, “In finance, our head count growth is flat. If you want to drive valuable insights for the business, you need more bandwidth. It’s not just [about] adding more people with the same skill set. If we just hired 100 people more, we could not do this.”

As a result, Applied Materials is achieving its key transformation objectives, including reducing transactional accounting and reporting cycles, doubling time available to support decision making, greater efficiency, deeper insights, faster decision making, and improved employee experiences.

Cost transformation without and with automation



Diagram A: without automation



Diagram B: with automation

How automation helps enable cost transformation

Rising to the challenges of uncertain economic times often involves improving top line revenue while transforming an organization's cost base. This can be achieved by reducing effort spent on non-value-added tasks, cutting long processes with bottlenecks, minimizing employee attrition rates, lowering the number of human interventions in manual processes, and decreasing the costs of noncompliance owing to human error.

These steps can greatly improve profitability, and automation is a powerful tool that can help achieve all of them. Introducing automation into the workplace allows businesses to streamline processes and reduce the need for manual interventions. Additionally, automation can help extract and interpret data from structured and unstructured sources, allowing businesses to make more informed decisions, and to drive greater collaboration.

The result is more efficient and agile processes, with higher-value work and a greater focus on customers and business outcomes. Additionally, by improving employee engagement and process efficiency, automation helps organizations invest more in winning new clients and driving innovation. This all leads to profitable revenue growth, even without a significant increase in headcount.



\$21.6 million in
added revenues

Manufacturing
Company

50 years of manual
labour hours saved in 2 yrs



80% Speed
Increase

Telecommunications
Company

96% fewer
errors



GUVI

Case Study: **GUVI Scale Challenge**

In the wake of the 2020 pandemic, GUVI, an emerging edutech firm, capitalized on the opportunity and embarked on a process simplification and automation program. The CEO of GUVI, Arun Prakash, recounts, "Since kicking off, we've introduced automation to six areas of the business—operations, customer experience, finance, product and content curation." By deploying unattended software robots, GUVI automated data extraction and standardization in operations, liberating managers from tedious administrative tasks and allowing them to focus on core responsibilities.

GUVI also revamped their customer experience sector, where agents were once hindered by outdated systems. Banuprakash, a Senior Business Analyst, emphasized how automation made these systems more user-friendly, significantly reducing training time and enabling agents to concentrate more on customers. Importantly, the software robots were used to standardize follow-up information, streamlining communication between customer service and operational teams.

Through automation, GUVI achieved extraordinary results that far exceeded expectations. The company recorded an ROI over 300% above projections, generating £55 million in total. This includes savings of \$4.8 million in employee time, additional revenue of \$22.4 million, a cost reduction of \$17.5 million, and \$10.3 million in capacity creation. More than just the financial benefits, automation also gave back nearly 662,000 hours to employees. This not only improved their efficiency, but also contributed to increased job satisfaction and engagement, reinforcing GUVI's commitment to employee welfare and success.

85

**automated processes implemented
across the business**

\$55

**million in ROI,
over 300% above expectations**

Business outcome 2: profitable growth

Becoming a well-oiled machine

From the outside, successful businesses can appear like well-oiled machines, sucking in revenues and churning out profits effortlessly. But look under the bonnet and there are often sub-optimal processes and unavoidable challenges limiting margins, even in the best run organizations.

For example, many leaders will set strategies to grow in specific markets. Doing so might require investment in product design, manufacturing processes, distribution logistics, and brand promotions. Before long, a new range of roles and teams are formulated to execute these functions. Simultaneously, the administrative side grows, leading to more HR staff, finance specialists, and IT personnel. However, challenges such as high employee attrition in key departments like quality control can dent efforts. The HVAC industry, given its seasonal demands, often faces high turnover rates.

Automation has started revolutionizing this space. For instance, Goodwind, a prominent HVAC manufacturer, has been keen on expanding without compromising profit margins. "Ensuring a technician stays on for an extra month can translate to sizable cost savings. Recruiting and retaining specialists is pricey," notes Clara Jensen, Head of Technician Training at Goodwind. Industry insights hint at a hiring cost ranging from \$11,000 to \$14,000.

Jensen's strategy was to simplify technicians' roles using automation. Previously, certain technicians were responsible for manually entering product testing data. This task involved navigating through a complex system, consuming about five minutes with over 70 clicks. Automation trimmed it down, enhancing efficiency and job satisfaction simultaneously.

"Getting an employee to stay for one extra month can have a huge benefit. The cost of attracting and retaining staff is very high."

CLARA JENSON
Head of Training, GOODWIND

93%

cut the process time

97%

less time writing reports

"We developed an automated system capable of swiftly executing the steps as technicians requested data," Jensen elaborates. "This innovation reduced the process duration to just 20 seconds, allowing technicians to concentrate more on product quality." The end result was a staggering 92% time reduction per data entry, enabling a more value-focused interaction between the technician and the machinery.

For Goodwind, robots aren't there to replace humans but to complement their roles. This complementary relationship becomes crucial for Goodwind to function efficiently and maintain its path to profitable growth. Automation also offers a way to cut down labor costs, allowing existing staff to accomplish more as the enterprise expands. For instance, German automotive manufacturer, Mercedes-Benz, discovered that manual quality inspection consumed vast amounts of their employees' time. By integrating automation, the duration for each inspection plummeted from 165 minutes to just five —a 97% reduction. This transformation has liberated employees, allowing them to channel their energies into more value-added tasks like research and development or customer interactions.

"The outcomes are evident," states Friedrich Müller, Production Efficiency & Innovation Director at Mercedes-Benz Germany. "Automation has seamlessly woven into our daily operations. Numerous team members have expressed their appreciation for the brilliance of infusing software automation into our production line."

How automation helps accelerate profitable growth

Automation is a powerful tool that can help businesses accelerate profitable growth. By introducing automation into the workplace, organizations can improve customer engagement, increase productive innovation, and launch new services and products quickly. Using AI technologies to manage supply and demand, companies can also improve pricing and competitiveness

The result is higher margin growth and expanding revenue streams thanks to a renewed focus on customer acquisition, retention and growth.

Business outcome 3: managed risk and maximized compliance

Watertight processes that protect a business

"The burden of regulation across the globe keeps growing. Every sector must deal with it—at every level. For example, the General Data Protection Regulation (GDPR) affects all businesses in the EU, from the smallest of independents to the largest of corporates.

Meanwhile, highly regulated sectors such as financial services must deal with a complex web of issues, from anti-money laundering and fraud protection to spotting the proceeds of environmental crime and following government sanctions, such as those aimed at Russia.

Furthermore, organizations must illustrate an absence of rule-breaking, which is a high bar. Recent political climate changes have resulted in sanction lists being updated daily, with international and local regulations seeing constant evolution. This turbulence, coupled with new technologies such as instant payments, creates real operational challenges throughout businesses. Spotting and stopping fraud is increasingly problematic, and following new regulations is difficult unless processes and systems can be rapidly and accordingly transformed.on line."

As a result, the projected total cost of financial crime compliance across financial institutions worldwide in 2022 was \$274.1 billion alone, up from \$213.9 billion in 2020. Much of this will come from the need to employ large teams of people to gather data, manage processes and provide evidence. Add in other compliance costs and the impact is colossal. Often, the only way to keep on top of this colossal challenge is through automation. Federal Bank, a leading Indian private sector bank, faced a new regulatory requirement related to managing and merging unique customer identification codes (UCIC) to identify customers.

"Growthax implementation helped us get it done in 50% of the time it originally took. We were able to get this important project done in six months."

SHALINI WARRIER
Chief Operating Officer, Federal Bank

50%

less time to complete new regulatory requirement

>65%

time savings for data reconciliation

Doing so manually would have been extremely time-consuming—and a deadline was approaching. “Early projections showed that this project was going to be so large that it could require as many as ten employees, and up to a year to complete,” says Raheema Majeed, Assistant Vice President and first automation champion at Federal Bank.

“GrowthAX implementation helped us get it done in 50% of the time it originally took. We were able to get this important project done in six months,” added Shalini Warrier, Chief Operating Officer at Federal Bank.

Meanwhile, the Indian network of hospitals, Max Healthcare, faced challenges in processing large volumes of patient transactions while guaranteeing the accuracy and security of documents. This is a huge challenge considering it has 14 hospitals with 29 specialties and over 2,300 leading doctors. It adopted automation to streamline high-volume processes like claims processing, data entry, and reconciliation for government healthcare schemes.

“We were doing lots of activities manually,” recalls Yogesh Gupta, Sr. VP Finance & Accounting at Max Healthcare. “Therefore, accuracy and frequency were a challenge; people were not able to complete activities on time.” The organization began using automation and there was no looking back after that.

The impact has been a 65%-75% time saving when dealing with two major projects: Data Reconciliation for Central Government Health Scheme (CGHS) and Data Reconciliation for Ex-Servicemen Contributory Health Scheme (ECHS). This was a huge undertaking across 29 hospitals.

Business outcome 4: improved customer experience and increased employee engagement

Putting people first

Technological innovations, from the earliest tools to cutting-edge AI, are crafted to serve human aspirations. The primary objective of automation is to uplift human experiences. By moving away from monotonous tasks, employees can embrace more meaningful roles and delve into further training. Ajay Sharma of Cleartrip succinctly puts it, "We have a wealth of talent in the company and the automation is allowing us to bring this out and leverage it." There's little doubt that Ajay's thoughts are echoed by almost every worker the world over. No one wants to spend a large proportion of their life doing dull, menial tasks that bring about very little job satisfaction. For example, there are many instances of highly qualified financial services professionals working in shared services centers as little more than data entry clerks.

For customers, automation can be transformative. Employees, with more available time, can foster deeper customer relationships. They can better identify needs and proactively meet them, armed with easily accessible data. An automated system can promptly process inquiries, drawing from various databases, assigning a representative, and ensuring timely replies. This not only enhances customer satisfaction but ensures businesses never miss potential leads.

Take the UK's Department for Education (DfE) for instance. Their automation robot "Arnold" processes 60,000 monthly emails, directing them to appropriate teams in minutes instead of days. Sophie Stewart of DfE emphasizes its significance, noting that these emails could hold vital data about child welfare. Such swift responses don't just improve service but can be life-altering.

"We have a wealth of talent in the company and the automation is allowing us to bring this out and leverage it."

AJAY SHARMA
VP of Engineering , CLEARTRIP

How automation helps improve employee and customer experience

Businesses face numerous challenges regarding delivering a positive experience for their customers and employees. Restrictive processes and systems can hinder self-service, resulting in slow resolution times and low satisfaction levels. Additionally, multiple systems that don't communicate with one another can make it difficult for customers and employees to have positive interactions. High levels of employee burnout and frustration from mundane and repetitive tasks can lead to a loss of time, motivation and productivity—ultimately increasing employee churn.

Automation can play a crucial role in addressing these challenges. By streamlining systems and processes, organizations can enhance the overall customer and employee experience. Furthermore, involving employees in the automation plan can increase engagement and motivation while also shortening training cycles and improving time to value. The business impact of automation in improving employee and customer experience is significant.

Moreover, businesses that use automation to improve employee experience can attract and retain the best talent, becoming an employer of choice, while customer satisfaction can be increased through improved interaction, support and service, driving loyalty and revenue growth. Overall, automation can drive efficiency, reduce costs, and improve customer and employee satisfaction, leading to greater success in today's competitive business landscape.



GUVI

100% accuracy in
customer content



50% shorter turnaround
time for tickets

**KARBON Corporate
Card Program**

7X customer onboarding
for faster discount card
approval process

**MAX
HEALTHCARE**

>65% processing data
across 29 branches

Achieving business outcomes to drive organizational performance

Automation is changing the world. It's proven itself again and again as one of the most revolutionary technologies regarding the way organizations operate. Increasingly, leaders are noticing it as a strategic asset, not just a smart way to optimize specific processes.

As the case studies have shown, it can enable higher revenues and profitable growth. Happier customers and employees. A permanently transformed cost structure. The ability to, at long last, use digital technologies to their fullest potential. And far greater efficiency, speed, and responsiveness.

In an ever-evolving world where automation is pivotal to success, it's not just about recognizing its potential but harnessing it effectively. Here is where GrowthAX steps in. As a frontrunner in automation solutions, GrowthAX offers unmatched expertise in streamlining your business operations. With tailored solutions ranging from marketing, sales to operations workflow automation, data dashboards, and more, we bridge the gap between your existing processes and the future of seamless integration.

Our Chief Automation Officer on Demand is poised to transform your business tools into a synchronized system, where every component, from websites to CRMs, ERPs plays its part like a musician in a symphony.

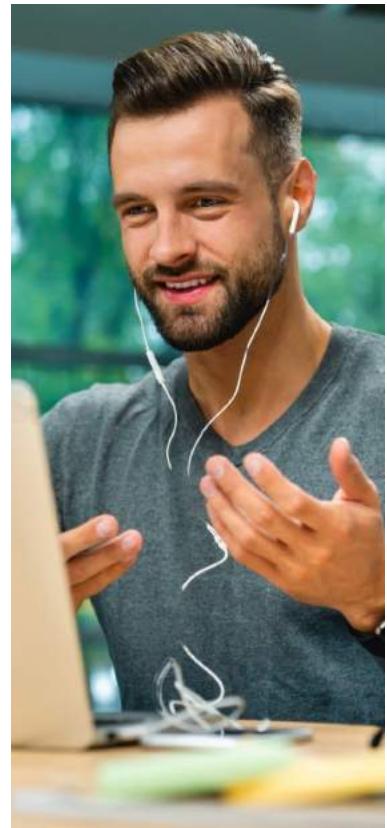
Next Steps

We hope we've inspired you with these stories. Whether they're from huge household names or organizations you've just learnt about, one thing binds them together: they're realizing true business outcomes that really matter. Now it's your turn, because it's not a matter of if, but when.

When the time comes, we're here to help.

[Get in touch →](#)

Your Own Chief Automation Officer On-Demand



EXPERTISE IN MULTIPLE INDUSTRIES

DEPARTMENT AGNOSTIC

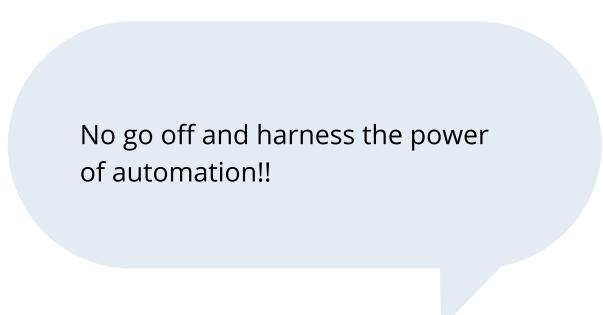
HIGH IMPACT

FRACTIONAL COST OF FULL TIME

WORKFLOW OPTIMISATION

DEPLOYMENT STRATEGY

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of automation!!

