***https://www.myasbn.com/small-business/marketing/8-reasons-automate-business/***

All over the world, organizations have realized the value of automation. This refers to a strategy that allows computers and machines to do tasks to streamline workflow. Some reasons Dhaka WASA Should Automate Business Process:

1. Reduce Costs

To reduce labor cost, DWASA should turn to automation. Since machines and computers can do complex tasks quickly, DWASA can skip hiring additional staff for simple needs.

### 2. Save Time

Time equals money. This is why all companies should treat time like gold. Sometimes staff spends countless hours doing simple tasks. This not only decreases their morale, but it also makes them feel overworked. Having a machine perform tasks for employees will allow them to spend their time doing more important jobs.

### 3. Better Customer Service

In today’s digital age, customers do not tolerate bad customer service. Revenue will start to slip if customers cannot reach service providers easily. To achive this, DWASA can turn to automated e-mail services, message chat-bots . This will allow to look after customers effectively without lifting a finger.

### 4. Enhanced Workflow

By automating business processes, DWASA can execute operational activities efficiently. Since machines will take care of monotonous tasks, your employees can focus on main business processes and ways to generate more revenue. Connecting all automated processes will also shorten workflow by eliminating unnecessary steps. By realigning tasks, you can optimize the flow of your production, service, and flow of information.

### 5. Satisfied Employees

Nobody likes to do repetitive tasks all through their career. Having an automated workflow will liberate staff from doing so. In turn, it would make them happier and more satisfied since the machine will be doing all the boring tasks. If employees are happy, they will become more productive.

### 6. Situational Awareness

Automating business process will enable DWASA to access information in just one click. It will also be easier for you to track and monitor processes. If everything is connected, you can access relevant information immediately.

### 7. Better Quality

Customers expect you to deliver consistent quality products and customer service. Automating your business will ensure that every action is the same. This would result in reliable and high-quality products.

Automation also promotes consistency. This way, all customers will experience the same level of service from your company. With no increase in production cost and time, you can focus more on improving products or services.

### 8. Improved Insight

Integrating analytics is one of the most effective strategies to get to know your customers. Knowing more about your customers’ behavior will allow you to identify which campaigns yield the best results. Through this, you will know what your customers like and dislike. Data analytics also promotes better decision making.

### 9. Embrace New Technology

Many people are hesitant about integrating new technology into public sector. However, making way for a work culture that welcomes technological change will be better for public service in the long run. The world is constantly changing, if we do not keep up, our public utilities will suffer.

10. Reduce System-loss and Unethical Practices