# How are businesses using Integrated Intelligent Automation to stay ahead of the competition?

A Deloitte survey titled “Automation with intelligence” found that the Automation technologies market is experiencing a growth of 20% every year. It also mentions that this industry is poised to touch [$5 billion](https://www2.deloitte.com/content/dam/Deloitte/tw/Documents/strategy/tw-Automation-with-intelligence.pdf) in another four years.

## What does intelligent automation offer to businesses?

The goal of business enterprises is to enhance the efficiency of their operations. Intelligent automation eliminates repetitive tasks, process and human errors as well as lowers cost, therefore allowing a business to operate like a smooth well-oiled machine.

Leveraging intelligent automation also helps business scale exponentially at a quick pace.

## Using Integrated Intelligent Automation to stay ahead of the curve

1. **Productivity enhancing tools**

Operational efficiency can take a hit when the workforce is involved in repetitive tasks. Intelligent automation can take the load off employees by enabling them to dedicate their time for more cerebral tasks. Automation software tools can significantly lower the percentage of errors that result from repetition. They enhance operations by processing information quicker and accurately, which reduces employee workload.

1. **Automated marketing tools**

The secret to marketing a product or service successfully hinges on knowing two things – when and where the product/service needs to be pushed. There are several marketing tools to avail of, email marketing, social media ads and instant messaging applications are a few of the common ones. However, selecting the right one could be tricky.

Intelligent automation can analyze large volumes of data and point you towards the best marketing tool for your segment. It can analyze the industry and the product and ensure that you pick the right tool.

A perfect example of this Artificial Intelligence (AI) deciding what content to push on websites. The AI decides this by analyzing the digital footprint of the users.

1. **Boosting ROI**

Intelligent automation can boost ROI by analyzing your company and highlighting the weak segments. It can determine the gap between present capabilities and what is required. Usually, the old processes are modified to accommodate AI in order to increase productivity and ROI.

# The next step

Business efficiency increases as an organization moves ahead in its automation journey. Advances in the intelligent automation domain will draw more companies as everyone will want to take advantage to boost sales, streamline operations and expand.