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TOP ELEMENTS OF AN
INTELLIGENT AUTOMATION STRATEGY

The labor market is tighter than ever. Wages continue to rise. Attrition is inevitable, yet recruitment is often time-consuming. To remain competitive, businesses must find a way to boost productivity, raise performance, and lower operating costs. The answer is automation.

Surveys reveal that 94% of small and medium-sized enterprises (SMEs) are bogged down due to their employees performing repetitive and time-consuming tasks. The implementation of simple automation steps is an effective way to eliminate many of these manual actions. By doing so, businesses can improve the job satisfaction of 90% of knowledge workers and raise productivity for 66% of the workforce. As a result, businesses gain the ability to compete with larger companies on a more even playing field. *But what does it take to introduce a higher level of automation to the workplace? Here are the key building blocks of a robust automation strategy:*

1. Identify Goals and Objectives

It is all too easy to get caught up in the buzz around automation. But there are so many areas that can be streamlined and improved that each business must set their own goals and objectives clearly. By doing so, the business gives focus and direction to automation initiatives and can set overall priorities with accuracy.

2. Identify Business Deficiencies

Goals and objectives highlight where you are heading. But just as important is knowing where you are currently and then isolating any major deficiencies that are eating into profitability and productivity and draining competitive advantage. Where is the business losing out to more nimble competitors? What causes delays, customer dissatisfaction, and lowers revenue? Spot where the business isn't performing well and align those findings to goals and objectives to determine the areas that are most in need of automation.

3. Outline an Automation Roadmap

Once you know the current state of business workflows, the overall level of efficiency, and where you want to go, the next step is a clearly defined navigational map that sets a course toward automation success. Caution: Don't tackle the worst areas first – those that are likely to take the longest time and money and involve the most disruption to the norm. A better approach is to begin with low-hanging fruit such as:

- If revenue is a challenge, basic automation of sales processes can bring rapid results.
- If staff time is absorbed in fielding customer calls, orders, and concerns, adding chatbots and automated call systems can free up resources.

If aging, inefficient, or siloed IT systems make digital transformation impossible, any roadmap must include a cloud strategy to modernize IT and integrate systems to facilitate long-term automation of IT processes and organizational workflows.

CIOs, therefore, should focus their efforts on automating those processes that are the most time consuming, costly, and prone to human error – and that are essential to organization success such as customer service/ experience, sales, and security.

4. Measure for Success

Plans are vital. But to succeed, their progress must be monitored. That means measuring results via key performance indicators (KPIs). KPIs make it far easier to identify areas of improvement and streamline reporting on the overall return on investment (ROI) from automation initiatives. They provide management with the visibility they need via analytics and dashboards that guide automation strategy to a successful conclusion. KPIs also open the door to continuous improvement and continuous development.
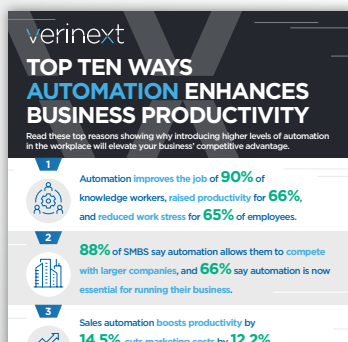
5. Invest Wisely

Progress requires investment. IT modernization and automation projects require financial outlay. Management must be willing to budget for the establishment of an IT infrastructure that can support automation and enable the organization to flourish in an increasingly competitive marketplace. They must take care to select the right technology that will allow for speedy deployment and support ongoing expansion efforts.

KNOWLEDGE IS POWER

Automation is regarded as a threat in some quarters. Yes, it will eliminate low-level tasks that are manual and repetitive. But who wants to access hundreds of customer addresses from one system and type them into another. The elimination of such drudgery is one of the reasons why most people view automation as a way to free up knowledge workers to harness their talents to the full. That can only be attained by establishing the business on a solid IT foundation that can bring together existing information silos into one integrated whole. By doing so, the organization empowers knowledge workers with information at their fingertips they can leverage to better serve customers, boost sales, and enhance efficiency.

Before embarking on your automation journey, a good place to start is a conversation with a trusted partner that has helped hundreds of similar businesses. Intelligent automation is at the core of everything we do at Verinext. Our automation readiness assessment can help you to:

✅ **Identify goals and objectives**

✅ **Identify any business deficiencies.**

✅ **Establish the right automation roadmap.**

✅ **Choose the best KPIs to monitor progress.**

✅ **Establish or refine governance polices.**

✅ **Select the right technology foundation on which to establish a fully automated enterprise.**

**TOP TEN WAYS
AUTOMATION ENHANCES
BUSINESS PRODUCTIVITY**

Read these top reasons showing why introducing higher levels of automation in the workplace will elevate your business' competitive advantage.

1 Automation improves the job of **90%** of knowledge workers, raised productivity for **66%**, and reduced work stress for **65%** of employees.

2 **88%** of SMBS say automation allows them to compete with larger companies, and **66%** say automation is now essential for running their business.

3 Sales automation boosts productivity by **14.5%**, cuts marketing costs by **12.2%**.

Contact Verinext today to receive your automation readiness assessment.

Top Ten Ways Automation Enhances Business Productivity

Read the top reasons automation builds a business' competitive advantage.

READ NOW

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