



How Business Automation Can Raise Your Productivity And Profitability

According to a Deloitte report published in May 2019, organisations that employ [business automation solutions](#) are 20% more productive and 8-15% more profitable than their peers who do not automate.

Let us begin by answering two questions. Business Process Automation (BPA) is a term that refers to the automation of business processes. How can it help my one-of-a-kind firm become more productive and profitable?

Business Process Automation

Every organisation has its own set of procedures that regulate how things are done. Many of these activities are repetitive and monotonous, and it is these that BPA technology seeks to automate. As a result, staff can now focus on more productive duties, and human errors are reduced. Suddenly, you can accomplish a lot more with your current talent pool. Your productivity will increase as a result of automation.

As your company grows and you spread automation adoption across many business activities such as sales, [marketing](#), and customer care, you will need to hire fewer people to keep up with the expansion. As a result, your growth comes at a lesser cost, and automation increases your profitability.

Automation for Sales

Automate your sales operations, from [lead generation](#) through lead prioritisation, using our powerful AI-based technology. Renesent's sales automation enables your existing sales staff to create more leads while increasing their on-call time, resulting in more prospects being converted into paying clients.

Our artificial intelligence-powered solutions turn your large data into sales leads and possibilities. We make it possible for you to examine your data and create actionable

marketing plans. The automation of your sales function frees up your sales force to spend as much time as possible contacting leads and converting them to clients.

Automation for Customer Support and Ticketing

Client service is the lifeblood of any business since it is the link that ties the customer to the firm. It is critical to establish an effective and proactive support system to manage client inquiries, concerns, and request changes. We have an angry consumer because of a single human error.

It makes commercial sense to automate this process by assigning it to a specialist 24x7 team that prioritises and allocates each customer request using a sophisticated ticketing mechanism. Customers who are pleased with a product or service are more likely to return.

Automation for Reputation Management

Over 85% of buyers read internet reviews before making a purchase choice, and firms with four stars or above enjoy 30-40% higher sales than their competitors with lower ratings.

Renesent has helped over 5,000 businesses streamline their review administration. Achieving and maintaining a 4-star plus rating necessitates the constant eradication of bad reviews and the inclusion of good evaluations. Renesent's specialised and powerful technology detects unfavourable reviews that violate FTC requirements, and our 24x7 support team works with the review site to have these reviews removed. At Renesent, review management is a continual process, not a one-time transaction.

Automation for Social Media

Managing a company's social media presence might feel like a hamster wheel at times; you put in a lot of effort for little to no return. Automating your social media presence can increase your visibility and profile, as well as provide you with appropriate contacts and prospects.

Renesent has several teams dedicated to handling social media for our clients. We assist your brand in connecting with the appropriate audience and initiating genuine conversations in order to convert them into leads and expand your visibility. You can view activity across all social media networks using our single dashboard.