

# UNDERSTANDING AUTOMATION'S ROLE

in Modern Business

## What is automation?

How do our customers use it to drive a competitive advantage?



# What is Automation?

Contrary to popular belief, automation is not just about robotics. Its common usage now is in simplifying manual and repetitive tasks through software. It is actively used in business processes like generating leads, engaging potential and existing customers through email, and generating reports using business-related data.





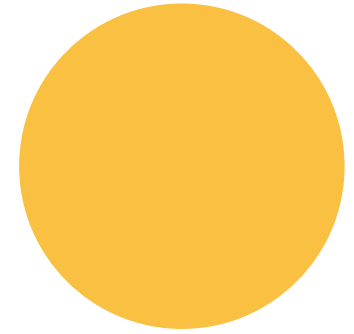
## Where is Automation Usually Used?

In the Middle East in 2020, automation is used in the following applications:

- Lead Generation and Customer Retention - **31.80%**
- Customer Support and Contact Centre - **22.80%**
- Customer Management - **20.95%**
- Marketing and Sales Tasks - **15.18%**
- Others (Social Media Management, Customer Management Analytics, etc.) - **9.27%**



# What are the Benefits of Automation?



## Lowers Operating Costs

Automation lets the software perform manual, repetitive tasks for you, reducing the need to hire more and lowering operational costs

## Higher Sales Output

When employees' well-being is taken care of and when customers love your service, the chances for more sales conversions increase

## Improves Worker Well-Being

Employees can concentrate on more important tasks and let the software accomplish the boring, mechanical tasks

## Better Customer Experience

Automation can let the software engage your leads right away, so the customers will no longer have to wait around for your sales team's actions

## More Workforce Productivity

With automation, your workforce can speed things up, achieving goals faster than before





## Common Tasks that Need to be Automated

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### ● Lead Generation:

Say goodbye to inefficient and costly ways of getting leads. With the help of automation, you can now include a form on your website for your visitors to fill out and migrate their data to your CRM database right away. The system then automatically categorises these visitors as leads, so you can start your drip marketing campaign right away.

### ● Lead and Customer Engagement:

Thanks to automation, your sales teams will no longer have to draft an email to welcome each lead or customer every time they enter your sales funnel. Your software can do that for you.

### ● Marketing Promotion:

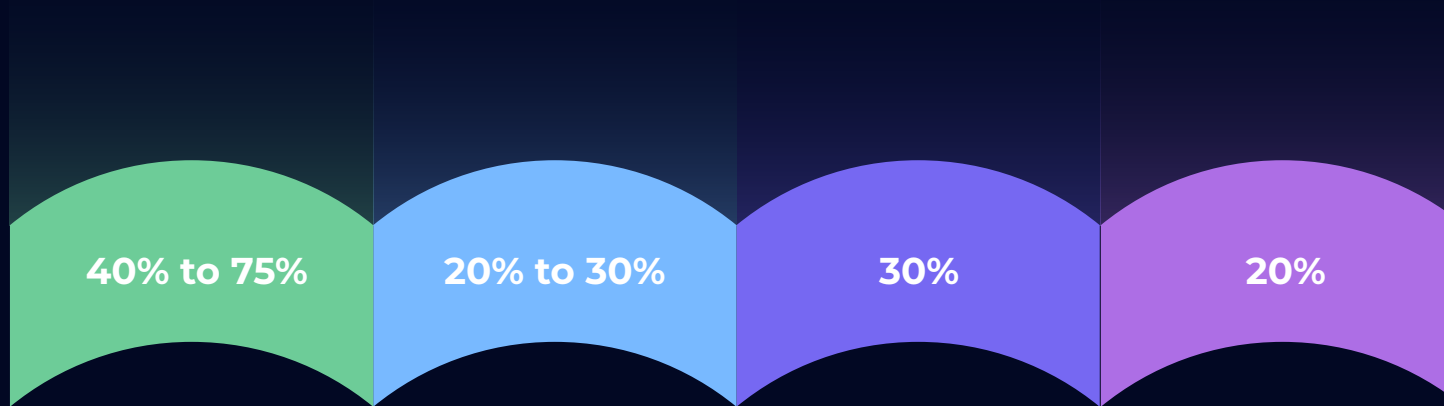
Automation can also let you relax while your software sends email blasts containing promotional materials to potential and existing customers, so you can get sales conversions and repeat purchases to help boost your sales volume.

### ● Stats and Analytics:

In need of data to make strategic decisions? With automation, the software can automatically pull your business data and make analytics from them, so you will no longer have to make those boring and tiring calculations all-day.



# How Much Can You Save When You Automate Tasks?



All in all, intelligent automation typically results in cost savings of 40% to 75%.

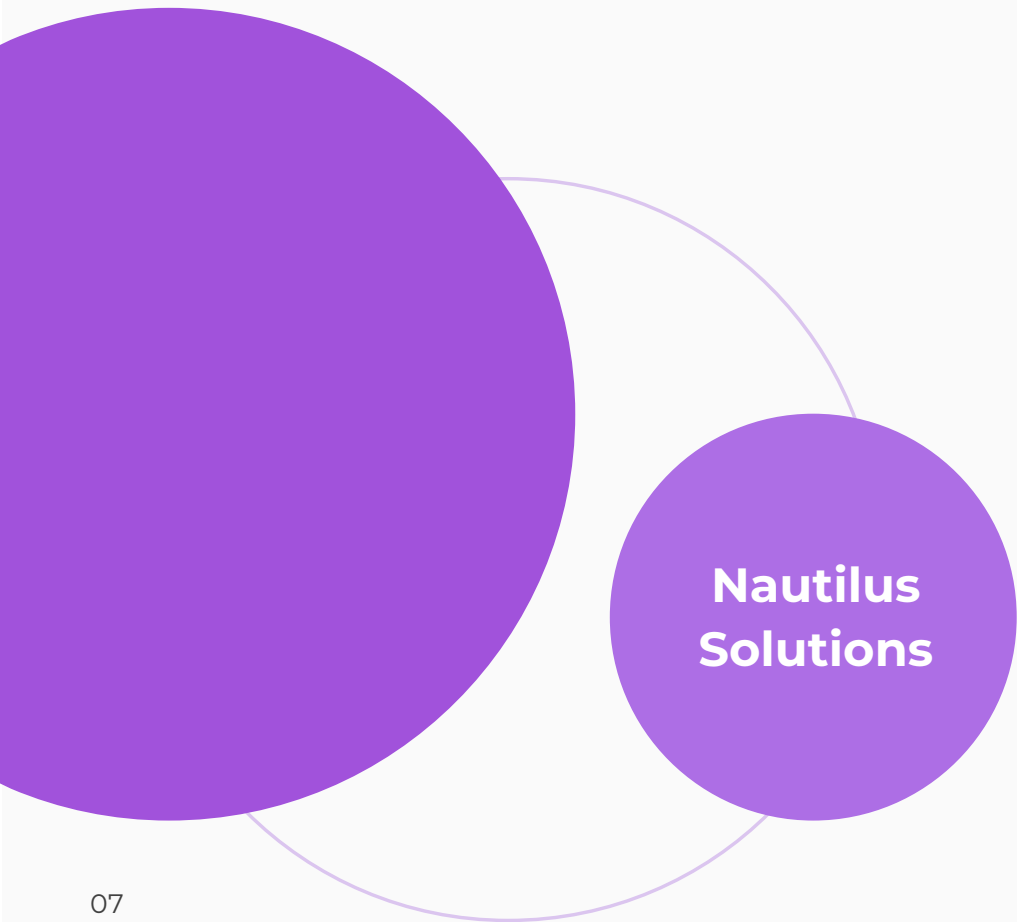
Prevent yourself from losing around 20% to 30% of your revenue when you automate your tasks.

Automation can save you up to 30% of your time, removing a large portion of your employees' workloads

Decision makers can also save around 20% of their work time with automation. This is achieved when software performs the analysis of operational data and reviews the status reports for them.

# Automation Using Saphyte





**Nautilus  
Solutions**



## **How Our Customers Drive Competitive Advantage Using Automation**

### **Data Categorization**

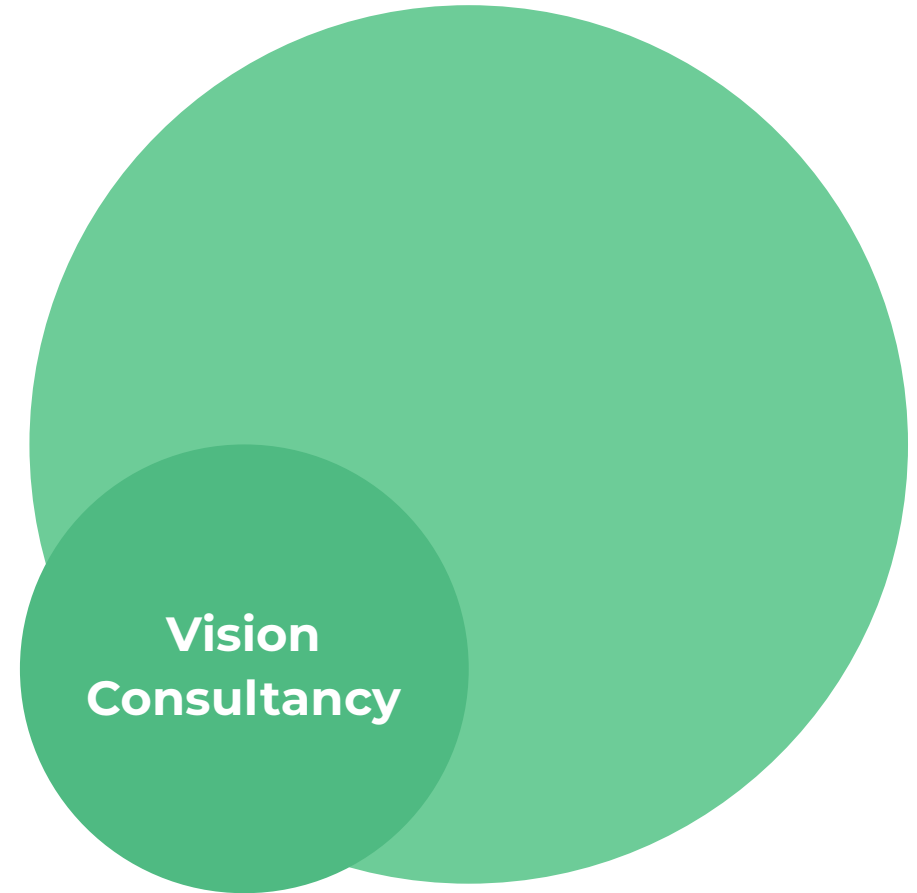
With Saphyte, our client Nautilus Solutions was able to categorize leads, prospects, and customers easily in just a few clicks. The software lets them keep track of their leads' movement in their sales pipeline all in one place, while automating the stats and analytics related to their sales performance — allowing them to make better strategic decisions at the end of the day.





### Lead Generation

Saphyte lets our client Vision Consultancy automate their lead generation activities. They enjoy the software's improved data capturing and data security features and lead management features, allowing them to experience a "massive change for the better."





# Panoptic. media

## Drip Email Marketing

With Saphyte, it's easier now for our client Panoptic Media to engage prospects and customers right away without having to manually draft an email for every client. What's even better is that even with automation, the emails can still look and sound personalized as if they're made for each and every lead or customer.



Panoptic  
Media



**Go Automate  
Your Business Now  
with Saphyte.**

**Need some help in  
navigating Saphyte's  
Ecosystem?**

**Give us a chat or call**

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