

A person's hands are shown typing on a laptop keyboard. The laptop screen displays an email inbox with various messages. The background is a blurred office desk with a white coffee cup and a keyboard. A blue decorative shape is in the top right corner.

Achieving digital agility in operations



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Achieving operational efficiency with automation

Your operations team is ground zero for maintaining your company's efficiency and effectiveness. A streamlined internal infrastructure is key to delivering customer satisfaction, employee engagement, competitive edge, and revenue growth.

As your company grows in headcount, number of customers, and geographical footprint, however, many operations teams are challenged with taking initial efficiencies and scaling them to match the growth of the business.

Operations impact teams company-wide, like:

- Quality assurance
- Customer outreach
- Supply chain management
- Compliance
- HR

And as more tasks and processes become a part of day-to-day workflows, the initial approach to operations may no longer be effective as your business grows.

More and more companies are looking to automation as a way to create the necessary flexibility to keep operations nimble, enabling the business to respond to any factor as it scales, while responding to the thousands of employee and customer needs efficiently.

McKinsey finds that more than 57% of companies have begun piloting automation processes, but only 9% have been successful in scaling them company-wide, creating true digital agility within their operations.



The need for change in operations

Where it begins

A company's operations contain hundreds, if not thousands, of tasks and processes across the enterprise. They rely heavily on data management, and recurring and repetitive actions which can cause mistakes, missed hand-offs, and outdated information.

Time spent on manual work using legacy technologies is inefficient, costly, and becomes a drain on your employees, hurting productivity and customer satisfaction.

How automation can help

From the manufacturing of your product or development of your service, through the sales cycle and supply chain, to delivering it to the customer, operations has to generate and manage oceans of data, documents, and reports. By automating these key processes, your operations team can ensure they're completed accurately and timely.

And as the company grows—as well as the volume of processes—these same automations can be applied elsewhere, keeping operational costs low and preventing the workload from becoming overwhelming for the team.

With automation:

- Review quality of data
- Identify gaps, omissions, and duplicates
- Trigger a process to fix the issue

Another common and ongoing process is collecting, analyzing, and reporting on feedback from employees, customers, and vendors. Doing this manually can become unwieldy and prevent your team from gaining true, actionable insight to implement into your operations.

With automation:

- Send smart webforms to recipients
- Store responses in a database
- Organize data to make a case for improvement

Automation can be applied to these tasks and others to keep costs low while growing the business, improving productivity, and increasing revenue.

The time spent on this manual work using legacy technologies is inefficient, costly, and becomes a drain on your employees, hurting productivity and customer satisfaction.

The need for digital agility

Where it begins

The pace of business has driven unprecedented competition and customer demand, while economic fluctuations and unforeseen events can cause struggles that companies can't afford.

Businesses need to operate at maximum efficiency while becoming leaner and completely digitized, empowering them to respond successfully to any internal and external factor that comes their way.

How automation can help

Implementing automation into processes can save time and reduce error, and the money saved can then be invested into additional initiatives for exponential gains.

But more importantly, the right automation platform can also completely revolutionize the business—which is table stakes in today's market.

Companies that continue to rely on dated, disconnected point solutions will experience almost no agility as they grow. And those that deploy other tools like Robotic Process Automation (RPA) may experience some one-off benefits at a department level, but will be cemented into those processes as the company continues to grow, which can cost dearly in the long-term.

Implementing a user-friendly, cloud-based automation tool, companies can apply near endless flexibility to their operations at a process level, department level, and ultimately company-wide.

Avoid the cost of legacy technology, point solutions and RPA
Scale automations enterprise-wide
Attain true digital agility for maximum benefit



Building a foundation of digital agility

Members of the operations team may have varying degrees of tech-savviness, but have immense insight into business processes: what's working and what needs to be improved.

With a user-friendly platform, all members of the team can be quickly trained and begin implementing automations across departments. And driven by a deep understanding of company-wide operations, they can ensure these processes are complementing each other for maximum benefit.

Businesses whose operations are completely agile can become more responsive to employee and customer needs, respond to competitive pressures, go to market faster with new products, and better manage QA.



What our customers have to say

“ We see Catalytic as a tool that not only allows us to automate, but also create documentation around workflow and then allow us to tie in new steps and processes within that workflow.

- Spikeball

“ The team at Catalytic is unbelievable. We're in constant communication making sure that things are getting pushed through. Just that dedication I think is a super unique asset that we can't get anywhere else.

- Grant Thornton

Example of how operations teams become more efficient with Catalytic

If a carrier in the supply chain knows they will be late with a delivery, they fill out a short webform. Then Catalytic triggers a workflow to get more details on the shipment, and eventually emails the customer to tell them that the carrier is delayed.



This level of automated communication keeps the supply chain running smoothly, without the hassle of back-and-forth communication that slows down the process, causing further delays and customer dissatisfaction.



About Catalytic

Catalytic's next-generation Digital Process Automation platform connects systems, data and people, creating a faster, leaner and fully digitized business that can execute higher volumes of work with less time, cost and risk—all while allowing employees to focus on more meaningful work.

Catalytic knows your organization is unique, and so are the systems and processes that compromise your operations. With our flexible, user-friendly automation technology, we partner with your organization to understand its specific needs. We'll help plan, implement, and scale your automations for true digital agility, regardless of size, industry, or corporate goals.

Get incredible results like other Catalytic customers.

[See a demo](#)

Get a free consultation from an automation expert and start building.

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