

Case Study: Data Entry in Marketing Analytics

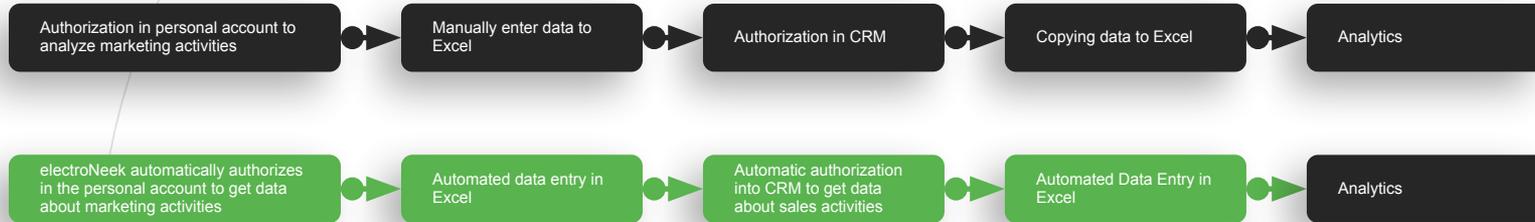


Before RPA

The head of a small family-owned business (12 employees) monitors the results of the marketing and sales activities every day: marketing budgets, lead generation etc. He is an accomplished specialist with >20 years of experience, and he doesn't want to delegate this task to anyone. Usually, he inputs all of the necessary data into an Excel spreadsheet for easier visualization. After all calculations, he makes decisions based on the data and plan the marketing activities for the next week.

Problem

Chief spends a whole weekday, usually Friday, to put all the data into Excel and to do all the calculations they require. That time could be spent on other tasks more fitting of his personal experience and business acumen.



With RPA

After the implementation of RPA, the owner does not have to spend time on the weekly marketing report at all. The robot launches every weekend on schedule, does the job, and sends Excel spreadsheet with all the data to owner's email address. The head of the company now only has to analyze the data every Monday.

The client plans to implement RPA in other routine processes to increase the productivity of the family company.

Impact

Time to implement	Payback time	Further Benefit	Time expenditure decrease	Level of automation
1 week	4 months	\$30,000 in a year	100%	100%

It-software used



Have a question about your own case?
Want to know if RPA would be a good fit?

Contact us at sales@electroneek.com and we'll have a dedicated specialist take a look at your process and get you started!