

Building your narrative

How to effectively articulate the benefit of process automation at your organisation.



Knowledge Management

Efficiency

Visibility

Data

Quality

Scalability

Understand your outcomes

What are the high-level outcomes you are looking to achieve with process automation?

This should align with key initiatives or themes within the business.

Customer Experience

Productivity

Staff Retention

Analytics

Compliance

Future Proofing

Highlight who will benefit

Is this for staff? Customers? Contractors?

Go deeper. If it's for staff, who exactly will benefit? It may be frontline teams, managers or even the exec.

Be clear and concise. Focus on those who will directly benefit from the project.

Say how they will benefit

Use simple language here. No jargon. No complicated sentences. [The Hemingway Editor](#) is a great, free tool that can help you ensure your messaging won't be lost on anyone.

Use emotive language that resonates with your organisation at all levels.

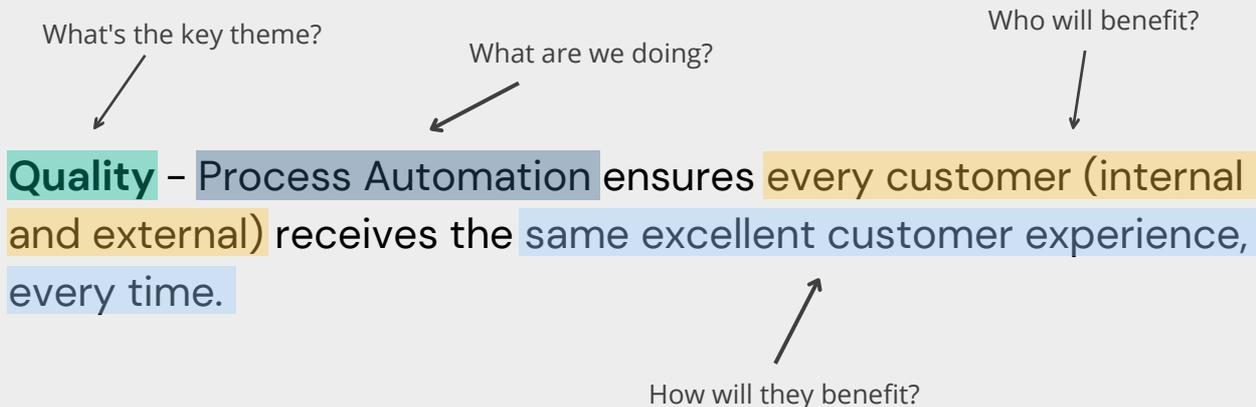
Rather than "task visibility", instead say "can see who tasks are sitting with".

Instead of "focus on value-adding tasks" say "spend as much time as possible adding value directly to our community".

Building your narrative

How to effectively articulate the benefit of process automation at your organisation.

Say it in a sentence...



An Example

Here's how that looks for Glenelg Shire Council

Quality – Process Automation ensures every customer (internal and external) receives the same excellent customer experience, every time.

Analytics – For government, mandated reporting is a key part of what we do. Using a tool such as Flowingly allows us to easily pull reporting directly into Power BI using the API. Reporting automation is a key objective for us over the next few years.

Additionally, Flowingly allows us to see in real time where all our processes are currently sitting, and if any have overdue steps. Real time reporting allows us to meet our time commitments, and provides a valuable tool for managers to be able to work with staff to understand bottlenecks as they happen and deliver training, coaching, or extra resource as required.

Efficiency – By automating many of our customer communications we are relieving admin load across our business. We want our officers to be able to spend as much time as possible adding value directly to our community, fixing our roads, looking after our children etc. We were previously sending out manual emails or calling customers to update them. With automated communications at every relevant step we save time twofold, first by sending out comms and secondly by reducing customer enquiries.

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