Business Process Automation
Automate Manual Processes to Unlock Your Full Potential

SRH Business Resource Marketplace

We bring enterprise-level Business Process Automation to small and medium sized businesses, with no need for internal IT resources. Designed to remove manual processes, saving time, increasing productivity, reducing errors, and enabling growth. Billed on a monthly basis AFTER implementation - a truly risk-free path to enhanced efficiency and scalability!

Explore how our cutting-edge Business Process Automation solutions can streamline your processes, boost productivity, and drive success.

Our team of experts is ready to provide tailored solutions to help achieve your goals!

Contact Information

Automating Billing Processes to Reduce Errors and Save Time for an Advertising Agency

We recently worked with an Advertising Agency specializing in digital advertising. This dynamic agency manages an impressive volume of millions of ad transactions weekly and, until recently, relied on a labor-intensive monthly billing cycle for their clients.

Client Challenges:

The Advertising Agency faced several challenges in their monthly billing process. For instance, their Client Success Managers had to manually retrieve transactions from various sources, including Meta and Google. This manual process not only consumed a considerable amount of time but also led to substantial delays, revenue oversights and inaccurate billing calculations.

Pain Points Addressed:

1. **BILLING CALCULATION ACCURACY:**
Manual transaction downloads from various sources introduced a high potential for errors, resulting in incomplete data retrieval. This led to inaccuracies in client invoices, causing missed revenue opportunities.

2. **SUBSTANTIAL BILLING DELAYS:**
The labor-intensive nature of manual billing processes led to significant delays, consuming up to two weeks per month. These delays had adverse effects on the Advertising Agency's cash flow.

3. **MISSED REVENUE OPPORTUNITIES:**
The manual billing process, owing to its time-consuming nature, was susceptible to numerous errors. As a result, occurrences of billing inaccuracies resulted in missed revenue opportunities, in some instances to the tune $60,000 per client.

Solutions

AUTOMATED DATA EXTRACTION:
Our solution seamlessly pulled and checked ad information from multiple sources, ensuring 100% data extraction without any manual intervention. This eliminated the risk of missing crucial data and saved over 25 hours per month for their Client Success Team.

CONSISTENT AND ACCURATE BILLING CALCULATIONS:
By automating and normalizing billing calculations, our solution eliminated errors and inconsistencies, guaranteeing precise and reliable billing amounts. While building out this automation workflow, we uncovered misbillings to the tune of 5-figures on a monthly basis. By implementing this workflow, we instilled trust that all revenue was being captured accurately.

STREAMLINED INTEGRATION WITH QUICKBOOKS:
Our solution automated the feed of data into QuickBooks, significantly reducing the time and effort required for data upload and improving the accuracy of information being transferred. This streamlined the invoice creation process and ensured seamless integration with their existing accounting system.

Results

The implementation of our automated billing workflow eliminated manual processes, allowing the Client Success Team to concentrate on revenue generation. It also guaranteed complete data capture for accurate billing, resulting in newfound efficiency that positively impacted their cash flow.