



Sullivan Rental Tools Increases Revenue 50% with Digital Workforce and RPA

Company: Sullivan Rental Tools

Industry: Construction Tool Rental

Introduction

Sullivan Rental Tools (SRT) is based in the metro San Antonio, TX area. With decades of experience in the area as a trusted provider of construction tools, SRT was a prime candidate for a digital transformation to improve their overall performance as a business. This case study will report the impact that Diversified Robotic's automation solutions, specifically the digital workforce and RPA, had on their bottom line.

The Story of Sullivan Rental Tools

Like most businesses, Sullivan Rental Tools (SRT) built its reputation on quality service, materials, and consistency. However, their owner recognized that, like most businesses in every industry with several years of experience, SRT was performing well *despite* having inefficient processes that required a great deal of manual work across company departments.

The Challenge Faced by Sullivan Rental Tools

SRT was plagued by systems and processes that relied on human input. Though a small business, nearly 50% of the staff spent their work day doing back-office tasks like processing invoices, accounting, and procurement. The sales process was also inefficient and required a great deal of paperwork for processing making salespeople inefficient despite being skillful at their work. The challenge is that this set of processes was not scalable when being operated in this way. They could not grow sales because more business simply created higher rates of inefficiency.

Why SRT Chose Diversified Robotic

The owner of SRT was referred to Diversified Robotic by a prior satisfied customer in another area. SRT's ownership realized that Diversified Robotic was not a giant international conglomerate and thus could relate to the frustrations of faced by small to medium sized businesses. SRT also felt the consultations prior to discovery showed that Diversified Robotic had noteworthy competence in developing solutions that eased the burden of manual business activities and of business processes in a general sense. SRT later expressed gratitude for the personal touches throughout the process, the patience through discovery, and the education provided along the way.

How Diversified Robotic Took Action

Diversified Robotic began, not with a solution, but with a thorough consultation and discovery process. It was quickly determined that nearly every process being executed by in-house staff could be automated by a program that could intelligently replicate the work of a human. This is called a digital worker or a bot. After gaining a thorough understanding of how business processes related to business activity and how they were interconnected, the development team at Diversified Robotic began crafting a solution. After a two-week trial run, SRT was satisfied with the solutions which included a customer facing point of sale which automatically created invoices, sent instructions to the warehouse, and updated accounting software with the sales and cost data. All accounting, procurement, and other internal record keeping processes were turned over to the digital workforce.

The Results

The increase in human resources made possible by the digital workforce was reallocated to sales and customer service. As a result, in 2018, SRT experienced a YOY increase in revenue of 50% without hiring any additional human staff. SRT also reported a notable reduction in several costs across business segments including those related to internal processes due to a decrease in errors. The new workflows also lead to higher employee retention, which is critical for sales and customer service effectiveness, and lead to a decrease in human resource costs for SRT which are still being experienced 5 years after initial deployment and a change in ownership.

Revolutionize Your Business with Digital Workforce

This is one of dozens of solutions developed by Diversified Robotic over the past 5 years. Diversified Robotic is the trusted provider of digital workforce, RPA, and automated solutions for companies of various sizes. Despite having multi-billion-dollar companies as top clients, Diversified Robotic gives the same quality of service and solutions to every client, regardless of size and reputation. Our goal is to help you be more efficient and effective by leveraging technology to do the repetitive tasks that hinder your talented human resources from the doing the creative and relationship work that only they can do. Please enjoy our 5-day consultation to see how these solutions can revolutionize the way you do business without being intrusive, distracting, or budget disrupting. Contact us through the Microsoft Marketplace with any questions.
