How AutogenAI Helped a Leading Employment Services Company Beat Their Proposal-Winning Target by 241%

Background

> *"How do you compete with an organization that's got three or four times the turnover and three or four times the number of staff responding to and writing proposals? So, looking for any advantage was important."*
>
> –Executive, Leading Employment Services Company.

Our client is an award-winning global provider of training and employability services.

The company's decision to adopt AI software was partly prompted by a trend in the sector: although they had surpassed performance expectations during the pandemic, they noticed a surge in larger organizations competing for the lower-value contracts they typically targeted. As a result, they sought a solution that would allow them to compete head-on with larger competitors.

The Solution

Recognizing AI innovation as a crucial driver for competitive advantage, they made the strategic decision to integrate AutogenAI into their workflow to capitalize on this opportunity.

Their primary objective was to enhance efficiency in their proposal process by leveraging AutogenAI's software to rapidly create well-researched, well-evidenced, high-quality content. By streamlining the more time-consuming, labor-intensive aspects of the proposal process, our client's proposal writing team could then allocate more of their time and expertise to refining and elevating their proposals.

Training and Adoption

AutogenAI integrated seamlessly into our clients proposal writing workflow.

The AutogenAI Training & Adoption team delivered six group sessions for the business development team's proposal-writing staff, followed by a series of one-on-one training sessions for staff, all held over one month. This was then followed up with progression training sessions.

The training ensured seamless and rapid adoption of the tool, enabling the team to start receiving value from it immediately.

The team was able to maximize the tool's full potential to generate high quality proposal responses in record time by incorporating previous proposals, blueprint proposal responses, and other relevant documents into their AutogenAI knowledge library.

> *"This year we've beaten our proposal-winning target by about 241 per cent and a lot of that is down to AutogenAI."*
>
> –CEO, Leading Employment Services Company.
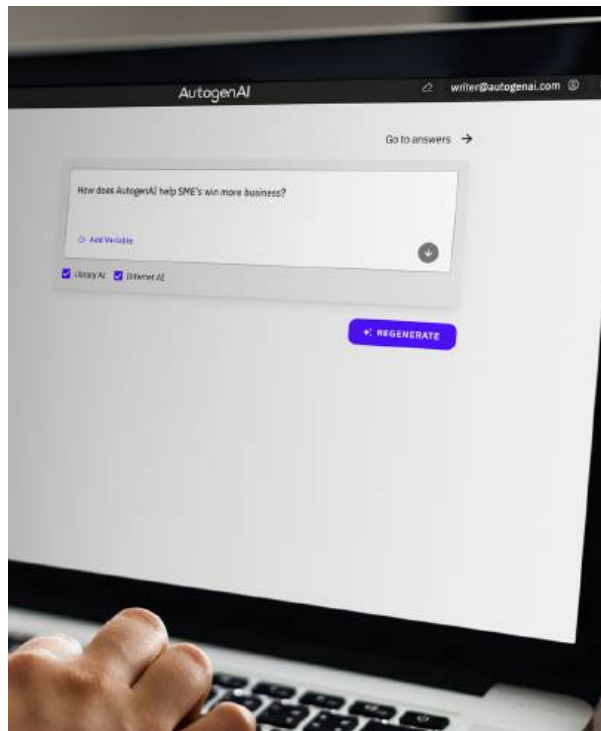
The Results

Exceeding proposal-win targets: AutogenAI turned out to be the competitive advantage the company needed. Following adoption, the proposal writing team has outperformed expectations, beating their proposal-winning target by 241%.

Boosted Search Efficiency: AutogenAI's capacity to perform extensive searches across their entire past proposals database significantly benefitted our client. AutogenAI's smart ability to flag any prior answered queries effectively saved the company from wasting time and resources on repeated responses.

Enhanced Response Quality with Cutting-Edge Editing Tools: Our client also praised AutogenAI's unique 'Word Cut' feature. This tool expertly trims responses to meet the required word limit while keeping the main points intact. By maintaining the essence of the response within the word limit, this feature greatly boosted the company's communication efficiency and effectiveness.