

# Serco Increases Efficiency by 85% and Global Revenue by 5% with AutogenAI

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## Introduction

Serco, a leading British multinational company, offers a diverse range of services in defense, justice & immigration, transport, health, and citizen services. With a workforce of 50,000 employees and global revenues of \$6 billion, Serco faces fierce competition in securing contracts.

Identifying innovation as a key driver for growth, Serco decided to pilot AutogenAI with the aim of enhancing their proposal writing process and knowledge management, resulting in significant improvements and increased efficiency.



## Results

By incorporating AutogenAI into their proposal writing process, Serco achieved an impressive 5% increase in win rates.

Additionally, Serco reported an 85% efficiency gain in its proposal writing and knowledge management processes. This enhanced efficiency through advanced AI capabilities allowed Serco to focus on other critical aspects of its operations, leading to improved overall performance.

*“The first of our ‘Impact Pilots’ has already seen us use its functionality more than 6,000 times, generating significant knowledge content.”*

-Mark Irwin, Group Chief Executive, Serco