

# How AutogenAI Helped One of the UK's Largest Construction Companies Achieve Their Best Financial Year

## Background

Our client is one of the largest construction companies in the UK, with a turnover of over £2 billion and a workforce of more than 3,000 employees. The company's Services division had ambitious growth objectives and aimed to enhance bid submissions and win rates. They sought to leverage AutogenAI to bolster their existing bid writing capabilities.

## The Challenge

The bid process traditionally employed by the Services division was laborious and time-consuming, hindering their potential for hypergrowth. They needed a solution that could streamline and expedite their bid process, enabling them to scale their operations effectively.



## The Solution

The Services division of the organisation made the strategic decision to integrate AutogenAI into their workflow. The primary objectives were to enhance the efficiency of their bid and proposal writing process and increase their revenue through improved win rates.

By leveraging AutogenAI's AI-powered bid writing solution, they aimed to maintain a consistent tone of voice, rapidly generate high-quality bid content, repurpose existing text from their bid library and ultimately, save time.

Armed with the efficiency improvements that AutogenAI offers, the bid team aspired to allocate more of their time and expertise to refining and elevating their bids.

## Onboarding and Implementation

AutogenAI integrated quickly and seamlessly into the Services division's bid writing workflow. AutogenAI's training sessions were designed to equip the team with the necessary skills to use the tool's capabilities effectively and quickly maximise the tool's potential. The swift and straightforward onboarding enabled the bid writing team to start reaping the benefits of their AutogenAI Language Engine immediately. The Services division also uploaded three years' worth of past bids into their AutogenAI Language Engine during implementation, further enhancing their bid writing team's ability to rapidly generate relevant, competitive content and repurpose existing text.

## The Results



### Achieved a 96% Increase in Bid Submissions Within Nine Months

Within nine months of implementing AutogenAI, the Services team managed to nearly double their bid submissions - from 75 bids a year to a record 147 bids between March and December 2023. More so, they sustained a win rate of 1 in 2 for the first half of the year. They attribute this success to AutogenAI, stating it would not have been possible without us.



### Record-Breaking Financial Year Attributed to AutogenAI

The company recorded its best financial year, with the Services division estimating that AutogenAI contributed a minimum of £20,000,000 to their revenue in 2023.



### Seamless Integration of AutogenAI into Daily Workflow

AutogenAI is now an integral part of the Service bid writing team's workflow, used daily for a variety of tasks including storyboarding, mind mapping, researching, and content writing. The team members have become proficient in AI through training and are among the most expert users of AutogenAI's platform.



### Expansion of AutogenAI Across Additional Business Divisions

In their words, "We've taken a big step in our business. To not have AutogenAI anymore would be a backward step." Encouraged by this success, the Construction and Residential divisions of the company began using AutogenAI in March 2024.