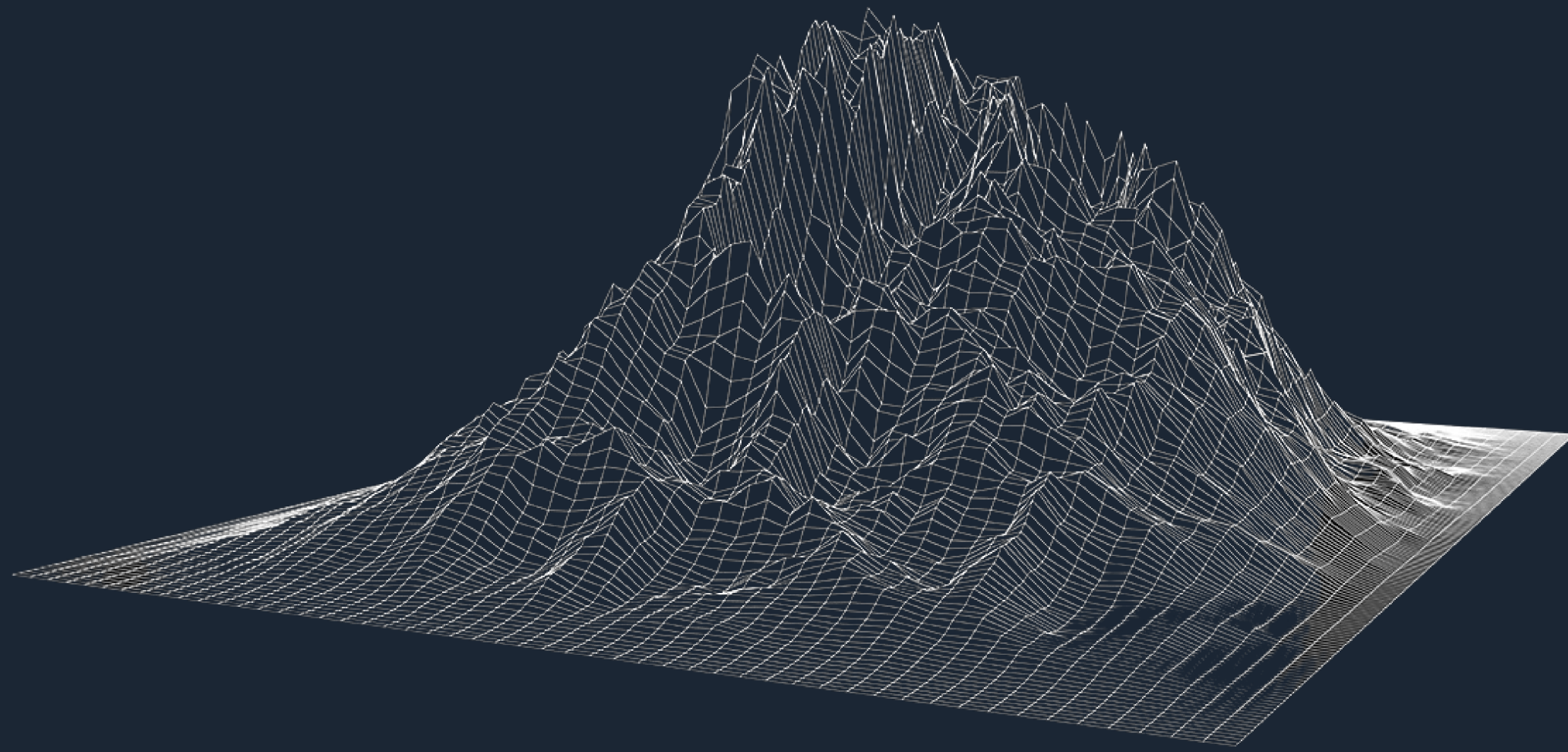




OPUS
EXCELLENCE OÜ

BUSINESS AUTOMATION

Amplify your business processes and systems with automation.



SCALE YOUR BUSINESS

- Reach **>20%** more customers
- Save **>20 hours** per week
- Increase your profit margins by **20-30%**

An abstract wireframe landscape with jagged, mountain-like peaks on the left and a flat, grid-patterned floor extending towards the right. The entire scene is rendered in white lines on a dark blue background.

With Personalised **AI automation**

UNLIMITED POSSIBILITIES



Increase leads



Increase close
rate



Onboard users
quicker



Re-activate existing
users



Engage users at
scale



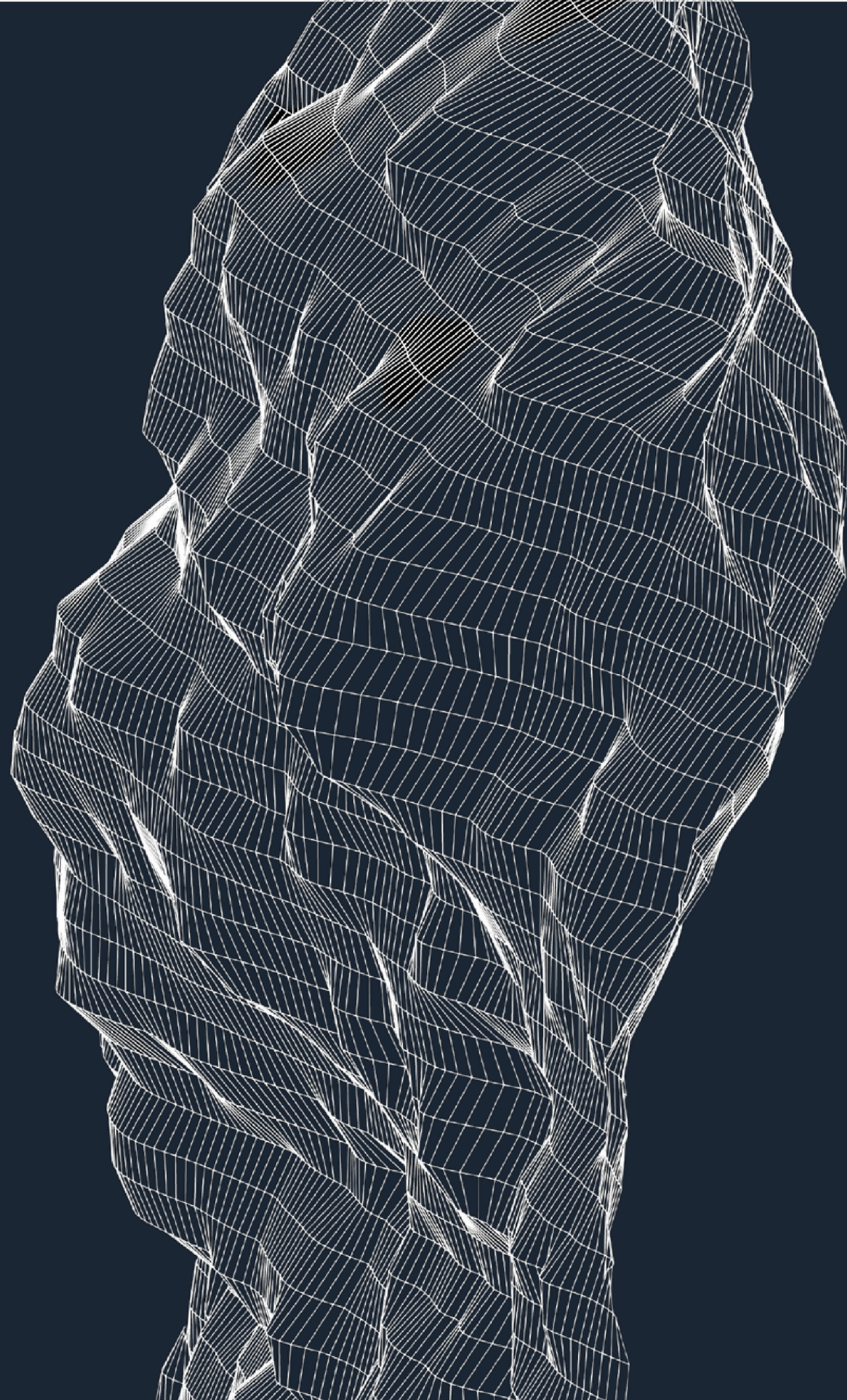
Reduce operational
costs

WITHOUT AUTOMATION

- X **Low capacity**, due to an inability to personally connect with each client at scale.
- X **Mediocre first impression** due to inefficiency and manual processes.
- X **Inconsistent customer service**. Variation in approaches, communication styles and depends on staff applying guidelines.
- X **Lower conversion rate**, due to leads being left cold after the point of consideration, not receiving any immediate value.
- X **Higher overall costs** due to manual processes being implemented. More manual processes = higher expense.

WITH AUTOMATION

- ✓ **Higher capacity** to take on more customers and maintain quality personal relationships at a larger scale
- ✓ **Improved first impression** due to removing time delays, more upfront value, and consistency.
- ✓ **Consistent customer service**. The ability to maintain a consistent standard of customer service across all customers and leads.
- ✓ **Higher conversion rate** due to leads being nurtured in the consideration phase and receiving immediate value.
- ✓ **Lower overall costs** with the removal of manual processes. Fewer manual processes = lower expense.



WHY NOW?

- Automation and AI tools drive essential **digital transformation** for business growth and **operational efficiency**.
- Automated systems streamline processes, **reducing manual workload significantly**.
- Meet the rising expectations of customers for products of modern services while **cutting down costs**.
- Highly Automated Businesses are 6X more likely to see **significant revenue growth** than low automation businesses.

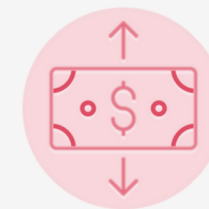
HOW WE DO IT

- Identify what processes consume the most time
- Learn what tasks can be automated
- Build personalised AI workflows



Leverage systems without code.

Selecting and utilizing software is crucial; we enable effective automations without coding expertise and assist in leveraging tailored systems for your needs.



Systemize core revenue drivers.

Automating high-revenue processes not only cuts costs but also drives revenue growth by optimizing operations and streamlining sales efforts.



Amplify what you do well

Automation improves processes without altering your systems— taking what you do well and making it even better.

CASE STUDY

BOOSTING A BOAT RENTAL BUSINESS WITH AUTOMATION

Missed opportunities

Our client offers boat license courses and boat rentals. They wanted to improve their customer experience and increase their revenue from boat rentals, but they faced a challenge: they were spending too much time and effort on manual communication via WhatsApp. This resulted in delayed responses, unclear instructions, and missed opportunities to upsell their boat rental services.

Streamlined communications

We developed an automated email that would be triggered as soon as a customer bought a course. The email included essential information about the course. It also promoted the boat rental services and call to action to book a boat online.

Automations used

- Automated email
- Automated advertisement
- Automated communication

RESULTS

- ✓ **Streamlined comms and enhanced marketing strategy.**
- ✓ **Consistent customer service.**
- ✓ **Higher conversion rate**
- ✓ **Lower overall costs**

CASE STUDY

HOW AUTOMATION TRANSFORMED A SIGN-UP STRATEGY

Inconsistent sign-up strategy

A coaching and training business that wanted to grow its customer base and generate more revenue. However, they faced a problem: their sign-up process was slow, manual, and inconsistent. They relied on sending individual emails to potential customers, which took a lot of time and effort. They also struggled to create and deliver valuable lead magnets, such as ebooks, webinars, and checklists, that would entice customers to sign up.

Streamlined processes and marketing

We helped them create automated content creation, lead magnets, and comms. This included weekly blogs, automated email responses and lead magnets. They also set up automated reminders to nurture their leads and increase conversions.

Automations used

- Automated content creation
- Automated lead magnets
- Automated communication

RESULTS

- ✓ **Savings in time and resource**
- ✓ **Consistent customer service.**
- ✓ **Increased revenue**
- ✓ **Streamlined marketing campaigns**

CASE STUDY

HOW AUTOMATION ENHANCED THE ONBOARDING EXPERIENCE

Inefficient client onboarding

A digital marketing agency wanted to improve its client onboarding experience. Their existing process was inefficient and manual. They had to create and customise contracts for each client and store their data on different platforms. They also had to communicate with various internal teams to coordinate tasks.

Simplified and streamlined onboarding

We supported the agency by creating automated contracts, onboarding packs, and folders as well as automated email communications. We also created automated workflows that would collect and store clients' data in a central location, notifying relevant teams when a project was ready to begin. We also set up automated emails welcoming the client, confirming their details, and providing updates and feedback.

Automations used

- Automated contract development
- Automated onboarding pack and folder creation for client
- Automated communication via email
- Automated communication with internal teams

RESULTS

- ✓ **Improved first impression**
- ✓ **Efficient client onboarding**
- ✓ **Improved and consistent customer service.**
- ✓ **Time and resources saved**
- ✓ **Improved client retention**

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BRITISH AIRWAYS



WHAT OUR CLIENTS SAY



Ed Santana
British Gas

"Edy was brought in as Design Lead across 5 programs of work. He brought customer centricity to a much-needed space, from formulating and executing field research to co-creating program plans for new ventures. Edy has great stakeholder management and mediation skills and is equally at home leading and supporting designers as well as being hands-on, running workshops, mapping service-level views and driving value and outcome-framed product design. Edy would be a valuable human on any team."



Danial Leybourne
Shell

"Ed joined the team as part of a project looking to transform how we operated our business. Re-imagining how we use and consume information to make proactive decisions. His ability to help storyboard a complex landscape, translating it into a simple understanding of what we want to do and why, was exceptional. From that understanding, Ed was able to design the user interface to match the experience we wanted to deliver to the customer. Ed's methodical and personal approach meant he was a joy to work with."



Christophe Bandini
Enterprise
Architecture

"Working with Edward has been a really enjoyable experience. Arrived just a few weeks before me, and he offered a very precious help in cleaning and polishing a complex project. A strong user focus and natural leadership talents make Edward a precious asset for any project. Besides that, Edward is also one of the most friendly people I've worked with. I really hope we'll have the opportunity to work together again in the future!"

Thank you

If you are looking to:

- Scale your company with automation and systems
- Reduce your workload
- Improve your margins
- Build operational excellence
- Have a leaner team

Then book a call with us.

[SCHEDULE A CALL](#)

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