



CASE STUDY.



ABA COMPANY



Industry: ABA



Employees: 50



Locations: 2 States



Annual Revenue: \$10M



Timeframe: 4 Months



Cost: \$50,000



ROI: \$500,000+

Challenges:

- Company wide disorganization and lack of productivity
- Non-compliance in regards to human resources, credentialing and authorization requirements
- Ineffective data tracking and using spreadsheets for employee and client onboarding
- Lack of employee and client communication and overall satisfaction
- Inefficient marketing efforts reducing company revenue

Solutions:

The implementation of a series of strategic solutions transformed the company's operations. These procedures reduced manual workload, minimized errors, and enhanced overall efficiency.

The company adopted automated processes to oversee critical aspects like credentialing, authorization, and billing in order to ensure compliance in all these areas. This also eliminated potential errors and expedited these procedures.

A comprehensive human resources flow was introduced to improve the company's structure. This HR system tracks documents, training schedules, and various HR-related activities.

Specialized systems were put into place to monitor client and employee onboarding processes. These systems streamlined the entire onboarding journey, ensuring seamless transitions for both clients and new staff members.

Interactions between the company and both clients and service providers were streamlined and automated. This included emails regarding scheduling, forms, and updates. This translated to improved employee and client satisfaction – and most importantly, a lot less manual work.

The company's marketing software was integrated with their project management tool to streamline their marketing efforts and provide a way for them to analyze their data efficiently.

Return on Investment:

This implementation resulted in drastically improving the company's operations, enhancing productivity, compliance, and overall organizational cohesion. To make things even better, the company experienced significant payroll savings – equivalent to the workload of at least 10 full-time employees, or at least \$500,000 in expenses.

Furthermore, the company experienced significant savings and enhanced outcomes in their marketing efforts. By gaining valuable insights into the most effective marketing channels and campaigns, the company was able to focus on the channels and resources that mattered the most and offered the highest customer engagement and conversion rates.

Lastly, the tracking of tasks and internal processes prevented potential revenue losses, ensuring that no income opportunities were missed.