# Get Out of the Weeds, and Back to True Business Priorities, with Digital Automation

## What is the ultimate point of technology?

Heady question to begin, no? Indeed. There are dozens of answers. Most executive-level personnel would probably say that it drives up efficiency (largely true) and helps manage costs (also largely true). Some idealists might say it's bringing us towards a brighter, more connected future where repetitive tasks are phased out and more people can pursue their purpose and passions. Some think it's downright evil. The perspectives vary, and dramatically.

Conectys has been around since 2004. The BPO (Business Process Outsourcing) landscape, and the BPO tech stack, was vastly different then – but one philosophy we've always held is that technology is a force multiplier. That means: tech is not designed explicitly to replace humans. Rather, the goal is to put humans into hyperdrive in terms of what they can do with processes and available time.

Time is our most precious resource (sorry to oil and data). We all have the same number of hours in a day, and none of us truly has any idea when our time ends. We're all chasing maximization of time. And that's where tech can help.

But how? And in 2022, why are people still so confused about how best to be productive?

## Well, people like being busy ...

It feels like you have things to do; you have purpose. You are in-demand. The thing is -- this is also true:
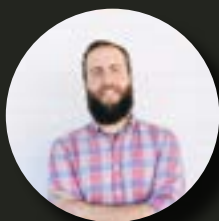


> One of the hardest lessons to learn is that "busy" does not equal "productive".

**Josh Pigford**
**-** Founder Baremetrics

Ultimately, an individual and a business need to be productive. Not just busy. And usually to move from "busy" -- i.e., lots of task work, meetings, spreadsheets, updating -- to "productive," where you are developing new products and revenue channels and growing the business, you need some form of help.

But the first question of the equation is: How do you know that you are too busy and need some help? Some people just keep going fast and pushing themselves, even though they are mostly taking on more busy work. This can lead to burnout, and being burned out definitely will not make you any more productive.

Right now, we are living in a tough global business environment. There is a health pandemic that has affected millions. Teams are dispersed around the globe trying to be coordinated and productive.

Companies need to focus on priorities and be as productive, and streamlined, as possible. That means putting aside busyness. But that's hard for companies.

Let's meet a U.S. President first to try and navigate through this.

## Introducing Dwight Eisenhower

He was a President of the United States (for most of the 1950s). He was also a successful General in the U.S. Army during World War II. Overall, a famous guy and well-respected leader.

He also is credited with developing something called "The Eisenhower Matrix," which looks like this:
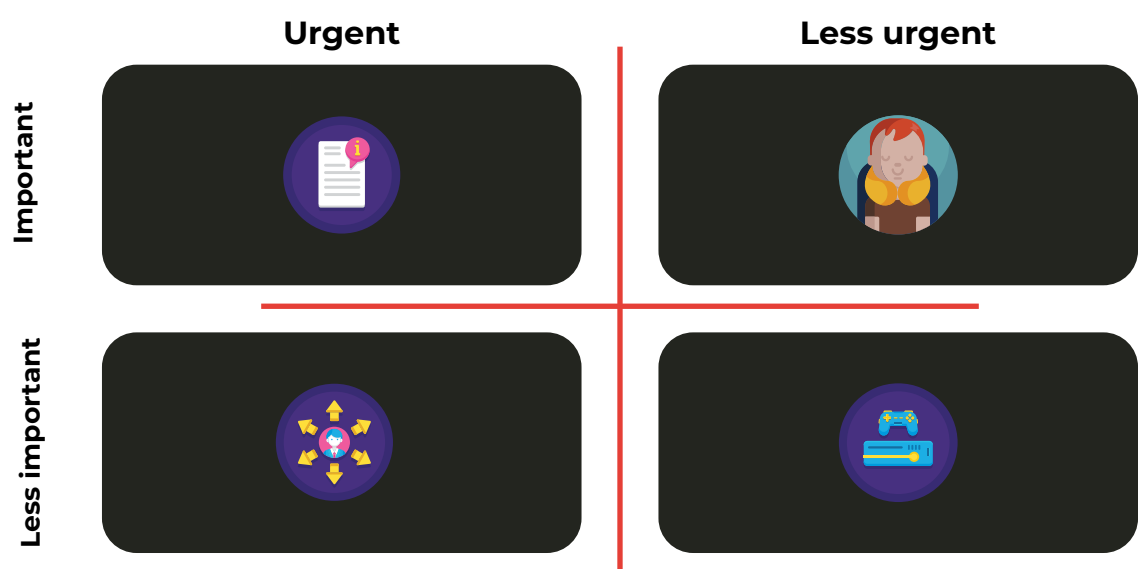
You have two things to consider here: how urgent (need it now) something is, and how important (to the productive future of the business) something is.

Now look at the graphic above and consider this graphic:

### 1. Do first

First focus on the tasks to be done in the same day

### 2. Schedule

Important, but no so-urgent stuff should be scheduled

### 3. Delegate

What's urgent but less important, delegate to others

### 4. Don't Do

What's neither urgent nor important, don't do at all

Let's go around the boxes now:

- **If something is urgent and important (top left):** Do it now. Do not try to outsource this work, necessarily. Focus on it internally. If the scope of the project gets too big, you might consider bringing in another team or someone that can consult with you on it. But in general, top left tasks should be handled immediately by your present team.

- **Not urgent but important (top right):** This is a good box for outsourcing. Let's say you know there is a DevOps project on the horizon for your team. It is important to the three-year arc of your business, but not urgent right now, especially with coronavirus and everything else going on. It needs to get done, but not this second. This is a fantastic opportunity to extend your team and have someone else begin that project while you focus on the day-to-day.

- **Urgent but not important (lower left):** This can also be outsourced. Sometimes, companies need a project done extremely fast, for several reasons. The project isn't necessarily important or a future revenue possibility, but it needs to get done and internal capacity is full. In these situations, it makes sense to bring in some help.

- **Not urgent, not important (lower right):** Why are you caring about this at all? Don't do it. We are all busy as it is.

There's a straightforward guide to "How busy are you?" and "Should you get some help from the outside of your company?"

## The sad role of email

Work email is a huge boondoggle, and while some might argue it moves projects forward and is a form of productivity, the fact is that it's often a complete waste, and people spend hours upon hours in their email essentially running in circles without being more efficient or productive. It's been estimated that the managerial class spends 4.1 hours per day in their email, which is half a workday, which ultimately becomes half a work week, which seems like time that could be made more productive.

We saw this problem internally at Conectys, so we created a product called "Intelligent Ticket Response Automation," although internally we just call it "Accelerator." Think of this as a two-step product/process. The first step involves machine learning; what machine learning does is categorize and sort different emails based on earlier emails, responses, etc.

The machine learning algorithm is working on historical data; based on earlier interactions with customers, it can understand their underlying issues. This is a huge internal benefit because it points out where the company needs to focus on improving the process/work on fixing the most common issues that customers have, ultimately reducing the time where a customer must come to us with an issue. The net result is improved customer experience.

Then, a bot system creates a response. Think of this as akin to "Suggested Replies" in Outlook. As an example, think about situations where you have a new hire dealing with tickets. He/she lacks experience with treating these tickets, and the bot indeed "accelerates" the human by showing him/her how the tickets are classified. This helps the entire team; the new hire gets better, the tickets get handled quicker, people can focus more on priority issues instead of resolving fires constantly, and the transparency around ticket data means you can isolate where your biggest problems are and dedicate time and resources to fix those.

Another example: if you have a lot of tickets which go into the "Claim a refund" bucket

as an example, and you know that is a repetitive and tedious process, you can aim to automate the claim a refund process, meaning that the agent is more focused on the actual e-mails and more important tasks, rather than deep-diving into mundane processes which require the same inputs on different internal/external applications or tools all the time.

You put those hours saved back into business development, sales strategy, product rollouts, bringing together silos, etc. and you've just become much more productive.

The product is designed to consistently move you towards the top left of The Eisenhower Matrix. If you'd like to learn more about how it works or how we deploy it or what safeguards are in place to prevent automated bot reply sends, we'd be happy to discuss it. The end game is a more productive you.

## Contact us at
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