

Geometry



bizagi

Geometry reduces errors by 60% in just 60 days



Customer
Geometry

Industry
Professional services -
Engineering surveys and
geophysical studies

Location
Russia

Bizagi's collaborative workflow and automation solution enables Geometry to

respond to customers

30% more quickly

and qualify orders

20% faster.

Unified data, slick workflow and code-free modeling helped Geometry accelerate its sales process, increase collaboration and improve resource allocation.

A nimble and fast-growing business, Geometry established in 2008 to deliver a wide range of engineering survey services in a highly competitive market.

“
**Thanks to Bizagi,
we achieved ROI in
just 60 days – from
project inception
to commercial
operation.**”

Objectives

- ✓ Ensure proper allocation of resources
- ✓ Gain greater insight and control over costs
- ✓ Decrease bottlenecks around the Request to Quotation process
- ✓ Accelerate the speed at which contracts were negotiated and concluded
- ✓ Establish company-wide acceptance of BPM
- ✓ Implement initial processes quickly – weeks, not months

Achievements

- ✓ Response time to customer requests: down by 30%
- ✓ Experts' skill (measured by the reduced number of repeat calls to clients) – up by 20%
- ✓ Hands-off time between sales and technical departments – down by 30%
- ✓ Request to Quotation cycle time (through automation) – down by 40%
- ✓ Reduction in % of errors achieved by replacing manual with automated systems – 60%
- ✓ Pilot projects rolled out in 60 days (12 weeks)

Overview

Why would a successful and growing company suddenly feel the need to reorganize its activities and find new management methods? The answer: Innovation. Alexei Turchkov, Geometry CEO, said: "As the company grows, you need more effective management tools. And since everything derives from business processes, we decided to go down the BPM route." Geometry sought a solution that would add workflow and automation to its sales processes, enable more consistent pricing, increase visibility and accuracy of sales proposals, and decrease unnecessary interaction and friction between its sales and technical teams.

Challenges

Geometry's market is highly competitive. The company specializes in providing services for engineering surveys, covering a wide range of construction projects ranging from linear (roads, power lines, pipelines) to property, business centres and housing. It also provides services for conducting geophysical and lab studies. Each of these areas had similar processes – and similar challenges – around resource allocation and costing.

Siloed information meant that quotes could not be put together in a consistent manner; contracts and proposals were scattered around the business leading to significant manual work and bottlenecks. The manual back-and-forth was causing tensions between sales and technical staff, distracting them from value-adding tasks.

The team embarked on an initiative to bring consistency to this early stage of the sales process. The aim was to increase efficiency and collaboration with the net result of improving customer service and accelerating the negotiation and conclusion of contracts.

The BPM solution

Geometry's search began when Alexei personally enrolled in BPMN (Business Process Management Notation) training provided by Business Console, the Bizagi partner in Russia. "My primary reason to attend was to learn more about notation and gain best practice," he says. "But during the training, I discovered Bizagi: a system that was able to turn notation into executable code. It seemed more interesting and far more logical." As a result, Geometry selected Bizagi BPM Suite to automate the processes and Business Console to implement the project.

The 'Request to Quotation' process was chosen as the pilot project. Using the Bizagi BPM Suite, Geometry could achieve results fast by depicting the process diagrams and turning them into running applications without having to program significant amount of code. The Bizagi Modeler made it easy to define the functions and responsibilities of the technical and sales teams which were then clearly embedded within the workflow.

Geometry then switched to its Order to Contract process. Here, Bizagi's data layer was utilized to create a central database repository, where processes can be easily reused. This second process builds on the accurate data obtained during the first, meaning contracts are concluded on the terms set in the offer and negotiated and concluded far more quickly. Once complete, all 'Offer' documents are created automatically, then saved and stored in an organized manner for all staff to view.

Results

As is often the case, employees were initially reluctant to embrace the innovation. However, once management had exerted a little pressure, it took just two weeks for the same staff to view Bizagi as a necessary tool. In hard ROI terms, it has allowed Geometry to create 3-4 times as many commercial offers with the same amount of effort. Response time to customer requests is down by 30%, and orders qualified 20% more quickly. The previously strained relationship between sales and technical departments has improved thanks to better communication and quality of information, reducing interaction time by 30%. Perhaps the most significant figure is the 60% reduction in errors achieved by replacing manual with automated systems.

Impressive as these figures are, Alexei is keen to point out that soft ROI is just as important. "Customer satisfaction - while often not taken into account as it has no rigorous qualification - is also better, since customers get faster turnaround on all their enquiries. Even better, we achieved ROI in just 60 days – from project inception to commercial operation."

Best practices

- ✓ Engage stakeholders with a relevant process to maintain their interest
- ✓ Appoint a project champion who understands and owns the goals and metrics
- ✓ Consider hiring a dedicated member of staff to own the project
- ✓ Demonstrate results quickly to convey the potential of BPM to all employees
- ✓ Recognise that BPM is a long-term project requiring investment to get optimal results.