



# Introducing Automation to Employees:

Creating a culture that embraces change



For print service providers (PSPs), production demands are rising, with a greater volume for smaller, more customized jobs crossing the production floor – faster than ever. And while press operators and other skilled employees bridge the gaps between critical prepress, production and post-production processes, these manual touchpoints can lead to bottlenecks and even errors that compromise quality, service and profit margins.

The challenge for PSPs is to leverage their existing investments in equipment and technology and advance their infrastructure to meet the industry's increasing requirements for speed, agility and precision. Like many growth-oriented companies, savvy PSPs are discovering how workflow automation can help them achieve these goals.

## **The Automation Revolution**

Research indicates that the global workflow automation market is growing at 23 percent annually and will reach \$18.45 billion by 2023. While companies the world over are clearly on board with the technology, when employees hear the term automation, they are often less enthusiastic, envisioning a scenario in which machines take over their jobs.

It's true, there are aspects of everyone's work that can be more efficiently handled through intelligent automation. However, the primary objective of most PSPs when they invest in the technology is twofold: Faster and more profitable growth.

Making employees comfortable with and even excited about these inevitable changes to your business model can ensure a smooth transition. Here are three proven strategies to get the organizational buy-in you need to succeed.

# 1 Get Employees Involved Up Front

Research shows that, once workflow automation software is implemented and running, employees largely find these solutions to be helpful – and that they make their jobs more engaging. In fact, ADP research indicates that 55 percent of modern employees “feel positively about the replacement of repetitive tasks with automation.”

To help address initial employee concerns, advises Forbes, employees should be brought in early on to help guide the selection process and implementation of a new workflow automation solution.

As the publication notes, “Find the best automation tool and assign a team in charge of testing and implementing it gradually. You’ll see that the amount of resources you’ll be saving will be astonishing and that your collaborators will soon feel comfortable in adopting the new changes.”

# 2 Train Employees Well

Once the technology is implemented, conduct comprehensive employee training. Make sure you are working with a provider that offers training services – and that will be available to assist employees every step of the way as they master new digital workflows and get used to a more digitally-driven way of doing business.

It also helps to appoint a champion from within the organization, someone who can serve as the liaison between your organization and the workflow automation solutions provider, and who is eager to use the new technology and help others make the transition as well.

## 3 Expand Employee Roles

While technology is powerful, it is not all powerful, and today's most successful PSPs understand this well. While migrating repetitive tasks to automated solutions can enhance your service model dramatically, only your employees can provide the kind of personalized, human-centered experiences that help build relationships.

So, elevate the role of employees in your business. Empower them to grow revenue across your offerings by getting to know clients better and cross-selling new services that will best strengthen a brand's presence with consumers.

Whereas the employee of the past was busy with repetitive tasks – reworking files, pulling proofs or creating cut lines and bleeds, for example – employees aided by workflow automation have the opportunity to move up in the organization and help build the business by leveraging the company's investments in technology.

One proven strategy is to enlist employees in the process of analyzing the data your new workflow automation solution is generating – and then determining how the solution can address any new inefficiencies they uncover.

**Bottom Line:** Employees can bring unique energy and insights to your new business model and can drive ROI for your workflow automation solution – while enjoying new pathways for their own professional growth and advancement.

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