

How AutogenAI Helped a Bid Writer at Careium to Craft 12 High Quality Bids in Just Three Months

Background

Careium is a leading provider of technology-based care across Europe with an employee base of 1,000 professionals in Sweden, Norway, the UK and the rest of Europe. To further enhance its position in the technology enabled care sector, Careium was actively seeking an innovative solution for its bid and proposal process to improve efficiency and strengthen the quality of their submissions. Recognising the potential of AI technology, Careium decided to leverage AutogenAI to meet their bid management needs.



The Challenge:

Careium's bid process was time-consuming and labour-intensive, requiring manual processes and the coordination of inputs from multiple Subject Matter Experts (SMEs) across different locations.

Resource constraints meant that Careium was limited in the number of high-quality, competitive bids they could create and manage concurrently. Additionally, ensuring consistency and quality across bid submissions was a significant challenge due to the processes manual nature and was further exacerbated by tight deadlines, making it crucial for Careium to find an efficient solution.

The Solution:

Careium made the strategic decision to integrate AutogenAI into their workflow to address these challenges. The decision was influenced by the appointment of a new Bid Writer who had previously benefitted from the efficiency and time-savings capabilities of AutogenAI. They knew from previous experience that AutogenAI would facilitate the production of a larger number of competitive, high-quality bid submissions, even with limited resources. Its ability to automate tasks and swiftly generate high-quality content provided Careium with an effective solution to drastically improve their bid management process.

The Results:

“ Since Christmas, I’ve managed to submit 12 bids, a significant achievement made possible through AutogenAI's assistance. It’s really improved our efficiency, enabling us to tackle five questions needing 2000-word responses within just a day or two, before it would have taken me 2-3 weeks to do the same amount of work”.

-Rachel Thomas, Bid Writer at Careium

Unprecedented Efficiency: With AutogenAI, Careium achieved unprecedented levels of efficiency in their bid process. In just three months, their Bid Writer was able to create 12 high-quality bid submissions.

Time Savings: Careium's team can now produce first draft bid responses in record time, thanks to their ability to swiftly find documents in their bid library, provide evidence for their bids, and make necessary edits to meet word count requirements. With AutogenAI, Careium now easily tackles 5 questions spanning 1000-2000 words in just a single day. Before integration, it took 2-3 weeks to complete the same task.

Improved Quality and Consistency: AutogenAI’s custom 'Careium Tone of Voice' feature created instant consistency in style and language across all text and SME inputs. This feature, combined with the rest of AutogenAI’s text transformation tools suite, guaranteed higher quality first draft responses and materially reduced the time it took Careium to refine responses. Careium noted that for one particular bid, the commissioners' feedback included positive comments on the high standard of language used.

Transition to a New Industry: With AutogenAI, Careium's Bid Writer was able to seamlessly transition to a new industry. AutogenAI's research assistant provided essential support in quickly sourcing specialised information and fact-checking. This accelerated the learning curve and helped them to get off the blank page to reach first draft at an unprecedented pace.

Cross Department Benefits: AutogenAI has seamlessly integrated into the daily workflow of Careium’s Marketing team. The team leverage the platform to quickly generate high-quality content for marketing materials including articles, blog posts and copy for social media posts.

Conclusion:

Integrating AutogenAI into their bid writing workflow has allowed Careium to successfully overcome key resource challenges, improve efficiency, and deliver high-quality bid responses at an unprecedented pace.