

touchpoint.systems adds AI and RPA workflows as Australian businesses seek to scale marketing without adding headcount

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AI and RPA workflow services as Australian businesses seek to scale marketing without adding headcount [touchpoint.systems, a Brisbane-based marketing systems company](#), has introduced AI and robotic process automation (RPA) workflow services, helping businesses automate marketing processes and scale operations without proportional headcount growth.

touchpoint.systems, a Brisbane-based marketing systems company, has added [artificial intelligence \(AI\) and robotic process automation \(RPA\) workflow](#) design to its range of

services, addressing a challenge shared by a growing number of Australian businesses: how to scale marketing operations without a proportional increase in staffing costs.

The company builds end-to-end marketing workflows that automate processes across lead generation, customer outreach, and support functions — including the deployment of virtual agents capable of handling inbound enquiries and calls. The service is designed for businesses that have reached the limits of what their current team can manage manually, and that need their marketing to operate at greater scale and consistency than human-only processes can reliably deliver.

The market context is substantial. The global RPA market reached \$35.27 billion in 2026 and is projected to grow to \$247.34 billion by 2035, driven by a 24.2 percent compound annual growth rate as AI and automation converge. In the marketing sector specifically, automation delivers an average return of \$5.44 for every \$1 invested. Despite those returns, between 42 and 54 percent of organisations that have attempted AI automation initiatives report scrapping them due to integration failures — the inability to connect automation tools with their existing systems and data sources.

That failure rate is central to how touchpoint.systems approaches workflow design. Rather than deploying automation as a standalone addition to a business's existing technology environment, the company builds AI and RPA workflows as part of an integrated marketing system — connected to the same data infrastructure, attribution modelling, and dashboards used across a client's full marketing operation.

"Automation that runs in a silo produces silo-shaped results," said [Tony Gavin, founder and director of touchpoint.systems](#). "The failure rate for standalone AI initiatives is high, and the reason is almost always the same: the automation isn't connected to the systems it needs to operate effectively. We design workflows inside a client's full marketing system from the beginning, which is why they actually get used."

Gavin brings more than 20 years of digital marketing experience to the company, including 14 years as founder and chief executive of ROI Media, a Hong Kong-registered digital marketing agency that was among the early adopters of RPA and AI for marketing content production, distribution, and optimisation at scale. The Philippines-based team supporting touchpoint.systems' service and fulfilment operations has worked alongside Gavin for more than 16 years.

Workflow services offered by touchpoint.systems span lead generation automation, AI-driven customer outreach, automated reporting and data pipelines, virtual agents for inbound call and enquiry handling, and custom integrations between a business's customer relationship management (CRM) platform, advertising tools, analytics systems, and communication channels.

The company's broader service model is explicitly platform-agnostic — designed to work with the tools a business already uses, rather than introduce new technology for its own sake.

touchpoint.systems launched in Brisbane in 2026. Further information is available at <https://touchpoint.systems/>.

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