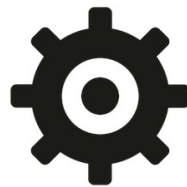


OPERLO HELPS GROWING BUSINESSES SAVE TIME AND REDUCE MANUAL WORK WITH AI-POWERED AUTOMATION

Custom automation systems eliminate repetitive lead follow-up, CRM updates, reporting, data processing, and other time-consuming operational tasks

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Growing businesses are using automation to save time, reduce operational costs, and create more capacity for sales and customer growth. Los Angeles-based AI automation agency Operlo helps companies achieve these gains by replacing repetitive manual processes with custom automation systems designed around their existing workflows.



Operlo

For growing businesses without dedicated developers or operations staff, everyday processes such as following up with leads, updating customer records, filtering inquiries, preparing reports, and transferring information between software platforms can consume valuable hours. Operlo builds customized automation systems that remove these repetitive tasks from day-to-day operations, allowing teams to focus more of their time on customers, sales, and business growth.

Rather than requiring businesses to adopt entirely new systems, Operlo develops automation around the tools and processes companies already use. Its solutions can connect CRM platforms, communication tools, scheduling systems, billing software, reporting platforms, and other business applications to create automated workflows.

Client-reported results illustrate the potential impact of replacing manual processes with automation. One implementation saved approximately 23 hours of manual work per week, allowing the business to redirect that time toward other operational priorities.

In another example, Operlo built an outbound automation system for a magician serving corporate and private clients. Following the implementation, the business grew from approximately \$75,000 in annual revenue to \$150,000. Operlo also developed an inbound automation system for the same client that responds to new leads as soon as an inquiry is

received, helping reduce delays between a prospective customer's inquiry and the initial response.

Operlo has also developed lead qualification workflows designed to process larger volumes of incoming leads and filter them according to predefined criteria. Instead of requiring a team member to manually review every inquiry, the system helps identify pre-qualified, higher-quality prospects for follow-up, reducing the repetitive work involved in sorting and evaluating incoming opportunities.

The company's approach begins by identifying the specific operational process creating the greatest amount of wasted time or lost opportunity. Operlo then maps the existing workflow, determines which tasks can be automated, develops the required integrations, and deploys the system for the business.

The objective is not simply to introduce artificial intelligence into an existing workflow, but to eliminate unnecessary manual steps and create processes that can operate consistently with less human intervention.

“Growing businesses don't always have the headcount to do everything by hand and still grow. Automation is what lets a five-person team operate like a much bigger one, without adding headcount just to keep up.”

— Josh Martinez, Operlo

The approach is particularly relevant to growing businesses facing operational bottlenecks, whether those challenges involve lead response, sales outreach, CRM management, reporting, data processing, or other repetitive workflows. Operlo works with businesses that need to solve a specific operational problem without necessarily building an internal development or operations team.

By automating repetitive processes, businesses can redirect employee time toward customer service, sales, strategy, and other activities that require human judgment and attention.

Operlo provides automation solutions for businesses across areas including lead generation, staffing, professional services, logistics, real estate, analytics, and other service-based operations where repetitive workflows can become increasingly difficult to manage as business volume grows.

More information about Operlo and its automation services is available at <https://operlo.co/>.

About Operlo

Operlo is a Los Angeles-based AI automation agency that designs and deploys custom automation systems for businesses. The company helps growing teams reduce repetitive work, connect existing business tools, improve operational efficiency, and create automated workflows

around their specific business processes.

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