

# AUTTO.

## CASE STUDY

# Wi5

## No-code automation platform empowers Legal and Sales Team to Work Together to Improve Accuracy and Speed.

Tech startup Wi5's order and pay service for the hospitality industry scaled up so quickly that the company needed to change the way it engaged new clients. AUTTO provided a way for the legal and sales team to work together seamlessly, making the best use of resources while speeding up the contract process without sacrificing accuracy.



### CUSTOMER

WI5

### WEBSITE

<https://wi5.io>

### NUMBER OF EMPLOYEES

30

### COUNTRY OR REGION

UK

### INDUSTRY

Hospitality—ordering and payment services

### CUSTOMER PROFILE

Wi5 provides the hospitality industry with a fast and secure mobile order and pay solution that allows their customers to place orders and make payments on mobile phones.



## ASIF MALIK, GENERAL COUNSEL AND CFO

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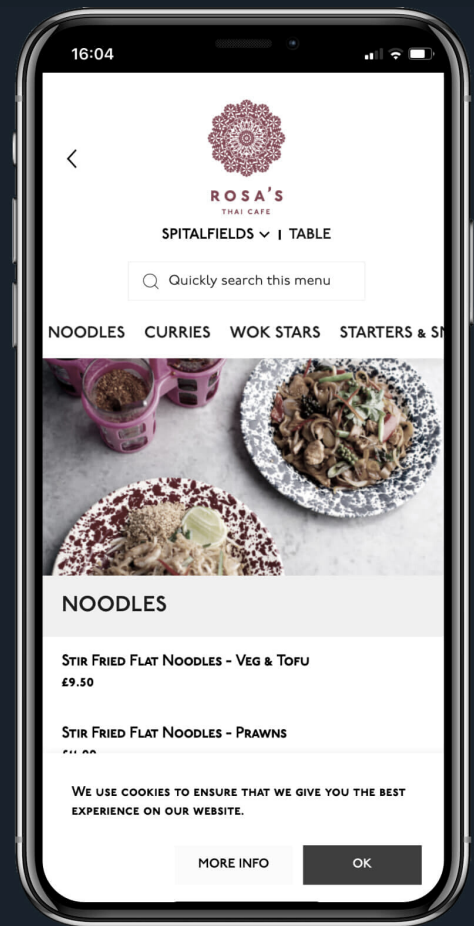
## CASE STUDY WI5

# THE PROBLEM

Wi5 provides businesses in the hospitality industry with a fast and convenient way to allow customers to make orders and payments on their mobile phones. Restaurants and bars soon saw the benefit of serving more customers with a faster turnaround so the company quickly ramped up, expanding from one employee to 30 to meet demand.

## THIS WAS A CASE FOR AUTOMATION

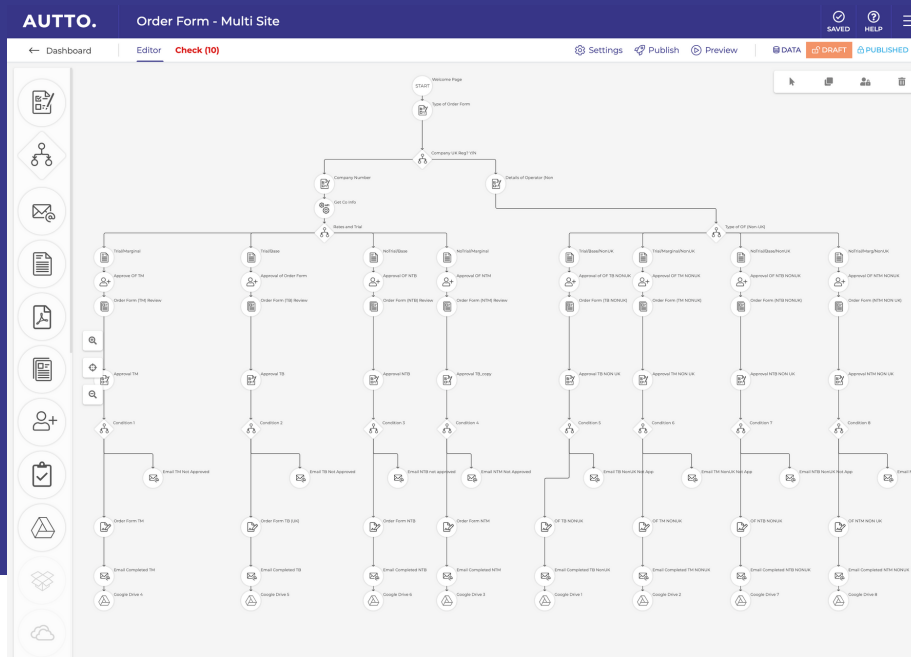
General Counsel and CFO, Asif Malik was Wi5's first full-time employee. He realised that as the sales and customer service team increased, the steady stream of contracts vital to the business would soon become difficult to manage. This was especially relevant to non-disclosure agreements (NDAs) required from every new client. "Protecting intellectual property (IP) is very important in the tech industry. Every new client needs to sign an



NDA and, of course, every contract must be accurate," says Malik. One of the big challenges for Wi5 was that it was too easy for staff members to make errors in clients' company information. For example, all limited companies have a unique company number, supplied by Companies House. If the wrong company number is used in a contract that contract is not valid. Malik spent a lot of time checking company numbers for accuracy. "With a massive expansion in the business, it didn't make sense for me to continue checking every single thing at every stage. Not only do staff need autonomy to do their job properly, it was a waste of resource," said Malik, "That was a case for automation."

## THE SOLUTION

“I felt shoehorned into many of the things I looked at, as if I was trying to create something with a product that had a different purpose. This is not the case with **AUTTO**. It does exactly what I was looking for,” says Malik. Malik can now build **AUTTO** workflows, dragging and dropping elements that automatically create an online interface to guide staff through the steps needed to collect vital information needed for routine documentation, such as contracts and NDAs.



This used to be a common error. It's easy for staff to confuse trade names and company names or to accidentally enter an incorrect number. We can't contract with a trade name, so this is very important information that needs to be accurate.

I often had to check back and forth between Companies House and clients' websites to make sure the information was correct,” says Malik. “With **AUTTO** ensuring accuracy, this step is much easier to manage,” says Malik. “For example,” says Malik, “we've got a digit count underneath the field staff use to input limited company numbers. If someone makes a simple typo and does not enter eight digits they cannot move on.

## BEHIND THE PROCESS

This process automatically takes staff from start, to approval, to signature collection. “Sales staff have different priorities than I do, as an attorney, and rightly so,” says Malik. “They're interested in speed and getting the client to sign on the dotted line, while I'm invested in accuracy at all stages.” One of **AUTTO**'s features that was key to success was the ability to ensure that the correct company name and number is used in every document.



**One of **AUTTO**'s features that was key to success was the ability to ensure that the correct company name and number is used in every document.**

# THE SOLUTION

Even if a staff member puts in a completely wrong company number, the company name that the system pulls through is incorrect and immediately obvious, not only improving accuracy but also making it easier to check.” “I don't have to view every single word of every single document that I send out because I know what information will be automatically populated. Not only am I saving time, we are giving people autonomy to be able to do things quickly and easily.”



Order Form - Multi Site

Is the Merchant a UK registered Company?

Please confirm if the Company is incorporated in the UK or not.

Yes

No

Back

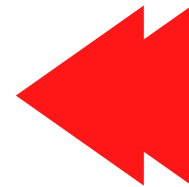
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Powered By **AUTTO.**

## CASE STUDY Wi5

# BENEFITS



As a start up that works with B2B clients who serve hundreds of their own customers a day, streamlined processes and scalability are important to Wi5. Business can increase quickly and roles of staff members expand to fit need. Resources are stretched. “My role has recently expanded to chief legal and finance officer,” says Malik. “If I didn’t use AUTTO, I would have to work longer hours or spend less time on more important things,” says Malik.



## STREAMLINED PROCESS IMPROVES ACCURACY

The interface Malik builds with AUTTO workflows is intuitive and needs little training, decreasing human error while increasing the ability to spot errors quickly. “Everybody in the sales team uses it. They know what information they need to collect and documents are more consistently accurate,” says Malik.

## SPEED INCREASED NEARLY 10,000 PER CENT

Documents that used to take 15 minutes now take less than a minute to check. “I can check the accuracy of close to 100 NDAs in one hour, saving time to focus on more strategic work as my role expands,” says Malik. “As features are added, that saves me even more time. I’m quite interested in AUTTO’s integration of SLACK into workflows.”

## AUTOMATION IS BUILT FOR GROWTH

“Being able to make this a bit of an autonomous process will allow us to scale our business,” says Malik. “We now have 30 employees and plan to grow. Our volume of work has also massively increased. We could possibly deal with the volume without AUTTO but other parts of the business would slip.”



# AUTTO.

AUTTO is a no-code automation platform.  
Turn your everyday, complex processes into stream-lined,  
easy-to-use workflows so that your team can focus on  
doing what they love.



[WWW.AUTTO.IO](http://WWW.AUTTO.IO)



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