CASE STORY

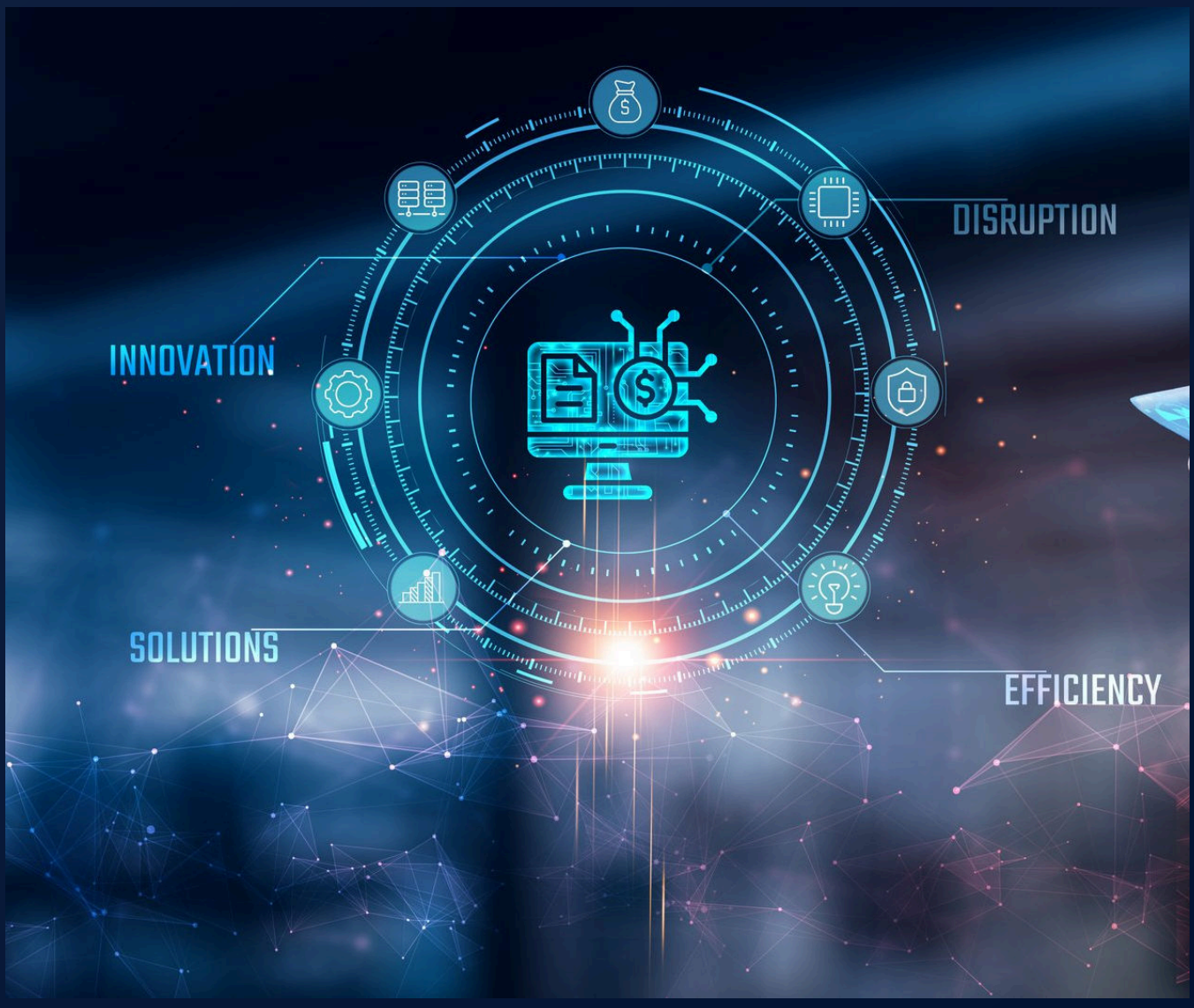
Tiny Fix, Big Win

Business automation and AI for HR and legal teams

CASE STORY: “TINY FIX, BIG WIN”

Sometimes the smallest automations deliver the biggest wins.

This case study highlights a simple, 2-step automation that saved hours of work, eliminated manual errors, and proved that even one smart fix can make a huge impact.



CLIENT OVERVIEW

Client:

Elevate HR Solutions

Size:

12-person recruiting team

Challenge

Losing time and leads due to inconsistent manual follow-up after inbound inquiries

Goal:

Improve speed, accuracy, and consistency of first-touch communication — without overwhelming their already busy team

THE PROBLEM

Elevate HR Solutions was using a web form to capture new lead inquiries, but there was no automation in place afterward.

Staff had to manually check for form submissions, draft an email reply, and create a task in their ATS — and that was only if they remembered.

This caused delays, dropped leads, and unnecessary friction between sales and ops.

THE AUTOMATION

We implemented a simple 2-step automation using Make.com:

1. When a web form is submitted, a personalized email reply is automatically sent to the lead
2. A task is created in the ATS (Bullhorn) for the assigned rep to follow up within 1 business day

This process took less than 4 hours to build and required no ongoing maintenance.

THE OUTCOME

- ✓ 100% of inbound leads now get same-day responses
- ✓ Saved 5–7 hours per week of manual task creation and email writing
- ✓ Increased rep accountability by logging follow-up tasks automatically
- ✓ Improved lead conversion by 22% in the first 60 days

> **“We didn’t think we had much to automate… but this one fix changed everything.”**
>
> — Lisa M., Sales Manager, Elevate HR Solutions

KEY TAKEAWAY

If you think automation only matters for big systems or complicated teams, think again.

Sometimes, a single task that happens 20 times a week is all you need to make a meaningful difference.

Start small, and let the results build from there.

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