

Proof of concept cuts proposal turnaround time by 50.6%



Synetec helped a UK environmental consultancy automate its proposal process, halving turnaround times, increasing capacity and freeing specialists to focus on higher-value client work.

The challenge:

The consultancy's proposal process had become a bottleneck. Manual drafting, repeated searches for previous content and lengthy review cycles meant proposals could take more than three weeks to produce, limiting capacity and delaying responses to prospective clients. The business needed a faster, more consistent way to respond to opportunities without increasing headcount.

Synetec's solution:

Following a structured AI Value Scan, Synetec designed and implemented a bespoke AI Proposal Operating System to manage the proposal lifecycle, from initial enquiry through to review and approval.

- AI enquiry triage
- Opportunity prioritisation
- AI-assisted proposal drafting
- Expert review and approval
- Pipeline tracking and reporting

Following a successful four-week pilot, the solution was rolled out across the business over the next nine weeks.



The outcome:

The initial four-week proof of concept achieved:

- 50.6% reduction in proposal turnaround time
- 94% of first drafts met the agreed quality threshold
- Enquiry response rate increased from 63% to 92%
- Around 67 specialist hours freed each month, equivalent to more than eight working days of technical capacity, allowing experts to spend more time with clients while responding to more opportunities.

Results from the initial proof of concept, with further optimisation underway.



“

We were leaving good opportunities unanswered because we simply did not have the capacity. The AI system now gets us from enquiry to a strong first draft in days, shows us what needs chasing, and gives our technical people back time for clients. It has changed how we run the whole proposal process.

Senior Operational Leader, UK Environmental Consultancy