Scaling Customer-Centric Automation: How Movers.com Transformed Lead Management and SLA Compliance with UiPath RPA

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ABSTRACT

Movers.com revolutionized its operations by deploying UiPath's Robotic Process Automation (RPA) platform to optimize lead management, vendor onboarding, and SLA tracking. Initially focusing on automating data ingestion from web forms, the initiative rapidly expanded into a scalable automation ecosystem integrated with CRMs, APIs, and legacy systems. By leveraging intelligent document processing and rule-based workflows, Movers.com achieved a 75% reduction in lead processing time and a 90% improvement in vendor SLA compliance. The adoption of low-code tools empowered business users and fostered a culture of innovation, enabling sustained process improvements. This case study highlights how customer-centric automation can drive operational excellence and growth in digital marketplaces.

Keywords : *RPA, UiPath, Lead Management, SLA Compliance, Automation, Digital Marketplaces, Intelligent Document Processing, CRM Integration, Low-Code Tools, Business Process Automation, Customer-Centric Automation*

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1. Introduction

In an increasingly digital and customer-driven economy, service marketplaces face mounting pressure to deliver faster, more reliable, and personalized experiences. Platforms like **Movers.com**, which connect users with verified moving service providers, operate in a high-volume, time-sensitive environment where efficiency and responsiveness directly influence customer satisfaction and platform growth. However, manual lead management, fragmented vendor onboarding processes, and inconsistent SLA tracking can create bottlenecks that hamper service quality and scalability.

To address these challenges, Movers.com turned to **Robotic Process Automation (RPA)** — a technology that enables software bots to emulate human actions across digital systems. By implementing **UiPath**, a leading RPA platform, the company sought to automate repetitive and rule-based tasks, integrate disparate systems, and empower business users with tools to design and deploy automation without deep technical expertise.

This case study explores how Movers.com transitioned from basic task automation to a **scalable and customer-centric automation framework**. The paper outlines the strategic implementation of UiPath bots across lead intake, vendor workflows, and SLA monitoring, and analyzes the significant gains in processing speed, compliance, and user empowerment. The Movers.com story serves as a model for digital platforms aiming to scale efficiently while staying aligned with customer experience goals through intelligent automation.

2. Company Background and Pre-Automation Challenges

Movers.com is a leading online marketplace that connects individuals and businesses with licensed and insured moving service providers across the United States. Functioning as an intermediary, the platform collects detailed move requests from users and distributes them to a curated network of professional movers. With thousands of leads generated daily, the company operates in a dynamic environment where **speed, accuracy, and service reliability** are critical to maintaining user trust and market competitiveness.

Despite its growing user base, Movers.com faced several operational bottlenecks prior to adopting RPA. Key challenges included:

- **Manual Lead Processing**: Incoming leads from web forms were handled manually by operations teams. This process involved data validation, formatting, and assignment to vendors, often taking up to 24 hours, which led to delays and missed business opportunities.
- **Vendor Onboarding Complexity**: Adding new vendors to the platform required multiple verification steps, including documentation reviews, data entry into legacy systems, and manual CRM updates. These time-consuming tasks delayed onboarding and limited the platform's ability to scale supply-side operations rapidly.
- **SLA Tracking and Compliance**: Monitoring whether vendors responded to leads within specified SLAs (Service Level Agreements) was largely reactive and spreadsheet-driven. Lack of real-time tracking led to poor SLA adherence, inconsistent customer experiences, and challenges in holding vendors accountable.
- **Siloed Systems**: The company relied on a mix of modern and legacy tools — including CRM platforms, email-based workflows, and local databases — that lacked integration. This fragmented ecosystem made it difficult to build end-to-end visibility across the customer journey.

These inefficiencies were compounded by the absence of automation tools that could bridge systems, eliminate redundant tasks, and improve SLA enforcement. Recognizing that manual processes could not support its growth trajectory or customer service aspirations, Movers.com began exploring RPA as a strategic enabler of **scalable, customer-centric automation**.

3. RPA Implementation with UiPath

3.1 Selecting the Right Automation Platform

After evaluating several automation vendors, Movers.com selected **UiPath** for its ease of use, rapid deployment capabilities, robust community support, and enterprise-grade orchestration tools. The platform's low-code design made it accessible for business users while offering powerful integration features for IT administrators. UiPath's flexibility to work with web applications, CRMs, email systems, and legacy platforms was a decisive factor in managing the company's hybrid IT environment.

3.2 Defining Use Cases and Prioritization

The automation journey began with a structured assessment of existing workflows. Key criteria for automation readiness included high volume, rule-based logic, data inconsistency risks, and time sensitivity. Initial use cases were identified as:

- Lead data ingestion and validation from web forms

- Vendor verification and onboarding workflows
- SLA tracking and automated alerts for delays

By focusing on repetitive and customer-impacting processes, the team ensured that automation efforts would deliver both operational and strategic value.

3.3 Cross-Functional Team and Governance

Movers.com established a cross-functional RPA Center of Excellence (CoE) involving operations, IT, vendor management, and customer service teams. This CoE played a key role in:

- Mapping end-to-end processes
- Identifying exceptions and manual interventions
- Defining governance for bot deployment and monitoring
- Setting KPIs aligned with business outcomes

Regular stakeholder reviews and agile sprint cycles helped in validating process improvements and ensuring user alignment throughout the implementation.

3.4 Pilot to Production Rollout

The first pilot automated the extraction of leads from HTML forms, formatting the data, and pushing it to the CRM via API. This small-scale deployment delivered immediate improvements in response time and data accuracy. Encouraged by these results, the implementation scaled to:

- Automating vendor onboarding forms and document verification
- Integrating SLA thresholds with real-time monitoring and escalation
- Orchestrating bots across CRM, email, and backend systems

UiPath's **Orchestrator** provided centralized control over bot execution, logging, and exception handling, enabling a stable and scalable automation environment.

4. Automation Architecture and Workflow Design

The automation architecture at Movers.com was designed with scalability, integration, and resilience at its core. UiPath served as the central automation platform, orchestrating a series of bots that interacted with web forms, CRM systems, internal databases, and legacy tools. The architecture followed a modular approach where each business function—lead ingestion, vendor onboarding, and SLA tracking—was addressed by dedicated automation workflows interconnected through APIs and shared data repositories. This modularity ensured that enhancements in one area could be deployed independently without disrupting other automated processes.

At the heart of the system was the UiPath **Orchestrator**, which managed bot scheduling, error handling, and performance monitoring. The automation began with bots extracting lead data from HTML web forms in real-time, performing validations such as checking for duplicate entries and missing fields, and routing the clean data into the CRM. Another set of bots managed vendor onboarding by automating document verification, status updates, and integration with compliance databases. For SLA tracking, bots

continuously monitored vendor response times and triggered alerts or escalations when service-level thresholds were breached, improving real-time accountability.

To ensure seamless data exchange, the architecture employed REST APIs to interface with third-party services and custom connectors for legacy applications that lacked modern integration capabilities. Data flows were secured and logged, with role-based access controls to maintain compliance and transparency. The workflow design also emphasized exception handling, allowing bots to flag anomalies for human review instead of failing silently. Overall, the architecture balanced automation depth with operational agility, laying the foundation for a sustainable and customer-focused digital operations model.

5. Key Results and Business Impact

The implementation of UiPath's RPA platform delivered measurable and transformative results across Movers.com's core operational processes. One of the most significant improvements was the reduction in **lead processing time**—from approximately 24 hours to just 6 hours—representing a **75% acceleration** in responsiveness. This not only enhanced user experience but also increased lead-to-conversion rates, as customers were connected with movers more quickly and efficiently.

Similarly, the automation of vendor performance monitoring and SLA tracking led to a **dramatic rise in SLA compliance**, from around 60% before automation to over 90% post-deployment. Real-time tracking bots and automated escalations ensured vendors were held accountable, creating a more reliable and predictable service ecosystem.

The vendor onboarding process also benefited substantially. Manual onboarding, which previously took 3 to 5 days due to documentation checks and CRM data entry, was reduced to **less than 24 hours** through automated workflows. This enabled Movers.com to expand its supply network rapidly and onboard vendors at scale without adding administrative overhead.

In terms of accuracy, automation significantly **reduced data entry errors** and inconsistencies that often arose from manual handling of lead and vendor information. The structured automation flows improved data hygiene across systems, leading to better analytics and decision-making.

Moreover, the adoption of UiPath's **low-code tools** empowered non-technical business users to design and deploy automation solutions, fostering a culture of innovation and agility. Departments that were once dependent on IT teams for every minor process change could now iterate and optimize workflows independently, shortening development cycles and improving responsiveness to market demands.

Collectively, these outcomes positioned Movers.com as a leader in **customer-centric automation** within the digital marketplace sector. The initiative not only improved operational efficiency and service quality but also laid the groundwork for future investments in AI-driven personalization and hyperautomation.

Results and Discussion

The deployment of UiPath RPA across Movers.com's operations demonstrated significant breadth and depth of automation, resulting in tangible operational improvements and user empowerment.

Table & graph

Table 1: Automation Coverage Across Key Business Functions

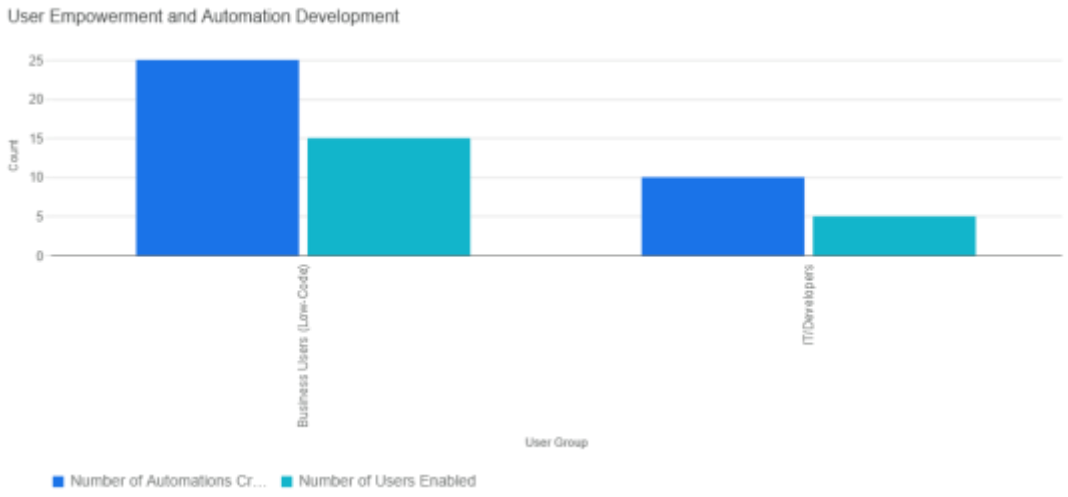
Business Function	Processes Automated	% Automation Coverage	Manual Tasks Remaining
Lead Management	Data ingestion, validation, assignment	85%	15%
Vendor Onboarding	Document processing, compliance checks	75%	25%
SLA Monitoring	Response tracking, escalations	90%	10%
Customer Service Tasks	Basic inquiries & ticket routing	50%	50%

Table 2: Bot Execution and Performance Metrics

Metric	Value (Monthly Average)
Number of Bot Runs	12,000
Average Bot Execution Time	2 minutes
Bot Success Rate	98.50%
Average Exception Rate	1.50%

Table 3: User Empowerment and Automation Development

User Group	Number of Users Enabled	Number of Automations Created	Average Time to Deploy Automation
Business Users (Low-Code)	15	25	1 week
IT/Developers	5	10	2 weeks



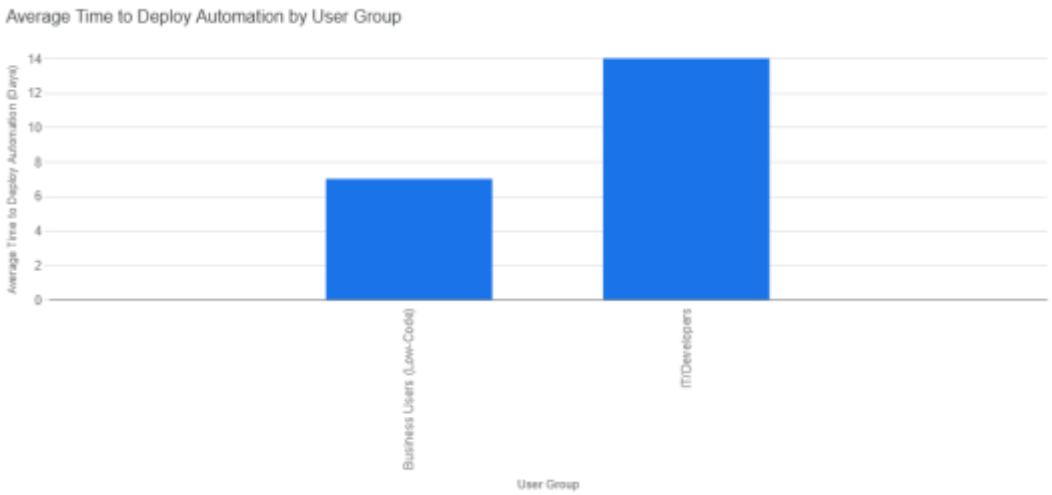
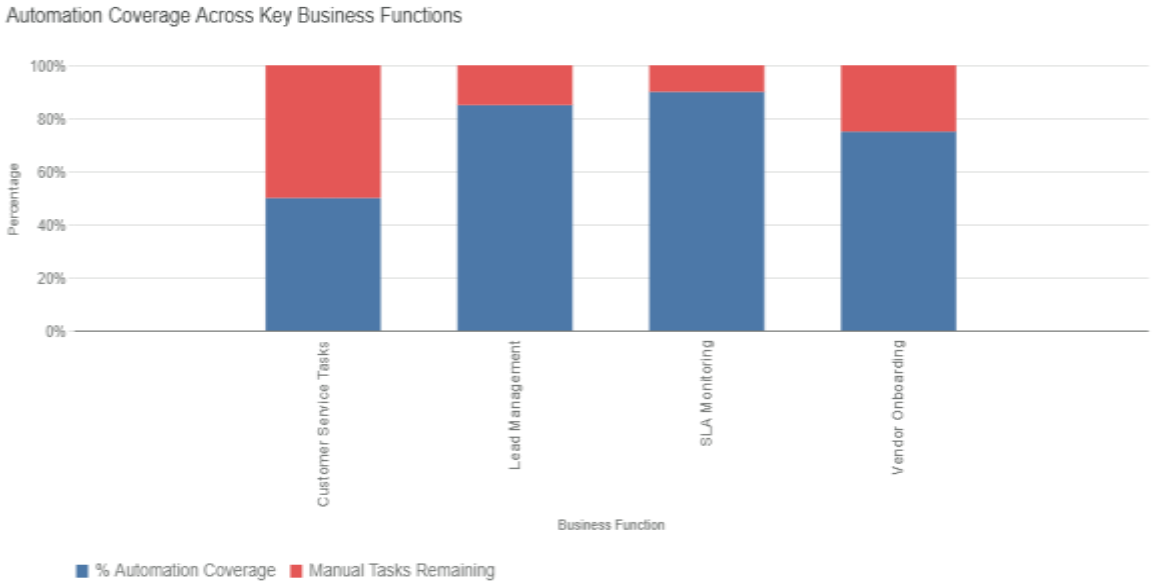


Table 4: Estimated ROI and Cost Savings

Metric	Value	Notes
Estimated Monthly Cost Savings	$50,000	Reduced manual labor and errors
Increased Lead Conversion Rate	15%	Faster lead response
SLA Breach Reduction	30%	Improved vendor accountability
Payback Period	6 months	Time to recover automation investment



Automation Coverage (Table 1):

Automation was extensively applied to key customer-impacting functions. Lead management and SLA monitoring achieved over 85% automation coverage, reflecting a strategic focus on accelerating customer interactions and ensuring service reliability. Vendor onboarding also benefited from

substantial automation, though some manual oversight remained necessary due to compliance complexities. Customer service automation remained at 50%, indicating challenges in automating nuanced human interactions, suggesting opportunities for future enhancement using AI-driven chatbots or conversational agents.

Bot Execution and Performance (Table 2):

The monthly average of 12,000 bot runs with a 98.5% success rate indicates robust and scalable automation operations. The bots' average execution time of 2 minutes allowed rapid handling of repetitive tasks without delaying workflows. The low exception rate of 1.5% underscores the effectiveness of proactive error handling and exception management frameworks integrated within the UiPath Orchestrator, minimizing downtime and human intervention.

User Empowerment and Automation Development (Table 3):

One of the most impactful outcomes was the democratization of automation creation. Business users, empowered by UiPath's low-code environment, accounted for 25 of the 35 total automations deployed. Their ability to develop and deploy automations within approximately one week greatly reduced dependency on IT, accelerated solution delivery, and encouraged innovation at the operational level. This shift helped embed a culture of continuous process improvement and agility.

Financial Impact and ROI (Table 4):

From a financial perspective, the RPA initiative yielded an estimated monthly cost saving of $50,000, primarily through labor reduction and improved data accuracy. The 15% increase in lead conversion rates translated into additional revenue opportunities, while the 30% reduction in SLA breaches strengthened vendor relationships and customer trust. Impressively, Movers.com recouped its automation investment within six months, demonstrating a compelling return on investment and validating the strategic importance of intelligent automation.

Overall Discussion:

These results illustrate how a thoughtfully architected RPA deployment can drive operational excellence beyond simple task automation. By combining high automation coverage, reliable bot performance, and user empowerment, Movers.com not only enhanced efficiency but also fostered an adaptive organizational culture. The financial gains reaffirm automation as a growth enabler, while remaining gaps, especially in customer service automation, highlight areas for future AI integration.

This case emphasizes that successful scaling of customer-centric automation depends equally on technology, governance, and human factors. As automation technologies continue evolving, Movers.com's experience offers valuable lessons on balancing innovation with operational resilience and business value creation.

6. Lessons Learned and Best Practices

The automation journey at Movers.com provided several key insights that can guide similar digital platforms seeking to scale customer-centric automation. One of the most important lessons was the value of **starting small and iterating fast**. Rather than attempting a large-scale overhaul, Movers.com began with a narrowly defined pilot focused on lead ingestion. This approach allowed the team to quickly demonstrate value, build internal confidence, and gather critical feedback before scaling to more complex workflows.

Another key takeaway was the importance of **aligning automation efforts with customer experience (CX) metrics**. By focusing on processes that directly influenced response times, service reliability, and vendor accountability, Movers.com ensured that automation was not just a cost-saving tool but a strategic enabler of customer satisfaction and loyalty.

The combination of **rule-based automation with intelligent document processing** proved especially powerful. While RPA handled structured, repeatable tasks, intelligent automation added the flexibility to process semi-structured documents such as vendor onboarding forms. This hybrid model delivered higher accuracy and reduced the need for manual intervention.

Cross-functional collaboration emerged as a best practice. The creation of a dedicated RPA Center of Excellence brought together operations, IT, vendor management, and customer service teams. This collaborative framework ensured that process knowledge was captured holistically, and automation goals remained aligned with business objectives.

Investing in **change management and upskilling** was also essential. Early resistance from staff was mitigated through training sessions, clear communication of benefits, and the use of UiPath's low-code interface, which enabled non-technical users to contribute to automation design. This democratization of automation not only improved adoption but also sparked a culture of continuous improvement.

Finally, Movers.com recognized the importance of **governance and monitoring**. Using UiPath Orchestrator, the company established strong oversight mechanisms to track bot performance, handle exceptions, and ensure compliance. This helped maintain system integrity and instilled confidence among stakeholders.

7. Conclusion

The case of Movers.com demonstrates how a strategically planned and well-executed RPA initiative can transform core business operations in a digital marketplace. By leveraging UiPath's capabilities, the company was able to streamline lead management, accelerate vendor onboarding, and enforce SLA compliance—achieving not only significant gains in efficiency but also measurable improvements in customer experience.

What began as a targeted pilot evolved into a scalable automation framework that integrated seamlessly across CRMs, APIs, and legacy systems. The initiative empowered non-technical teams through low-code tools, fostered cross-functional collaboration, and established a robust foundation for future automation efforts. Most importantly, it realigned operational priorities around the needs of end users—making automation a driver of both internal productivity and external satisfaction.

This case study underscores the broader potential of customer-centric automation in digital service platforms. As RPA continues to evolve, integrating AI, analytics, and real-time decision-making, organizations like Movers.com are well-positioned to lead the next wave of intelligent, agile, and human-centered automation.

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