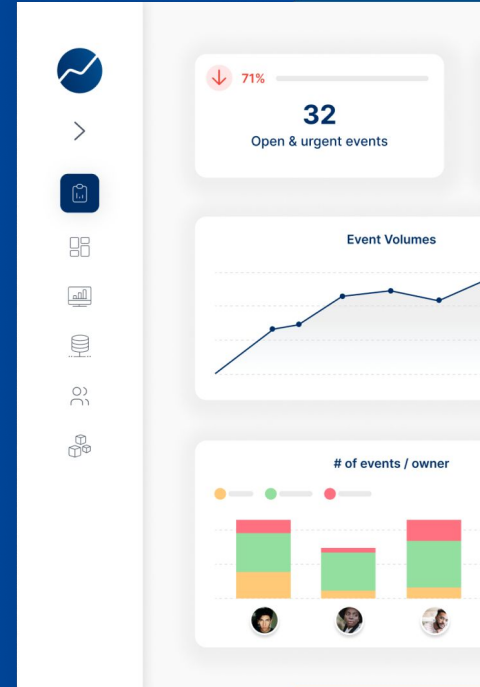




Low-code workflow automation tools - Market research 2024

Published on 29 January 2024



Based on our research, low-code process automation tools lack transparency, monitoring, and reliability

We researched the process of **automating operational workflows with low-code / no-code technology** with the 'Job-to-be-done'¹ methodology.

300

interviews

75

research participants

33

job steps defined

105

outcomes analysed



4.0



3.9



3.5



3.3

general satisfaction of key tools



Strengths of current tools

Number of integrations

Cost

Speed

Simplicity



Weaknesses of current tools

Robust monitoring

Reliability

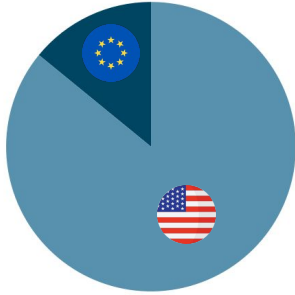
Transparency

Security

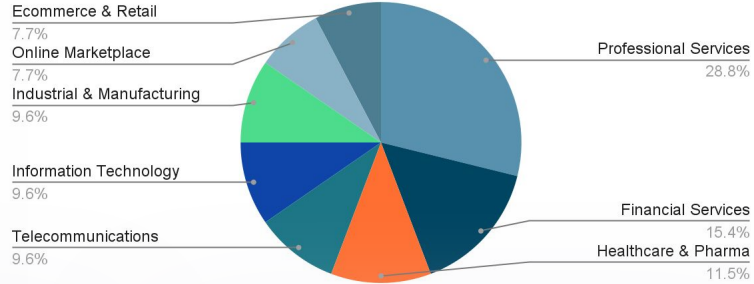
For successful process automation, it is important that you **understand your needs** and **search for innovative tools** that meet your requirements.

Most participants work in tech or operations role, live in the US and work in professional or financial services

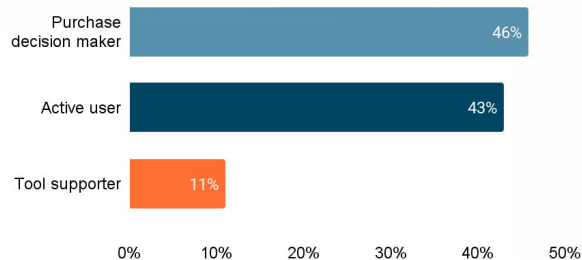
Participants per geography



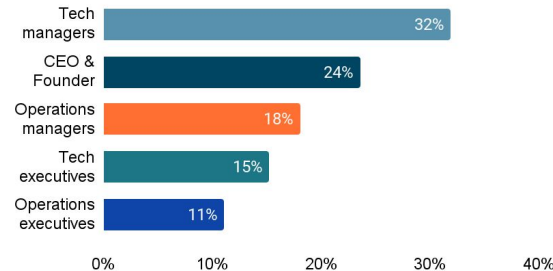
Participants per industry



Participants per involvement in the tool



Participants per persona



Among participants, Zapier was the most popular tool - integrated mostly with CRMs, ticketing or comms tools

Top automation tools used by participants

 zapier

 Power Automate

 workato

 make

Top apps integrated with automation tools

 salesforce

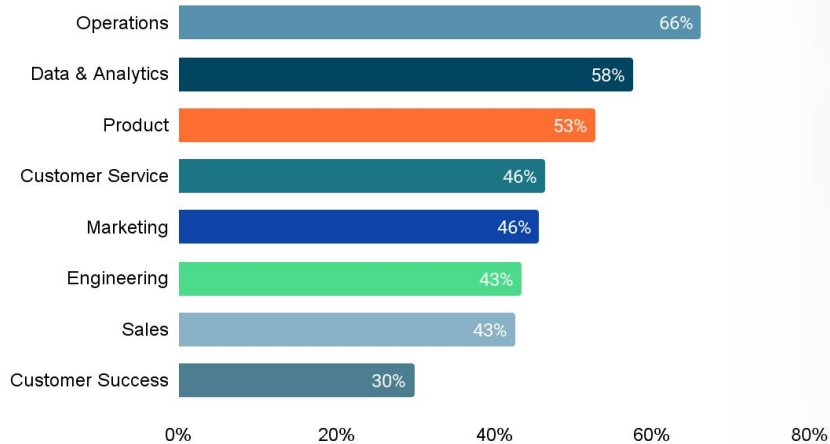
 HubSpot

 slack

 zendesk

Workflow automation tools are used across multiple departments

Departments using the tool (% of participants)



Examples of automation use cases mentioned

“Syncing data across different platforms”

“Sales lead flow”

“Aggregating customer reviews to act on”

“Invoice generation and delivery”

“New hire onboarding”

“Returns management”

Users are the most satisfied with Power Automate and least happy with Make

x

General satisfaction (avg. rating)

 zapier

3.5

Strong in:

Ease of use

Weak in:

**Transparency
and reliability**

 Power
Automate

4.0

Strong in:

**Reliability and
security**

Weak in:

Usability

 workato

3.9

Strong in:

Performance

Weak in:

**Customizing 3rd
party
integrations**

 make

3.3

Strong in:

**Customizable
workflow
setup**

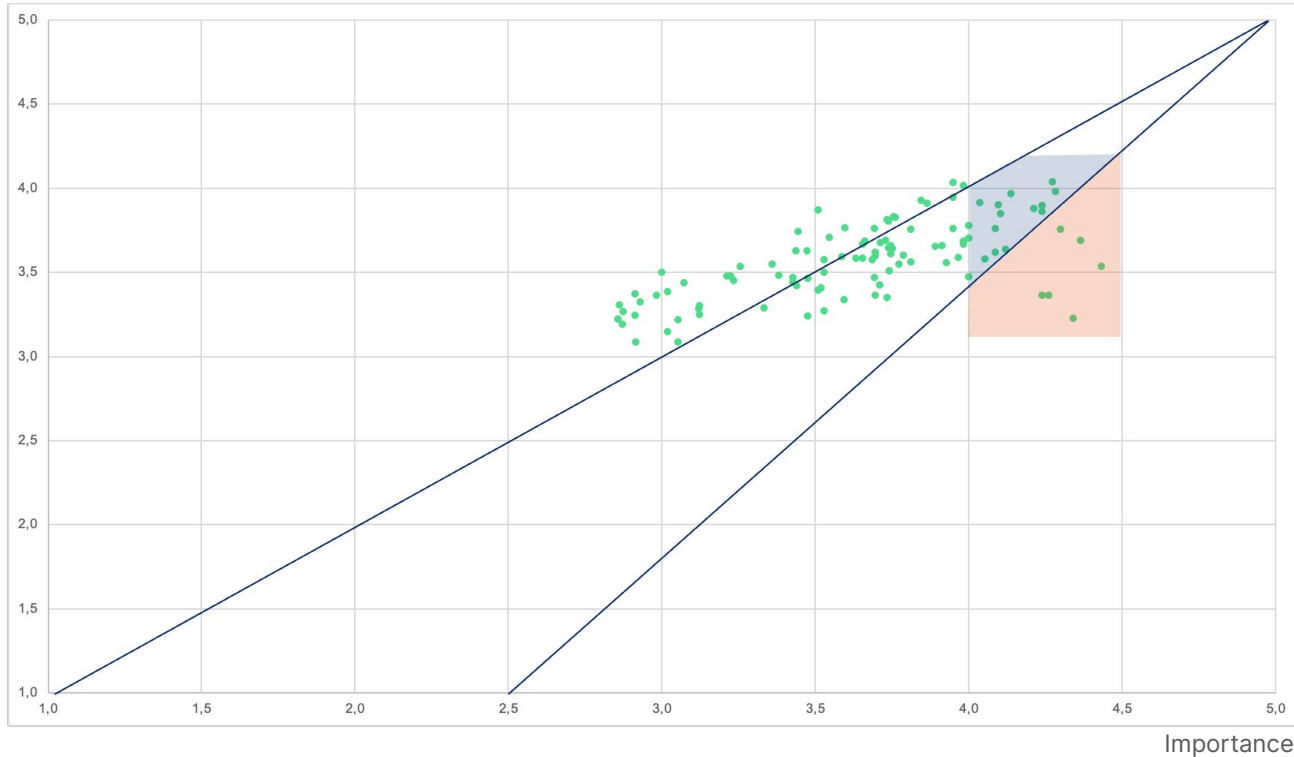
Weak in:

**Workflow
maintenance
experience**

The respondents evaluated all 105 outcomes from the perspectives of importance and satisfaction

Satisfaction

Opportunity map



Outcomes



Important outcomes **well served** by current solutions



Important outcomes **not fulfilled** by current solutions

Buyers & users seek high number of integrations, simplicity and transparency - thereby not well served now

Important outcomes well served by current solutions



- **Quick and easy process to integrate** a high number of applications
- **Simplicity in creating and editing workflows** (mostly basic ones with single actions)
- **Performance (speed)** of regularly & automatically running workflows
- **Cost** of automations

Important outcomes not fulfilled by current solutions



- **Reliable integrations** with current tools (especially with databases and 3rd party apps)
- **Robust workflow monitoring** with alerting and root cause analysis
- **Transparency over processes**, such as workflow and task statuses or impact analyses
- **Security of integrations**, especially for own databases and APIs

Our recommendations

Understand your needs

As presented before, all workflow automation tools are different. In order to find the right one, you need to first understand your needs that may depend on your company size, industry, available resources, use cases or the tech stack that you use.

It can easily happen that you don't find a mainstream solution that fits all your needs. Be open to searching for and trying out new up-and-coming solutions that often not only better suit your requirements but also offer an improved customer experience.

Search for innovative tools

Pick a few use cases for test

In order to be ready to test new tools, have a few use cases ready. Define the objectives of the workflow, the stakeholders and applications needed and the steps needed. With that you can jump start your trials and get feedback early on.

The advantage of working with startups is not only finding more innovative solutions, but also getting more support from them. Use that opportunity if you miss features or see improvement areas - and be surprised about their responsiveness!

Collaborate with the provider

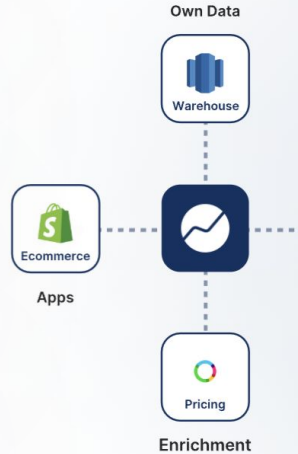
What Flawless can do for you

Sync all your relevant data sources - databases, apps, emails, CSVs, we got you!

Automate even complex workflows - define multi-triggers, mix in manual tasks and more.

Be aware of what's happening - check statuses, create reports, get alerted for issues.

Sit back knowing everything is in order - reliability and security are at our fingertips!



The screenshot shows a dashboard with several key alerts and events. On the left, there are three summary cards: one with a 71% decrease and '18 Open & urgent evi...', one with a 10% decrease and '23 In progress', and another with a 10% decrease. The main alert area contains three items: 'GMV drop for key category' (Television's GMV dropped by 26.7% WoW), '[Escalation] Supplier delay >2 days' (Dairy Brands' shipment is only arriving Friday), and 'Churn risk of Top-50 customer' (Activity level of NewCo dropped 64% MoM). Below these is an 'Events' section with three items: 'Low stock of Coca-Cola 1L in West-London warehouse' (Open), 'Expected late departure of VIP order scheduled for 12:30' (In progress), and 'Payments of 3 customers overdue for >30 days' (In progress).

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LARS NYSØM

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Data sources	1	3	Unlimited
Active monitors	5	50	Unlimited
Email & Slack notifications	Unlimited	Unlimited	Unlimited
SMS & WhatsApp messages	—	1000 /month	Unlimited
Premium destinations (3rd party tools, webhooks)	1	3	Unlimited
Users	10	30	Unlimited

Exclusive Offer: 2-month for 50% of "Growth" price

- Unlimited usage (except SMS messages)
- Weekly calls
- Personal Slack-channel

Get in touch



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