



SYSTEMS ENGINEERING

WHERE SYSTEMS
RUN IN SYNC

Revenue Operations & Automation

| Explore Our Services

More Than Software. *Systems.*

A connected system, built around your business. Every build starts with how your business actually runs. We design CRM systems, onboarding workflows, project platforms, and back-office automation so your tools and data work together. Human-led. AI-amplified.

"We can count on them, and they are very reliable whether we are in a short term or long-term agreement... We love our partnership with GirlFriday."
A.T. Owens



WE COMBINE:

- **One connected system:** We connect your CRM, project tools, and communication platforms so data flows between them.
- **Less manual work:** Data entry, reminders, and handoffs run automatically so your team can focus on clients.
- **CRM built around how you sell:** Stages, pipelines, and follow-up rules match your real sales process.
- **Documented and trained:** Step-by-step documentation and team training make sure every system sticks.
- **AI where it adds value:** The tools we choose depend on what your business needs, with your team in control.
- **Project-managed from start to finish:** Requirements, timeline, and launch are coordinated by a dedicated project manager.

We build the system. Your team runs it, or we do.

CRM & SALES SYSTEMS

Keep every lead moving.

Deals are won or lost in the follow-up. We design and build CRM systems around how you actually sell, so every lead is captured, assigned, and followed up without anyone chasing it.

A clean CRM gives you a pipeline you can trust and a clear view of where revenue is coming from.



Optimized CRM Setup & Cleanup: We clean up messy data, fix broken stages, and configure your CRM so it reflects how your team really works.

Tailored Sales Pipelines: We map your sales process into clear pipeline stages with automatic follow-up tasks, so no lead goes cold.

Visible Revenue Reporting: We build dashboards that show pipeline health, conversion rates, and expected revenue at a glance.



Integrated Lead Capture: We connect your website forms, booking tools, and email so every new inquiry lands in the right place automatically.

AI & WORKFLOW AUTOMATION

Reduce manual work. Improve efficiency.

When systems don't work together, teams do extra work. Manual processes, duplicate data entry, and disconnected tools slow productivity and increase errors. We integrate your systems and put AI and automation to work so information flows smoothly, tasks trigger automatically, and your team spends less time on repetitive work.

Workflow Automation & Task Triggers: We automate routine steps, approvals, and task handoffs so work moves forward without manual follow-up.

CRM & Platform Integration: We connect CRM, project management, and communication tools so information stays synchronized and accessible across teams.

Data Entry & Administrative Automation: We reduce manual data entry by automating form submissions, updates, notifications, and record creation.

Client Communication & Notification Automation: We automate confirmations, reminders, follow-ups, and status updates to improve responsiveness and client experience.

Reporting & Workflow Alerts: We implement automated alerts and reporting triggers that keep teams informed and prevent delays.

When systems work together and routine tasks are automated, teams gain time, accuracy improves, and operations scale more efficiently.



*"They are the absolute best!
Definitely recommend! You won't
be disappointed!"*

Gabrielle Garner



ONBOARDING & BACK-OFFICE SYSTEMS

Deliver a consistent experience every time.

Your client experience starts after the sale. When onboarding depends on memory, details get missed and first impressions suffer. We build onboarding and back-office workflows that run the same way every time, from signed contract to kickoff to invoice.

Your team gets clear steps, and your clients get a smooth start.



Welcome & Onboarding Workflows: We automate welcome emails, intake forms, document collection, and kickoff scheduling.

Project Management Platforms: We set up your project platform so every task has an owner, a due date, and a clear next step.

Organized Back-Office Systems: We streamline invoicing, approvals, and internal requests so the back office runs without bottlenecks.

Workflow Integrations: We connect the apps your team already uses so information moves between them without copy and paste.

Launch, Training & Support: We train your team and document every system. Your team runs it from day one, or we stay on and run it for you.



HOW A SYSTEMS PROJECT WORKS

A clear start and a clear finish.

It starts with how your business really runs. We build the system and train your team to run it, or we stay on and run it for you. Systems engineering works inside any GirlFriday partnership or on its own, and standalone projects are priced by scope after a free discovery call.

Phase 1, Discovery: We map your current tools, workflows, and pain points to see where time and revenue are slipping.

Roadmap & Design: We design the system, agree on scope and timeline, and confirm what success looks like.

Verified Build & Testing: We build, connect, and test everything before your team relies on it.

Training & Documentation: We train your team and document each workflow so the system keeps working long after launch.

In Your Hands or Ours: When your team is confident, it takes over, or we stay on as your operations team to run it and keep it working as you grow.

When your systems work, your team executes with clarity and your business scales without breaking.



Beyond *Systems.*

In addition to systems projects, we support organizations with ongoing operations, marketing, and leadership that strengthen visibility and sustain growth.

Integrated Marketing & Brand Systems: Strategic marketing systems that strengthen visibility, communicate your value, and support sustainable growth.

Strategic Operations & Business Infrastructure: Workflows, documentation, and day-to-day operational support that keep your business running smoothly.

Executive Leadership Oversight: Oversight from GirlFriday's executive team, with strategy, decision support and regular leadership check-ins.

Please visit our website or contact us to learn more.



**READY FOR YOUR NEXT
LEVEL OF GROWTH?**

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