Deciding whether to invest in AI

Fictional decision report — Mavi Supply

This example concerns a fictional 35-person company. No company, workflow or benefit figures represent a real client.

Management question: How can a small team handle growing enquiry volume without reducing response quality?

Illustrative decision: Start with a controlled single-process pilot. The low scenario has no cash payback; the investment cannot depend only on an optimistic forecast.

Decision owner	Management and process owner
Business problem	Enquiry recording, duplicates and routing workload
Assessment output	Alternatives and an investment decision
Implementation boundary	Setup and live acceptance are separate

What was assessed?

Scope: Receiving an enquiry, recording it and routing it for a response.

Fictional baseline:1,000 enquiries per month,12 active minutes each,200 person-hours. Waiting time is excluded.

Review: Management goals, employee roles, existing tools, permissions, errors and duplicate cases.

In a real report, every number has a source, date and measured/reported/estimated label. All values here are fictional assumptions.

Input	Fictional baseline	Evidence in a real review
Volume	1,000 enquiries / month	Counts without personal data
Active time	12 minutes / enquiry	Representative time measurement
Human workload	200 hours / month	Volume × active time
Approval	Process owner	Written baseline and scope

Three alternatives, one decision

1. Existing CRM and process improvements: Review unused features and consistent record keeping.

2. Rules-based automation: Record an enquiry once, route it and send ambiguous work for human approval.

3. AI-assisted drafts: Draft from approved sources; a person approves customer commitments.

Illustrative choice: Pilot option 2 first; consider option 3 only after source and permission requirements are met. AI is not required for every task.

Option	Strength	Prerequisite / decision
Existing tool	Lower change burden	Licence and feature review
Rule automation	Defined recording and routing	API, permissions and exception tests
AI draft	Supports text preparation	Sources and human approval

Benefit and cost scenarios

A real assessment considers the initial investment, system connections, external tools and ongoing operating costs together. Application prices are not included in this public sample.

The capacity figures below are fictional assumptions. Released staff time does not automatically become cash savings.

The investment decision compares low, base and high benefit-cost scenarios, including options with no cash payback. The implementation budget and return calculation use your specific proposal and verified inputs.

Metric	Low	Base	High
Net capacity (hours/month)	36	72	108

Pilot and acceptance

Illustrative pilot: Two weeks with 100 controlled enquiries containing no personal data; include normal, duplicate and failure cases. Real personal data requires separate processing safeguards.

Proposed thresholds:0 duplicates in 100 duplicate trials;0 unauthorised actions;0 approval bypasses; at least 95%correct normal recording/routing; at least 20%reduction in total human time per enquiry. No real client has approved these thresholds.

Stop for unauthorised action or data exposure. Narrow the scope if quality, cost or time thresholds fail.

Assessment acceptance is not system acceptance. Implementation needs a separate proposal and real environment testing.

Check	Pass condition	Evidence
Duplicates	0 duplicates in 100 trials	Duplicate test record
Permission / approval	0 unauthorised actions or bypasses	Role and approval tests
Normal flow	At least 95% correct	Controlled example records
Human time	At least 20% improvement	Before / after measurement

90-day plan and management decision

Days 1–30: Baseline measurement, process-owner confirmation, data/access conditions and written pilot scope.

Days 31–60: Pilot under a separate implementation proposal, including control and exception tests and specialist coordination when needed.

Days 61–90: Measurement, acceptance and proceed/narrow/stop decision. Update the calculation using actual results.

What you receive: Reasoned alternatives, benefit/cost scenarios, risks, prerequisites, pilot criteria and a 90-day plan. This is not an internal operating manual or a guaranteed result.

Period	Client contribution	Decision document
Days 1–30	Confirm goals, access and baseline	Pilot scope and prerequisites
Days 31–60	Review controlled examples	Pilot metrics and error log
Days 61–90	Review results and acceptance	Proceed / narrow / stop

Kaynak yaklaşımı / Source approach: Brewster AI Readiness Assessment; AWS Generative AI Lifecycle. dogancoban.com — 10.10.2026.