

The AI Audit Framework

How to Find \$50K-\$200K in Hidden Savings Through AI Automation

A Free Guide from Mahtani AI

Introduction: The Framework Behind Our S\$2,488 Professional Audits

You're reading the exact methodology we use at Mahtani AI to identify high-ROI AI opportunities for businesses worldwide.

Here's the truth: You can absolutely run this audit yourself. It will take 15-20 hours spread over 2-3 weeks. You'll need to interview your team, map workflows, calculate costs, and research AI solutions.

Or: We can complete the entire audit professionally in 1-2 weeks for S\$2,488 (flat fee), including professional interviews, workflow visualizations, ROI calculations, a detailed insights report, and a 30-minute presentation of findings.

Either way, you win. You'll have clarity on exactly where AI can help your business and what it will cost.

We're giving this framework away because we believe every business deserves to understand their AI opportunities—whether you work with us or not. Most business owners who start this process realize within a few days that their time is better spent running their business, not conducting the audit. But some complete it themselves and gain tremendous value.

The choice is yours.

Part 1: How to Use This Framework

This is not a textbook. It's a worksheet designed to be filled out.

Follow these 5 steps:

2. **Interview:** Talk to your team on the front lines. Use Part 3 to log your findings.
4. **Map:** Visualize current workflows and identify bottlenecks. Use Part 4 to sketch it out.
6. **Quantify:** Calculate the cost of inefficiency. Use the formula in Part 4.
8. **Solve:** Design the AI-powered future state. Use Part 5 to document it.
10. **Prioritize:** Organize opportunities by impact. Use Part 5 to create your roadmap.

Time commitment: Budget 15-20 hours over 2-3 weeks if doing this yourself.

Alternative: Mahtani AI can complete this entire process professionally in 1-2 weeks. Details at the end of this guide.

Part 2: Define Your Objectives

Before you start interviewing anyone or analyzing anything, get crystal clear on what you're trying to achieve.

Core Business Objectives

What are you trying to accomplish? Write these in your own words.

Examples: - "Increase qualified leads by 30% without hiring more sales staff" - "Reduce time spent on manual data entry across operations team" - "Improve customer response time from 4 hours to under 1 hour" - "Free up our top performers to focus on high-value work instead of administrative tasks"

Your objectives: 1. _____ 2. _____ 3. _____

Key Constraints

What are your limitations? Be honest.

Examples: - "Budget: Under \$10K for initial implementation" - "Timeline: Need results within 90 days" - "Team: Limited technical resources, need turnkey solutions" - "Integration: Must work with existing Salesforce and WhatsApp setup"

Your constraints: 1. _____ 2. _____ 3. _____

Part 3: Discovery & Interview Process

This is where the gold is hidden. The people doing the work know exactly what's broken. Don't skip this step.

Who to Interview

Talk to 3-5 people across different departments: - Front-line employees (sales, support, operations) - Middle managers who see workflow bottlenecks - Department heads who understand costs

Your interview list: - [] Name: __ Role: __ Department: __ - [] Name: __ Role: __ Department: __ - [] Name: __ Role: __ Department: __ - [] Name: __ Role: __ Department: __ - [] Name: __ Role: __ Department: __

Interview Questions to Ask

2. "What tasks do you spend the most time on each day?"
4. "Which of these tasks feel repetitive or manual?"
6. "Where do you feel like a robot?"
8. "What information do you need to do your job that's hard to find?"
10. "If you could automate one thing tomorrow, what would it be?"

Key Pain Points Discovered

Document direct quotes—they're powerful when presenting findings.

Pain Point #1:

Quote: "_____" - Employee: ___ - Department: ___ - Frequency: ___ (daily/weekly/monthly) - Time per occurrence: _____

Pain Point #2:

Quote: "_____" - Employee: ___ - Department: ___ - Frequency: ___ - Time per occurrence: _____

Pain Point #3:

Quote: "_____" - Employee: ___ - Department: ___ - Frequency: ___ - Time per occurrence: _____

Pain Point #4:

Quote: "_____" - Employee: ___ - Department: ___ - Frequency: ___ - Time per occurrence: _____

Pain Point #5:

Quote: "_____" - Employee: ___ - Department: ___ - Frequency: ___ - Time per occurrence: _____

Part 4: Bottleneck Analysis & ROI Calculation

Now pick ONE pain point from Part 3—the biggest "Quick Win"—and analyze it in detail.

Target Bottleneck

Name of bottleneck: _____

Example: "Manual lead response via WhatsApp for real estate inquiries"

Current Workflow (The "Before" State)

Map out the broken process step by step. Be specific.

Example for real estate agency: - Step 1: Potential client sends WhatsApp inquiry about condo at 11 PM - Step 2: Message sits unread until agent checks phone next morning at 9 AM - Step 3: Agent manually looks up property details in internal system - Step 4: Agent crafts response with pricing, availability, facilities - Step 5: Agent sends response (10 hours after initial inquiry) - Step 6: 60% of leads have already contacted competitors by this point

Your current workflow: - Step 1: _____ - Step 2: _____ - Step 3: _____ - Step 4: _____ - Step 5: _____ - Step 6: _____

Time per cycle: __ **Current response time:** __ **% of opportunities lost due to delay:** __

Future Workflow (The "After" State with AI)

Describe the AI-powered process. Focus on outcomes.

Example for real estate agency: - Step 1: Potential client sends WhatsApp inquiry at 11 PM - Step 2: AI agent responds within 60 seconds with property details - Step 3: AI qualifies lead with intelligent questions - Step 4: AI books viewing appointment or routes to human agent if complex - Step 5: Human agent receives qualified lead with full context next morning - Step 6: 80% of leads engaged immediately, conversion rate increases 40%

Your future workflow: - Step 1: _____ - Step 2: _____ - Step 3: _____ -
Step 4: _____ - Step 5: _____

Time per cycle (automated): __ New response time: __ Expected improvement: __

The Cost of Inefficiency (The Money Calculation)

Use this worksheet to put a price on the pain.

(A) Time wasted per employee (per day): ___ hours

(B) Number of employees affected: ___

(C) Average loaded hourly cost per employee: \$___

How to calculate (C):

$(\text{Annual Salary} + \text{Benefits} + \text{Tools}) \div 2,080 \text{ working hours} = \text{Hourly Cost}$

Example: - Sales agent makes \$60,000/year - Benefits add 30% = \$78,000 total - $\$78,000 \div 2,080 \text{ hours} = \$37.50/\text{hour}$

Daily Cost Calculation:

$(A) \times (B) \times (C) = \text{Daily Cost}$
___ hours $\times$ ___ people $\times$ \$___ /hour = \$_____ per day

Weekly Cost Calculation:

Daily Cost $\times$ 5 days = Weekly Cost
\$_____ $\times$ 5 = \$_____ per week

Annual Cost Calculation:

Weekly Cost $\times$ 52 weeks = Annual Cost
\$_____ $\times$ 52 = \$_____ per year

This bottleneck is costing you: \$_____ per year

Opportunity Cost (Revenue Lost)

Beyond time costs, are you losing revenue due to this bottleneck?

Examples: - Slow lead response → Lost deals → Lost revenue - Poor customer support → Churn → Lost recurring revenue - Manual data entry errors → Compliance issues → Penalties

Your opportunity cost: - Lost deals per month due to slow response: __ - Average deal value: \$__ - Monthly revenue loss: \$__ - **Annual revenue loss: \$__**

Total annual impact (cost + opportunity): \$__

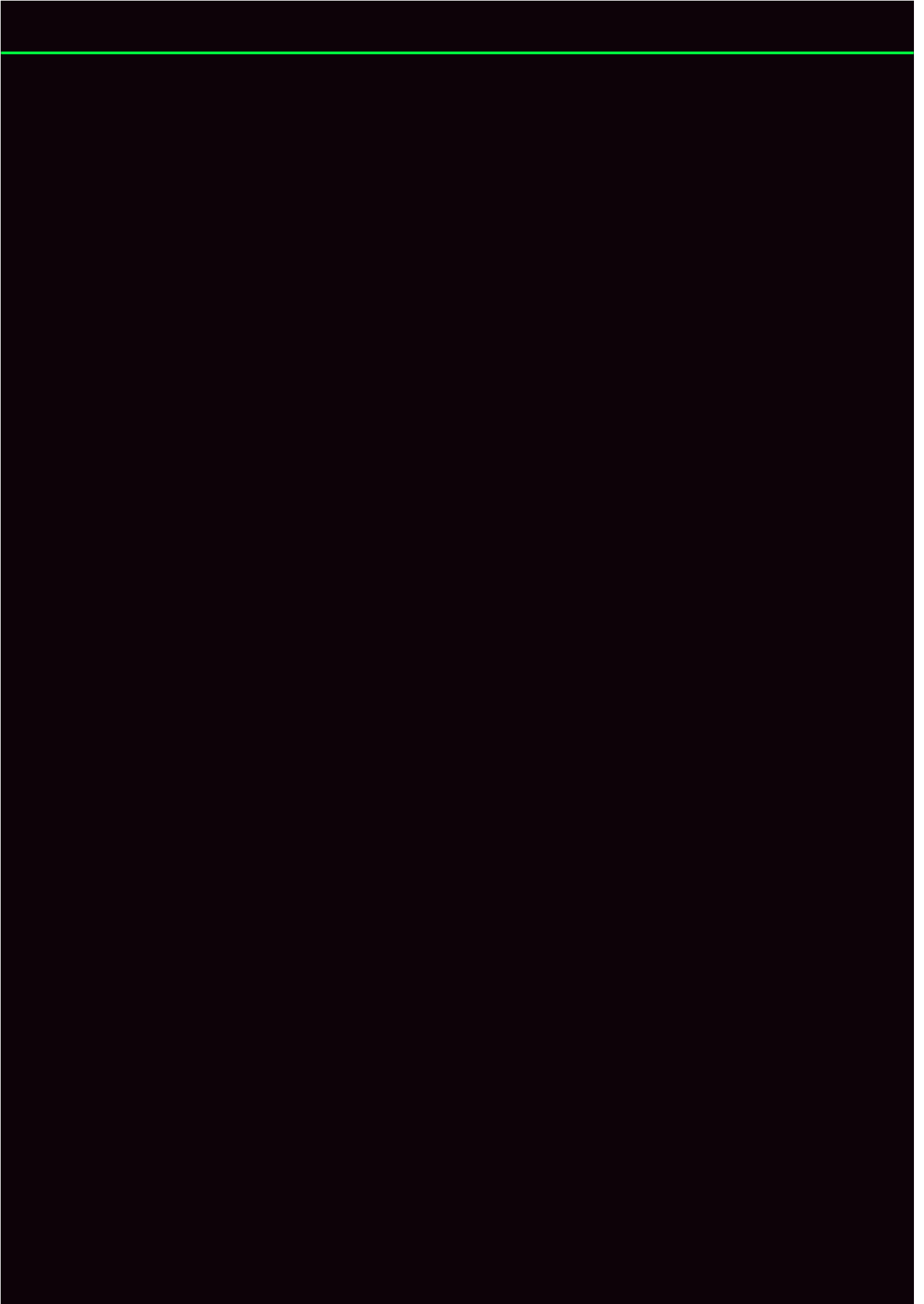
Part 5: AI Solutions & Prioritization

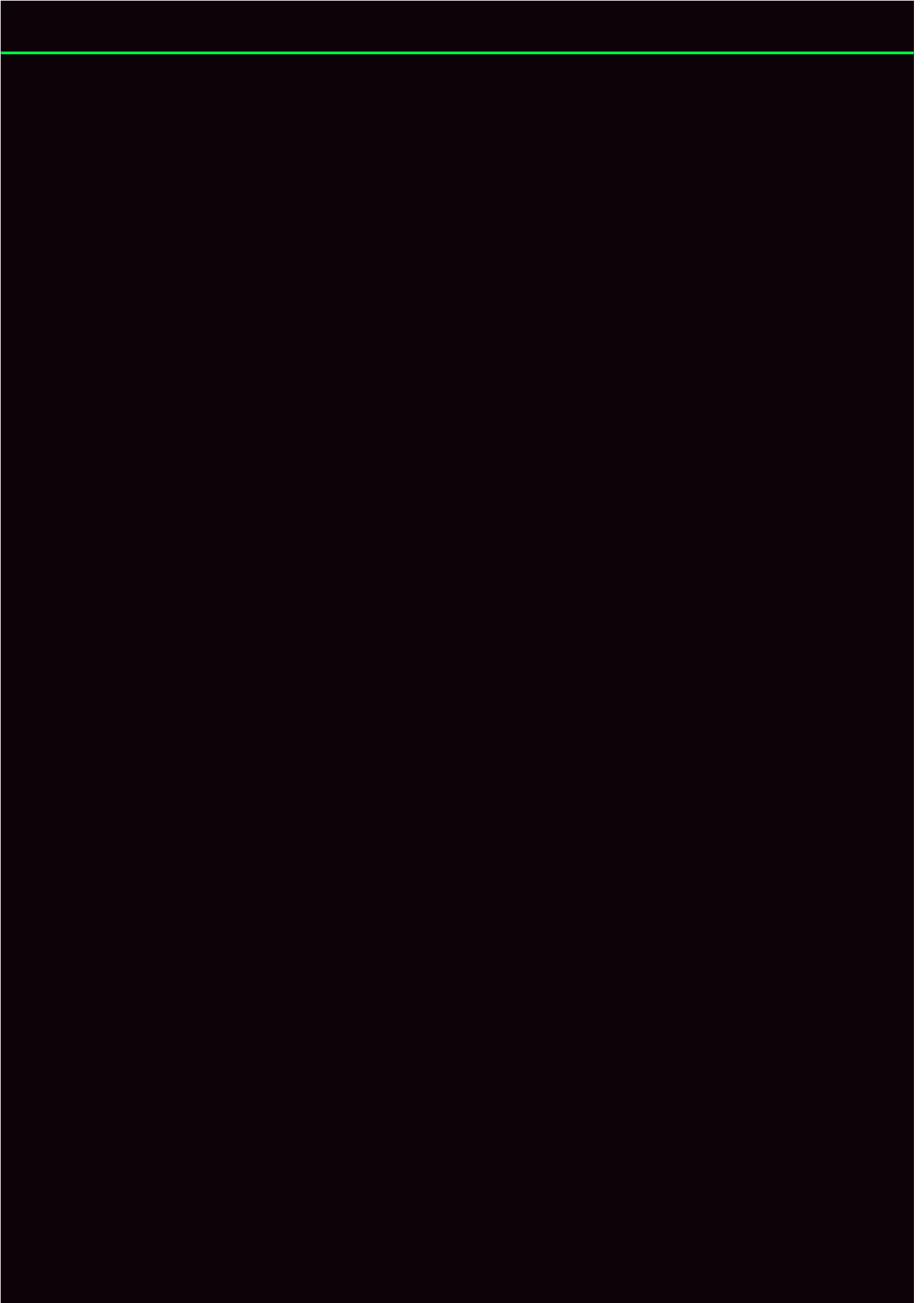
Now that you've identified and quantified one major bottleneck, brainstorm the AI solution and identify other opportunities.

AI Solution for Primary Bottleneck

Bottleneck: _____

AI Solution Description:





Example: "Deploy 24/7 WhatsApp AI agent using ElevenLabs voice AI and n8n automation. Agent responds within 60 seconds, qualifies leads with intelligent questions, books viewing appointments, and routes complex inquiries to human agents with full context."

Estimated Implementation Cost: \$ _ _ _

Estimated Annual Savings: \$ _ _ _

Payback Period: _ _ _ months

Implementation Complexity: ☐ Low ☐ Medium ☐ High

Additional AI Opportunities Discovered

List other bottlenecks you found during interviews that could be addressed later.

Opportunity #2:

- **Problem:** _ _ _ _ _
- **Affected Department:** _ _ _
- **Estimated Annual Cost:** \$ _ _ _
- **Implementation Complexity:** ☐ Low ☐ Medium ☐ High

Opportunity #3:

- **Problem:** _ _ _ _ _
- **Affected Department:** _ _ _
- **Estimated Annual Cost:** \$ _ _ _
- **Implementation Complexity:** ☐ Low ☐ Medium ☐ High

Opportunity #4:

- **Problem:** _ _ _ _ _
- **Affected Department:** _ _ _

- **Estimated Annual Cost:** \$ _ _ _
- **Implementation Complexity:** ☐ Low ☐ Medium ☐ High

Priority Ranking

Organize opportunities by impact and effort:

Priority 1: Quick Wins (High Impact, Low-Medium Effort)

These should be implemented first.

2.

2. Annual Savings: \$ _ _ _

4. Implementation Cost: \$ _ _ _

6. Timeline: _ _ _ weeks

4.

2. Annual Savings: \$ _ _ _

4. Implementation Cost: \$ _ _ _

6. Timeline: _ _ _ weeks

Priority 2: Big Swings (High Impact, High Effort)

Tackle these in Phase 2 after Quick Wins are proven.

2.

2. Annual Savings: \$ _ _ _

4. Implementation Cost: \$ _ _ _

6. Timeline: _ _ _ months

Priority 3: Nice-to-Haves (Low Impact, Low Effort)

Add these on later if time and budget permit.

2.

4.

Part 6: Your AI Roadmap Summary

This is your "Money Slide"—the executive summary you'd present to leadership or use to guide your own decisions.

Quick Wins: Phase 1 Implementation

AI Initiative	Implementation Cost	Annual Savings	Payback Period
1. ___	\$___	\$___	___ months
2. ___	\$___	\$___	___ months
3. ___	\$___	\$___	___ months
TOTAL Phase 1	\$___	\$___	

Expected Outcomes

After implementing Phase 1 Quick Wins, you should see:

- Time saved: __ hours per week
- Cost reduction: \$_____ per year
- Revenue increase: \$_____ per year (if applicable)
- Employee satisfaction: __ (qualitative)
- Customer experience: __ (qualitative)

Next Steps

If you're doing this yourself: 1. Validate these findings with your team 2. Research specific AI tools and platforms 3. Start with the highest-impact, lowest-effort opportunity 4. Implement, measure, iterate

If you want professional help: - Mahtani AI can execute this roadmap for you - Details in the next section

Common Pitfalls When Running Your Own Audit

Most businesses that attempt DIY AI audits make these mistakes:

Mistake #1: Focusing on "Cool" AI Tools Instead of Business Problems

Wrong approach: "Let's use ChatGPT for something!"

Right approach: "We lose \$80K/year on slow lead response. Can AI fix this?"

Always start with the problem, not the technology.

Mistake #2: Not Quantifying Costs Properly

Wrong approach: "This wastes a lot of time."

Right approach: "This costs us 15 hours/week $\times$ 5 employees $\times$ \$40/hour = \$156K/year."

If you can't quantify it, you can't prioritize it or justify the investment.

Mistake #3: Picking Problems That Are Too Complex

Wrong approach: Starting with a custom AI system that requires 6 months of development.

Right approach: Starting with a simple automation that takes 1-2 weeks and proves immediate value.

Start small, prove value, then scale.

Mistake #4: Skipping the Interview Process

Wrong approach: Management decides what needs to be automated from their office.

Right approach: Talk to the people doing the work. They know where the pain is.

The best AI opportunities are found on the front lines.

Mistake #5: Trying to Automate Everything at Once

Wrong approach: "Let's implement 10 AI solutions simultaneously!"

Right approach: Implement one Quick Win, measure results, learn, then tackle the next.

Phased implementation reduces risk and builds organizational buy-in.

You Have Two Options

You've now seen the complete framework. Here's what happens next.

Option 1: Run This Audit Yourself

Use this template to analyze your business. You'll need:

Time commitment: 15-20 hours over 2-3 weeks

Required activities: - Schedule and conduct 3-5 employee interviews - Document and map current workflows - Calculate loaded employee costs - Research AI tools and solutions - Create ROI projections - Build implementation roadmap - Present findings to leadership

Best for: - Businesses with in-house technical resources - Companies that want deep internal learning - Organizations with limited budgets - Teams that enjoy this type of analytical work

You'll learn a ton. Many business owners find the process itself valuable, even if they later decide to bring in professional help for implementation.

Option 2: Let Mahtani AI Run the Audit Professionally

We'll complete this entire audit for you in 1-2 weeks for **S\$2,488** (one-time flat fee).

What You Get:

- ✓ **Professional team interviews** – We talk to your staff, ask the right questions, and uncover pain points you might miss
- ✓ **Complete workflow analysis** – Visual documentation of your current processes and bottlenecks
- ✓ **Detailed ROI calculations** – Precise cost quantification and savings projections for each opportunity
- ✓ **Working proof-of-concept** (if applicable) – When feasible, we build a small demo to show you exactly what's possible
- ✓ **1-page executive insights report** – Clear, actionable summary for leadership
- ✓ **30-minute presentation** – We walk you through all findings and recommendations
- ✓ **Prioritized implementation roadmap** – What to build first, second, third, with timeline and cost estimates

The Process:

Week 1: – Day 1-2: Kickoff call, schedule interviews – Day 3-5: Conduct interviews, gather data – Day 6-7: Analysis and workflow mapping

Week 2: – Day 1-3: ROI calculations, solution design – Day 4-5: Build proof-of-concept (if applicable) – Day 6-7: Create report and presentation

End of Week 2: – Deliver complete audit package – 30-minute presentation of findings – Q&A and discussion of next steps

After the Audit:

You have complete freedom:

Option A: Use our roadmap and implement yourself (no pressure to work with us)

Option B: Hire us to build — custom systems S\$9,800–39,800, or enablement & training S\$3,800–7,800

Option C: Bring the roadmap to another agency or your in-house team

Either way, you'll have clarity on exactly where AI can help and what it will cost.

Investment:

S\$2,488 (one-time flat fee)

No hidden costs. No surprise invoices. No scope creep.

Money-back guarantee: if the report doesn't change how you see your operation, full refund — no questions asked. Start a build with us within 90 days and the full audit fee is credited against it.

Most companies we audit discover **\$50K–\$100K+ in annual savings potential**. For a S\$2,488 investment that takes 1-2 weeks, the ROI is compelling.

Frequently Asked Questions

"Can't I just use ChatGPT to figure this out?"

ChatGPT is a tool, not a strategy. It's like asking "Can't I just use Excel to fix my business?" The tool doesn't tell you *what* to fix or *how* to prioritize it.

This audit framework helps you identify the specific problems worth solving and quantify the ROI. The AI tools come later.

"We're too small for this."

The framework works for businesses of any size. If you have 3+ employees and repetitive processes, you have AI opportunities.

Some of our highest-ROI audits have been for businesses with 5-15 employees. Small teams often see bigger proportional impacts.

"We don't have data or systems to analyze."

You don't need fancy systems. We can audit businesses running on WhatsApp, Google Sheets, and email. The bottlenecks are often in *how* you're using (or not using) tools, not which tools you have.

"What if you don't find any good AI opportunities?"

Honestly? We'll tell you. We've had 2-3 audits where we concluded "you're actually pretty efficient, AI won't help much yet."

But in 95% of audits, we find \$50K-\$200K+ in annual savings potential. Most businesses have low-hanging fruit they just haven't seen yet.

"What happens after the audit?"

You get the complete roadmap and you decide: 1. Implement it yourself 2. Hire us to implement – systems S\$9,800–39,800, enablement & training S\$3,800–7,800 3. Bring it to another agency 4. Do nothing (though we hope you won't!)

No pressure, no contracts, no obligation.

Ready to Get Started?

Run this framework yourself — it works. Or I'll run it professionally: S\$2,488 flat, and if the report doesn't change how you see your operation, full refund, no questions asked.

Book Your Free 30-Minute Alignment Call

Let's have a conversation about your business: - What are your biggest operational pain points? - Where do you think AI might help? - Does a professional audit make sense for you?

No sales pitch. No obligation. Just a conversation.

Book your call: mahtani.com.sg

More Information

Website: <https://mahtani.com.sg>

Final Thoughts

Most businesses know AI can help. They just don't know where to start.

This framework gives you a clear path: interview your team, identify bottlenecks, quantify costs, prioritize solutions.

Whether you use this template yourself or hire us to run the audit professionally, you'll end up with something most businesses don't have: **clarity**.

You'll know exactly where AI can help, what it will cost, and what you'll save.

And that clarity is worth more than any AI tool.

Stop guessing. Start knowing.

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