

AI automation in your company

A catalogue of 52 processes: what can be automated, how complex it is and how much time it typically saves.

How to read this catalogue

For every process we give two things: **complexity** on a five-point scale and the **typical saving**. This is not a price list or a promise; it is a sorted map of what actually works in companies with 10–250 people.

Technology does not decide, two numbers do: **volume × time** (how often the process repeats each month and how many minutes it takes) and the **cost of an error** (what happens when AI gets it wrong). Where the cost of an error is high, a human belongs in the loop with approval, and complexity rises by one level.

Rule of thumb: level 1–3 processes with high volume and a low cost of error deliver 80% of the value. Levels 4–5 make nice references, but do not start there.

COMPLEXITY SCALE

Complexity 1 = switching on a ready-made tool (1–4 hours) · 2 = connecting 2–3 systems (1–3 days) · 3 = branches, exceptions, approvals (1–3 weeks) · 4 = closed system, knowledge base, permissions (3–8 weeks) · 5 = custom development, regulated area (2+ months).

01 Customer service

The best area to start with: every company has it, everyone hates it, and the results are measurable straight away.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Email triage	Categorisation (enquiry / complaint / invoice / spam), prioritisation, routing to the right colleague, summarising long threads.	●●○○○ 2	5–10 hours/month/person
Reply drafts	The AI writes the draft from earlier correspondence and your knowledge base; your colleague only checks it and sends it.	●●●○○ 2–3	40–60% faster
Website FAQ chatbot	An assistant built on your company documents that handles 60–80% of the typical questions. It escalates to a person when it cannot answer.	●●●○○ 3	30–50% of enquiries
Internal knowledge assistant	The same thing facing inwards: “where is the holiday request form”, “what are the delivery terms for customer X”.	●●●●○ 3–4	2–4 hours/month/person
Call and meeting transcripts	Recording, transcript, extraction of decisions and tasks, automatic entry into the CRM or the task tracker.	●●○○○ 1–2	15–30 minutes/meeting
Multilingual customer handling	A message in a foreign language → a reply in the customer's language, using your company terminology.	●●○○○ 2	SK/HU/DE/EN markets, no limits

02 Sales and CRM

The best pilot area: the result shows up on the revenue side, not only in cost savings.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Enquiry processing	Reading the incoming request, structuring the data, writing it into the CRM, drafting a quote from a pricing template.	●●●○○ 3	10–20 minutes/quote
Lead research and qualification	Company data from public sources, scoring against your ICP, a “call these five today” list.	●●●○○ 2–3	3–5 hours/week/sales rep
Personalised outreach	Cold emails and LinkedIn messages that are really about that company, not a template.	●●●○○ 2	3–5× more touchpoints
No more CRM data entry	Automatic logging of emails, calls and meetings, filling in missing fields, flagging stale deals.	●●●○○ 2–3	4–6 hours/week/sales rep
Follow-up automation	No reply for X days → a reminder built on the context, sent after your approval.	●●●○○ 2	10–20% of lost leads
Win-loss analysis	Why you won or lost: patterns across the last 100 quotes.	●●●○○ 3	pricing decisions

03 Finance and admin

In finance, AI prepares the work, it does not decide. Every item goes through human approval. Say this up front, it builds trust.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Invoice OCR	Reads incoming invoices (PDF, photo, attachment), checks the data and uploads it to your accounting software.	●●●○○ 3	15–25 hours/month at 300 invoices
Expense and receipt handling	Processes photographed receipts, sorts them into categories and flags anything missing.	●●●○○ 2	the month-end scramble disappears
Receivables management	Tracks overdue invoices, sends reminders tuned to each customer's payment history, with an escalation ladder.	●●●○○ 2–3	payment times 5–15 days shorter
Matching bank transactions	Matches statements against invoices and lists the differences.	●●●○○ 3	4–8 hours/month
Month-end close in plain language	Turns the numbers into a clear explanation: what changed, why, and what to watch.	●●●○○ 2–3	visibility for management
Cash flow forecast	A 30/60/90 day outlook based on receivables, payables and seasonality.	●●●○○ 3–4	no liquidity surprises

04 Documents and knowledge

This category makes the strongest impression in training: you watch it work on your own document.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Contract review	Risky clauses, payment terms, termination, liability; compared against your company template.	●●●○○ 3	1–3 hours/contract
Document generation	Fills in contracts, quotes, minutes and certificates from your data and templates.	●●○○○ 2	20–40 minutes/document
Company knowledge base (RAG)	Makes every internal document searchable and answerable, with sources cited.	●●●●○ 4	onboarding time cut in half
Extracting technical documentation	Supplier datasheets, specifications, catalogues → structured database.	●●●●○ 3–4	weeks of manual work
Minutes and reports	Turns raw notes into a formal document in your company format.	●●○○○ 1–2	30–60 minutes each
Version comparison	What actually changed between two versions, not character by character.	●●●○○ 2–3	70% of the review time

05 Marketing and content

A warning: this is where clients most often say “we already do that with ChatGPT”. The value is not text generation, it is the system: a fixed brand voice, a defined process, consistent quality.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Content production in series	Blog, LinkedIn, newsletter, product copy (in your company voice, from a brief).	●●○○○ 1–2	60–70% of the writing time
Bulk product descriptions	Descriptions for hundreds or thousands of webshop products, written from attributes, with SEO.	●●○○○ 2–3	weeks → days
Social calendar and posts	Monthly plan, post copy, image generation or template-based design.	●●○○○ 2	1–2 days/month
Translation and localisation	SK ↔ HU ↔ EN ↔ DE with your own glossary, well above machine-translation quality.	●●○○○ 1–2	70–80% of translation costs
Campaign reporting	Collects advertising and analytics data, analyses it, suggests next steps, weekly report.	●●○○○ 3	3–6 hours/week
Competitor monitoring	Monitors competitor prices, ads and content, monthly summary.	●●○○○ 3	no more blind spots in your market

06 HR and recruitment

Legal note: under the EU AI Act, CV screening counts as a high-risk system (Annex III). It is not banned, but it comes with documentation and oversight duties: the date of application has been pushed back to 2 December 2027.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Job ad and interview plan	Turns a role description into a job ad, a structured interview plan and a scoring framework.	●●○○○ 1–2	3–5 hours/position
CV pre-screening	Structures applicants, matches them against the requirements, builds summary cards.	●●●○○ 3	5–15 hours/position
Onboarding assistant	New joiners can ask about internal rules and processes 24/7.	●●●●○ 3–4	20–30% of the ramp-up time
Internal training material	Turns process descriptions into an e-learning module, a quiz and a quick reference guide.	●●○○○ 2	weeks of course development
Working time and leave	Processes requests, flags clashes, writes them into the calendar.	●●●○○ 2–3	3–6 hours/month
Employee survey analysis	Turns free-text answers into themes, sentiment and concrete suggestions.	●●●○○ 2–3	decisions based on data

07 Operations and manufacturing

This is where the most money and the most risk sit. Before you promise anything: does the ERP have an API? can it export? who maintains it? Without an API the project is one level harder.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Order processing	Reads orders that arrive by email or as a PDF, writes them into the ERP, sends the confirmation.	●●●●○ 3–4	10–20 minutes/order
Stock and purchasing alerts	Forecasts from consumption data, suggests purchase orders automatically.	●●●●○ 3–4	fewer stockouts and less overstock
Comparing supplier quotes	Puts several incoming quotes into one table and shows the differences.	●●●○○ 2–3	2–4 hours/purchase
Project status report	Builds a weekly status automatically from the task tracker, emails and meetings.	●●●○○ 3	2–4 hours/week/project manager
Maintenance log	Structures free-text fault reports, identifies recurring causes.	●●●○○ 3	less downtime
Photo-based quality control	Image recognition for defects, automatic documentation.	●●●●○ 4–5	depends on the case, high

08 Management reporting and data

An owner who uses the output personally becomes the sponsor of the project. That is why the management summary is such a good way in.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Weekly/monthly management summary	Data from several systems on one page: cash, sales, pipeline, risks.	●●●●○ 3	4–8 hours/month + better decisions
A question instead of a pivot table	“Which product delivered the highest contribution margin in Q2?” (a question, not an Excel sheet).	●●●●○ 3–4	no more dependence on an analyst
Replacing Excel reports	Automates repetitive manual spreadsheet building.	●●●●○ 2–3	5–20 hours/month
Margin and pricing analysis	Unit economics per product, price-change scenarios.	●●●●○ 3	direct profit impact
Anomaly monitoring	Automatic alerts for unusual spending, falling revenue and lost customers.	●●●●○ 3–4	early warning

09 IT and internal tools

Operation, monitoring and version control are not extras: they are what the monthly fee pays for, and your only protection against a workflow that breaks silently.

PROCESS	WHAT IT DOES	COMPLEXITY	TYPICAL SAVING
Rolling out an AI coding assistant	Copilot or Claude Code for your development team, with clear rules.	●●●●○ 2	20–40% of development time
Internal mini-apps	A calculator, a form or a dashboard without a developer.	●●●●○ 2–3	hours instead of days
Data migration and cleaning	Normalising messy databases and filtering out duplicates.	●●●●○ 3	weeks of manual work
IT helpdesk automation	Triage of typical requests (password, access, faults) with a suggested fix.	●●●●○ 3	30–40% of all tickets
Generating documentation	Up-to-date documentation from code, processes and systems.	●●●●○ 2–3	the perennial gap, closed

TOP 10

Ten processes worth starting with

Ranked by payback-to-complexity ratio for a company with 10–50 employees.

01	Email triage and draft replies	everyone has email, the effect is immediate	PILOT AUTOMATION
02	Processing quote requests	revenue side, a real pain point	PILOT AUTOMATION
03	Invoice OCR	hard savings you can count	PILOT AUTOMATION
04	Meeting transcripts and task assignment		

ready in a day, strong impact

PILOT AUTOMATION

05 Document generation from templates

the most striking demo

PILOT AUTOMATION

06 Putting an end to CRM data entry

your sales people will love it

GROWTH PACKAGE

07 Overdue payment reminders

direct cash flow effect

GROWTH PACKAGE

08 Content production turned into a system

the way in at marketing-led companies

GROWTH PACKAGE

09 FAQ chatbot on your website

a highly visible reference

GROWTH PACKAGE

10 Weekly management summary

the owner uses it personally, so the owner becomes the sponsor

GROWTH PACKAGE

ROI

Payback calculation

$$\text{annual saving} = (\text{cases/month} \times \text{minutes} \div 60) \times \text{automated share} \times \text{hourly rate} \times 12$$

Enquiries per month	250
Minutes per case	12
Manual work per month	50 hours
Automatable share	70%
Hours saved per month	35 hours
Fully loaded hourly cost	€22
Saving per month	€770
Saving per year	€9,240
Pilot automation price	€2,800
Payback	3–4 months

Interactive calculator with your own numbers: praxai.eu/en#kalkulacka. Soft benefits (faster replies, higher win rates) are deliberately left out.

x

What we do not automate

- ✗ **Final financial and legal decisions**

AI prepares, a human approves. Always.

- ✗ **Hiring, dismissal, performance reviews**

Beyond ethics, this is a legal risk too: the AI Act and Article 22 of the GDPR.

- ✗ **Sensitive customer conflicts**

Escalating a complaint is a human job, not an assistant's.

- ✗ **Rare, changeable processes**

Twice a month does not pay back three weeks of development.

- ✗ **Anything the company itself does not understand**

It has to be written down first. A bad process, automated, is simply bad faster.

- ✗ **Decisions critical to health, safety or compliance**

Never without human review.

Next step

A free 30-minute consultation: you tell us how you work, we tell you where AI saves the most. Or go straight to the AI process audit (€790) with a guarantee: **if we do not find at least 10 hours of weekly savings potential, you do not pay for the audit.**

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