

# Where Your Business Loses Time

15 minutes → a money map of losses + process #1 for a pilot

[+ online calculator and worksheet](#)

UNIKA SOLUTIONS · Guide 2.0 · 2026

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## 0. 15 minutes: your result

You don't need to read everything first. Do four steps — get a practical result.

Step 1 (5 min). Checklist in chapter 3. Every "yes" is a candidate. Mark 2–3 pains.

Step 2 (5 min). Open the calculator:

<https://www.unika.solutions/tools/loss-calculator>

or fill the table in chapter 4 (people, hours, rate).

Step 3 (3 min). See \$/month and recoverable (~70% of routine). Priority = pain × money.

Step 4 (2 min). Pick ONE process #1. Not everything — one.

Done. Next: three actions in chapter 7 this week, or a short review with us.

# 1. Introduction: routine eats money quietly

Your team spends hours on repetitive work; the owner notices too late. An inquiry waits — the customer leaves. Data is copied by hand — errors surface at the worst moment.

Many companies burn 100+ hours a month on manual replies, reports, and data moves. That's not "the cost of business". Those are losses you can find and remove.

This guide covers: where to look, checklist + money table, local benchmarks, honest cases, what to do this week alone, and how a short pilot works.

Core principle: you rarely need fifteen agents. You need one or two scenarios that remove load and save money — with a human still in charge.

## 2. 5 areas where time is lost most often

### Sales & inquiries [costliest loss]

Customer writes — manager is busy — competitor wins. Multi-channel chaos, forgotten leads. Loss is revenue, not just hours.

If e-com: stock/status often beats fancy copy.

If B2B services: first-response speed hits conversion hard.

### Hiring [often 5–10 h/wk]

Manual screening, same messages, long scheduling threads. Strong candidates leave.

If scaling 10–50 people: screening + first reply is quick ROI.

### Finance & documents [errors > hours]

Hand-moving invoices into sheets creates rework and a wrong money picture.

### Operations [invisible losses]

Daily reports, reminders, approvals — 10–15 min each, hours together.

If agency: client updates can equal a hidden full-time role.

### Support [80% questions repeat]

Same FAQs; nights/weekends silent. Classic first pilot: FAQ + human escalation.

### 3. Checklist: find losses in your processes

#### How to use

Walk with your team. Every yes is a candidate. Mark 2–3 worst pains.

#### Sales & inquiries

- First reply > 30 minutes?
- 3+ channels?
- Forgotten inquiry ever?
- No single pipeline view?

#### Hiring

- Manual screening > 2–3 h/wk?
- Same messages typed by hand?
- Long scheduling threads?
- Lost candidates to slow reply?

#### Finance & documents

- Invoice data moved by hand?
- Errors after sending?
- Money summary from many sources?
- Duplicates checked by eye?

#### Ops & support

- Daily reports manual?
- Personal reminders for tasks?
- Humans answering same FAQs?
- No night/weekend replies?

## 4. How to convert hours into money

1) Pick one process. 2) Measure hours/week (3–4 days of real tracking). 3) Hourly cost = pay fully loaded / hours. 4)  $\text{hours/week} \times \text{rate} \times 4.3 = \text{monthly loss}$ . 5)  $\text{Recoverable} \approx \text{loss} \times \text{routine\%} \times 0.7$ .

Example:  $2 \text{ people} \times 1.5 \text{ h/day} \times 5 = 15 \text{ h/wk}$ ;  $\$5 \times 15 \times 4.3 \approx \$320/\text{mo}$ ; at 80% routine  $\rightarrow \approx \$180/\text{mo}$  recoverable.

Calculator: <https://www.unika.solutions/tools/loss-calculator>

CSV: [unika.solutions/guides/loss-calculator-template.csv](https://www.unika.solutions/guides/loss-calculator-template.csv)

Process | People | H/day | Days | \$/h | Pain | % routine

Fill 1–3 rows. Priority = recoverable  $\times$  pain.

## 5. Rough benchmarks (orientation only)

Online shop (2 support agents): often \$250–700/mo recoverable on FAQ + night coverage.

B2B services (2–3 sales): \$400–1,500/mo impact incl. missed leads.

Agency/services (5–15 people): \$400–1,200/mo on coordination alone.

If one process < ~\$150/mo recoverable — measure 2 more weeks. If > \$300–400/mo — pilot is worth discussing.

## 6. Honest cases

### Case A · UNIKA internal content

Pain: one person did topics, drafts, design briefs, scheduling. Irregular output.

Change: assistant drafts; human edits meaning/tone.

Result: ~10 h/wk back; 3 channels more stable. Pilot ~2 weeks.

### Case B · Anonymous · Services agency, Tashkent ~15

Pain: multi-channel leads forgotten; no funnel view.

Change: single intake, owner, reminders, summary.

Pilot (3 weeks): 0 forgotten in test stream; 2h first-response target work hours.

### Case C · Anonymous · E-com, Tashkent ~10–12

Pain: 2–3 h/day same FAQs; nights silent.

Change: rule-based assistant + human escalation.

Pilot (~2 weeks): ~3 h/day routine off in measure; ~80% FAQ handled; 24/7 first reply on FAQ.

## 7. What to do this week — without us

- 1) Baseline 3 days for process #1 (reply time / forgotten leads / FAQ hours).
- 2) Write half a page: when AI may answer vs escalate to human.
- 3) Collect 20–50 Q&A or templates into one doc.

Then you're ready for a pilot — or you see the process isn't documented yet.

## 8. Review → pilot → launch

### Step 1: Review — 1–2 meetings

Find repeat work, money map, pick one measurable scenario.

### Step 2: Pilot — usually 2–3 weeks

One live scenario, logs, human-in-the-loop, before/after metrics.

### Step 3: Launch & support

Keep what works, train team, iterate. Working process, not slides.

## 9. 7 automation mistakes

### 1. Automate everything at once

One scenario first.

### 2. Buy a box of features

Buy a solved process.

### 3. Remove the human

Critical cases stay with people.

### 4. Believe "2 weeks" blindly

Depends on data & approvals.

### 5. No baseline metrics

Can't prove effect.

### 6. Messy data

Clean FAQs/rules first.

### 7. Abandon after launch

First weeks need tuning.

## 10. FAQ & next step

### How long to launch?

Insights after review; pilot usually 2–3 weeks.

### Why no fixed price here?

Price depends on data/integrations — quoted after review.

### What if the assistant is wrong?

HITL, rules, logs, test period.

### Can I start with the calculator only?

Yes — then bring numbers to a review.

UNIKA Solutions — practical automation for businesses in Uzbekistan & CIS. Effect first, then pilot, human in control.

A) Calculator: <https://www.unika.solutions/tools/loss-calculator>

CSV: [unika.solutions/guides/loss-calculator-template.csv](https://www.unika.solutions/guides/loss-calculator-template.csv)

B) Book a review: [unika.solutions/contact](https://www.unika.solutions/contact)

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No obligation on the review. Pay for a working result, not a diagram.