



IS AI ACTUALLY SAVING YOU TIME?

PRODUCTIVITY

Measure the full workflow — not just the AI response

MAP THE
PROCESS

MEASURE
BEFORE

INTRODUCE
AI

COUNT NEW
WORK

MEASURE
AFTER

KEEP, IMPROVE
OR STOP

WARNING: MORE AI OUTPUT DOES NOT AUTOMATICALLY MEAN MORE PRODUCTIVITY

DEFINE THE OUTCOME

- ☐ Identify the specific business result AI should produce
- ☐ Define what success means in measurable terms
- ☐ Identify the process owner — who is accountable?

MAP THE WORKFLOW

- ☐ Record every step from request to completed outcome
- ☐ Record every handoff between people, teams or systems
- ☐ Record every application or system involved
- ☐ Record every approval required

MEASURE BEFORE AI

- ☐ Total process time — end to end
- ☐ Customer outcome — speed, quality, satisfaction
- ☐ Waiting time — approval, information, systems
- ☐ Errors — how many outputs required correction
- ☐ Staff time — actual hours required
- ☐ Rework — how much repeated activity occurred

MEASURE AFTER AI

- ☐ Prompt-preparation time
- ☐ Approval time — has this become longer?
- ☐ Copy-and-paste time between systems
- ☐ Correction time for fixing errors
- ☐ Checking time for output review
- ☐ Tool cost — licence, integration, training

CHECK FOR HIDDEN WORK

- ☐ Duplicate entry — same data in multiple systems?
- ☐ Additional governance — new approval or review steps?
- ☐ Conflicting data — different systems showing different figures?
- ☐ Manual formatting — output reformatted before use?
- ☐ Repeated prompts — rebuilt from scratch each time?
- ☐ Extra staff support needed to navigate the tool?

BUSYNESS (don't measure these alone)

Prompts submitted

Documents produced

AI licences purchased

Tasks completed

PRODUCTIVITY (measure these)

Complete process time

Error and rework rate

Customer waiting time

Staff workload

REVIEW THE RESULT

- ☐ Did the complete process become faster — end to end?
- ☐ Did customer outcomes measurably improve?
- ☐ Did output quality improve?
- ☐ Did staff workload and experience improve?
- ☐ Did errors and rework fall?
- ☐ Is the total saving greater than the total tool cost?

DECIDE

KEEP	Complete process improved. Saving exceeds cost.
IMPROVE	AI step works. Workflow friction remains. Fix process first.
INTEGRATE	Value proven at task level. Connect systems to remove copying.
RESTRICT	Useful in limited contexts. Creates risk when used broadly.
REPLACE	A better tool exists with lower total workflow cost.
STOP	Process has not improved. Cost exceeds saving.

WARNING SIGNS — AI MAY BE CREATING MORE WORK

- X

Staff copy information between several systems for every AI task
- X

Outputs require extensive rewriting before use
- X

Several departments have bought overlapping tools
- X

Nobody can identify who owns the AI-assisted workflow
- X

Employees feel busier but output has not improved
- X

AI usage rising but measurable outcomes are flat
- X

Sensitive information pasted into unapproved tools
- X

Nobody can explain the total cost of AI tools in use

BEFORE JUDGING AN AI TOOL — FIVE KEY QUESTIONS

- ?

Did total process time improve — not just the AI step?
- ?

Has error and rework rate fallen since AI was introduced?
- ?

Are employees spending more or less time in total?
- ?

Has customer-facing quality or speed measurably improved?
- ?

Is the total saving — after all new work is counted — greater than the tool cost?

A fast AI response is useful only when it improves the full business outcome.

