EyesFwd

Free sample report

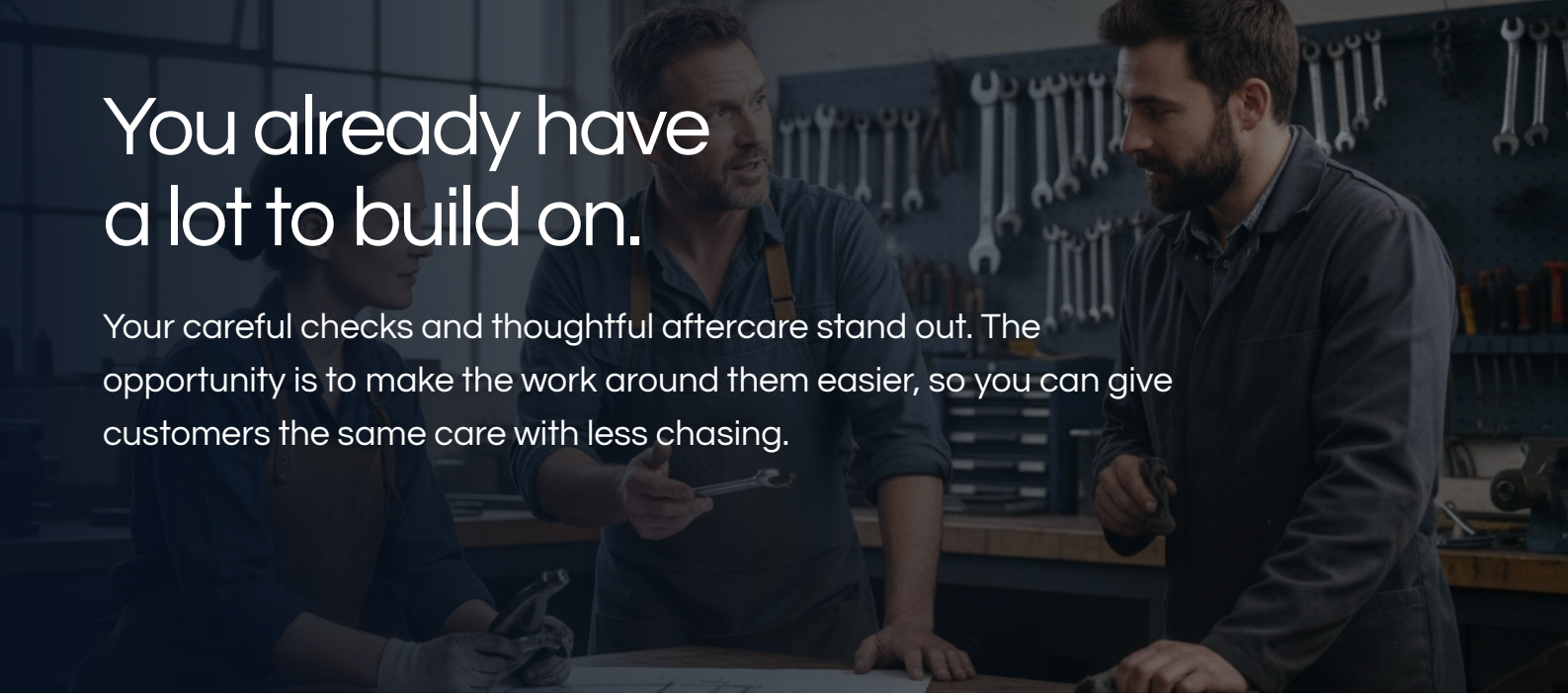
More time for the work you love.



Willow & Bench Joinery

Ideas to lighten the paperwork, protect your margins and help your team.

A fictional business and illustrative figures.
Photography is AI-generated. This is not a client case study.



You already have a lot to build on.

Your careful checks and thoughtful aftercare stand out. The opportunity is to make the work around them easier, so you can give customers the same care with less chasing.

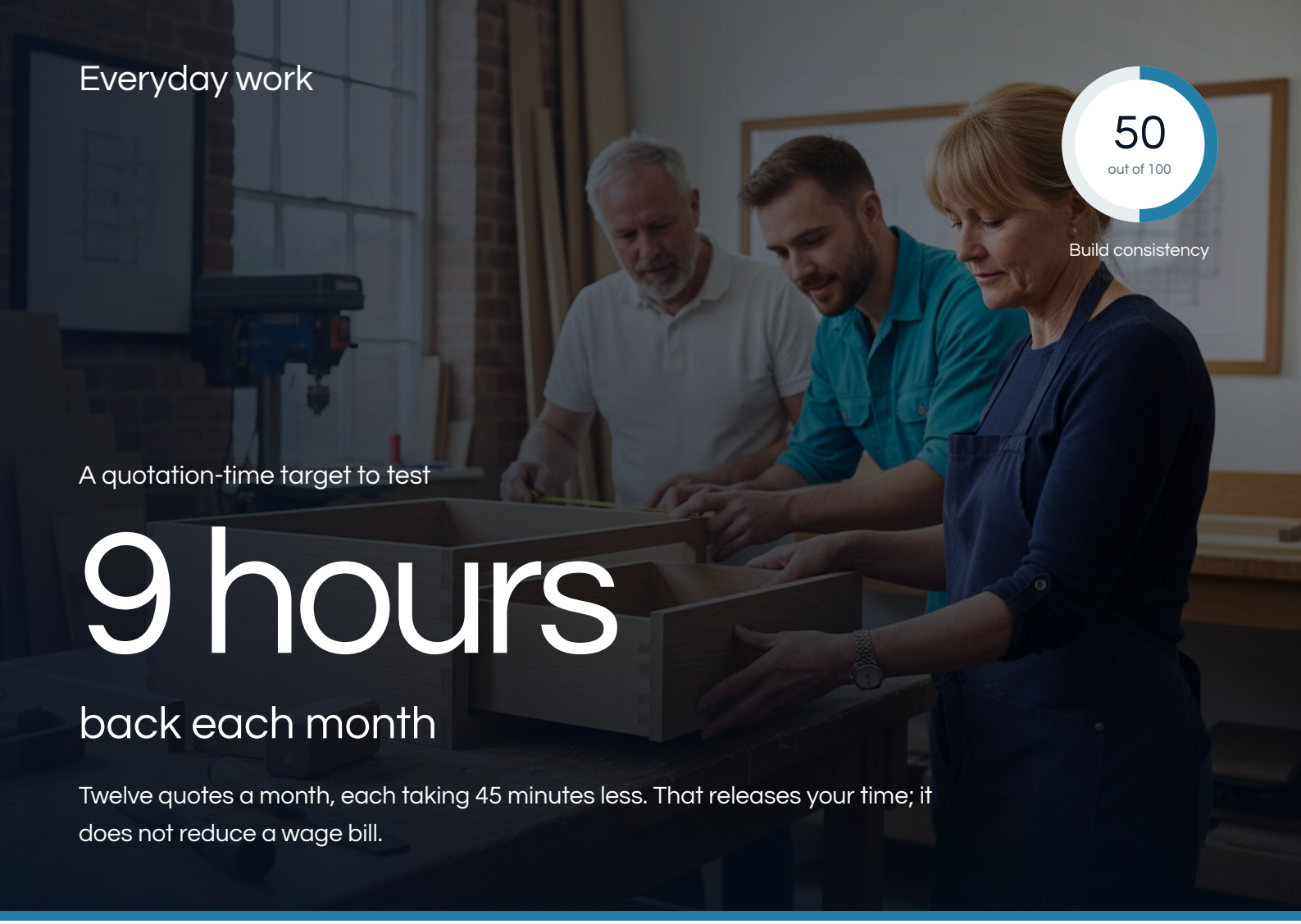


Everyday work	50/100
Enquiries & sales	33/100
Customer service	83/100
Finance & admin	33/100
AI & information	17/100
Marketing & repeat business	56/100

Your quick-audit snapshot. The deeper answers help explain where to start; they do not change these scores.

Lower scores point to routines worth establishing. Middle scores suggest making good work more consistent. Higher scores invite small refinements. Computer systems adds context without a separate score.

The photo segments identify each area; their size is not its score. This sample uses fictional answers.



A quotation-time target to test

9 hours

back each month

Twelve quotes a month, each taking 45 minutes less. That releases your time; it does not reduce a wage bill.

You already check measurements and prices carefully. Keep that judgement. It is the repeated writing and hunting for details that could become easier.

Let the first draft come to you

Speak your site notes into a simple job record. AI could turn the approved details into a draft quote and flag anything missing. You still check the scope, measurements and price before it goes to the customer.

Give the workshop a clear handover

Keep the agreed brief, latest drawings and approved changes together. The team can find the current version without asking you to piece it together from messages.

Try this on a few similar quotes. Include checking time and corrections when comparing it with your current 90-minute average.

Enquiries & sales



If you win and deliver an extra suitable job

£2,100

towards overheads and profit

An illustrative £6,000 job at a 35% margin after direct costs. Overheads and extra system costs still need paying. This is a scenario, not a sales forecast.

You respond promptly during working hours and give customers personal advice. The gap is keeping a useful conversation going after the quote has been sent.

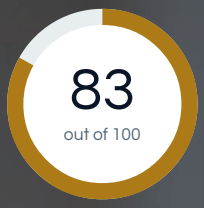
Make following up feel helpful

A simple customer record can remind the team when to check in. AI can draft a message about the customer's project, which someone checks before sending. Replies and requests to stop should end the reminders.

Choose work that earns its place

Compare the next suitable enquiry with actual costs from recent jobs and the space in your workshop diary. More sales only help when you can deliver them well and keep a worthwhile margin.

Review a small group of open quotes. Notice which follow-ups lead to useful conversations, and which jobs are both suitable and profitable.



Refine what works

Build on a strength

Less chasing. More confidence.

Keep customers comfortably in the picture

Your estimate is six status-chasing contacts a month. Track the effort before putting a cash value on reducing them.

Your care guides, personal check-ins and access to experienced people already work well. Keep that human touch while making updates more dependable.

Let customers know before they need to ask

A confirmed fitting date can trigger a helpful update. If plans change, the workshop lead confirms the new information and a person checks the message before it goes out.

Put feedback to work

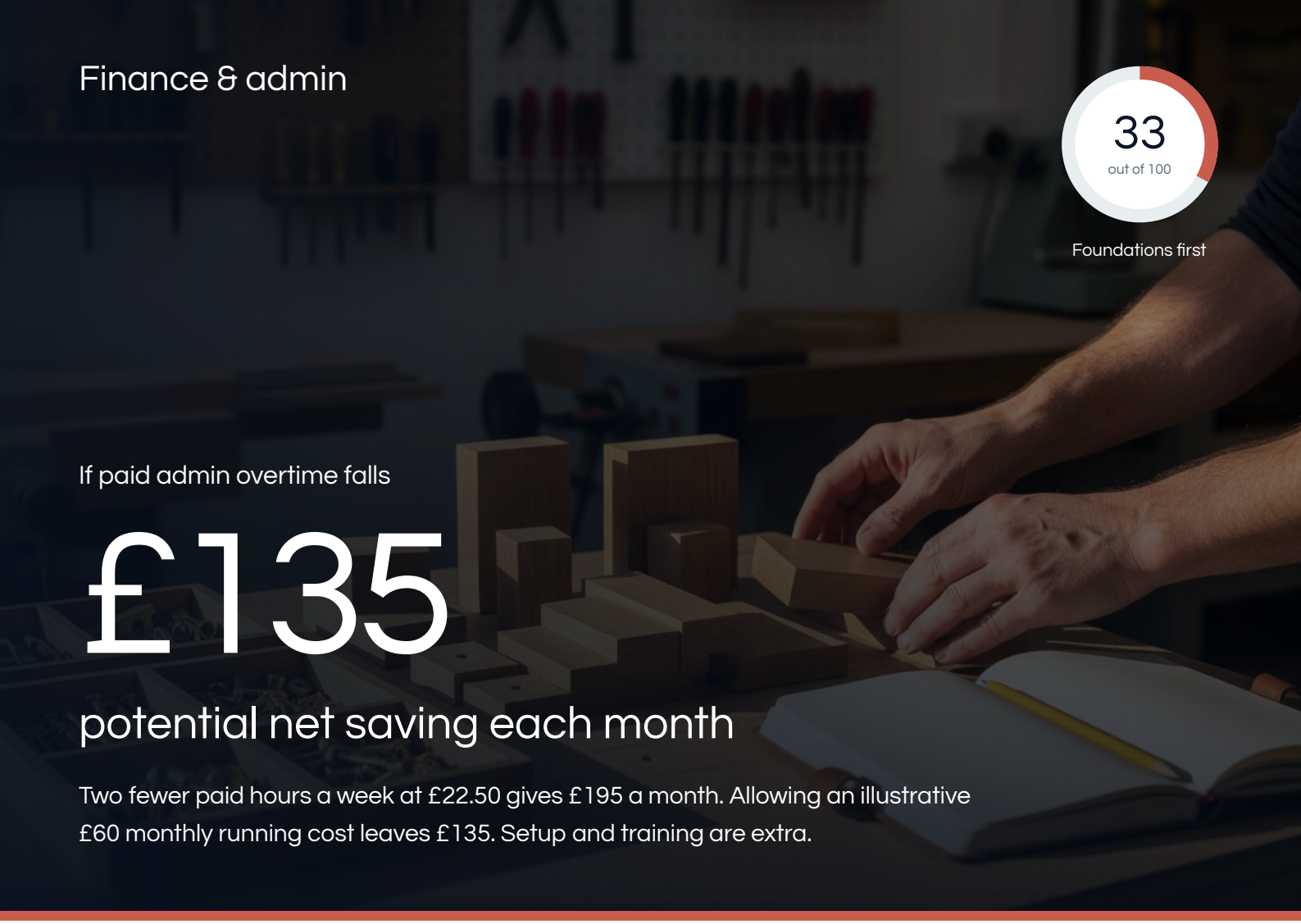
AI can group recent questions and comments so the team can spot recurring confusion. Choose a small improvement to a guide or handover, then see whether the same question comes back.

Try the updates on a few jobs. Watch for fewer chasers, accurate messages and customers who feel well looked after.

Finance & admin

33
out of 100

Foundations first



If paid admin overtime falls

£135

potential net saving each month

Two fewer paid hours a week at £22.50 gives £195 a month. Allowing an illustrative £60 monthly running cost leaves £135. Setup and training are extra.

Your administrator checks approvals carefully and your accountant supports the records. Help them get complete information sooner, without losing those checks.

Finish the job with the invoice in mind

A short completion record can bring approved extras and job notes together. Automation could prepare an invoice draft once those details are complete; your administrator still checks and issues it.

See what each job really leaves behind

A brief weekly summary can bring expected receipts, upcoming bills and actual job costs into view. AI can help explain differences, while you and your accountant check the figures and decide what to do.

Compare paid overtime and invoice corrections over a month. If the paid hours do not fall, there is no cash saving to claim.

17
out of 100

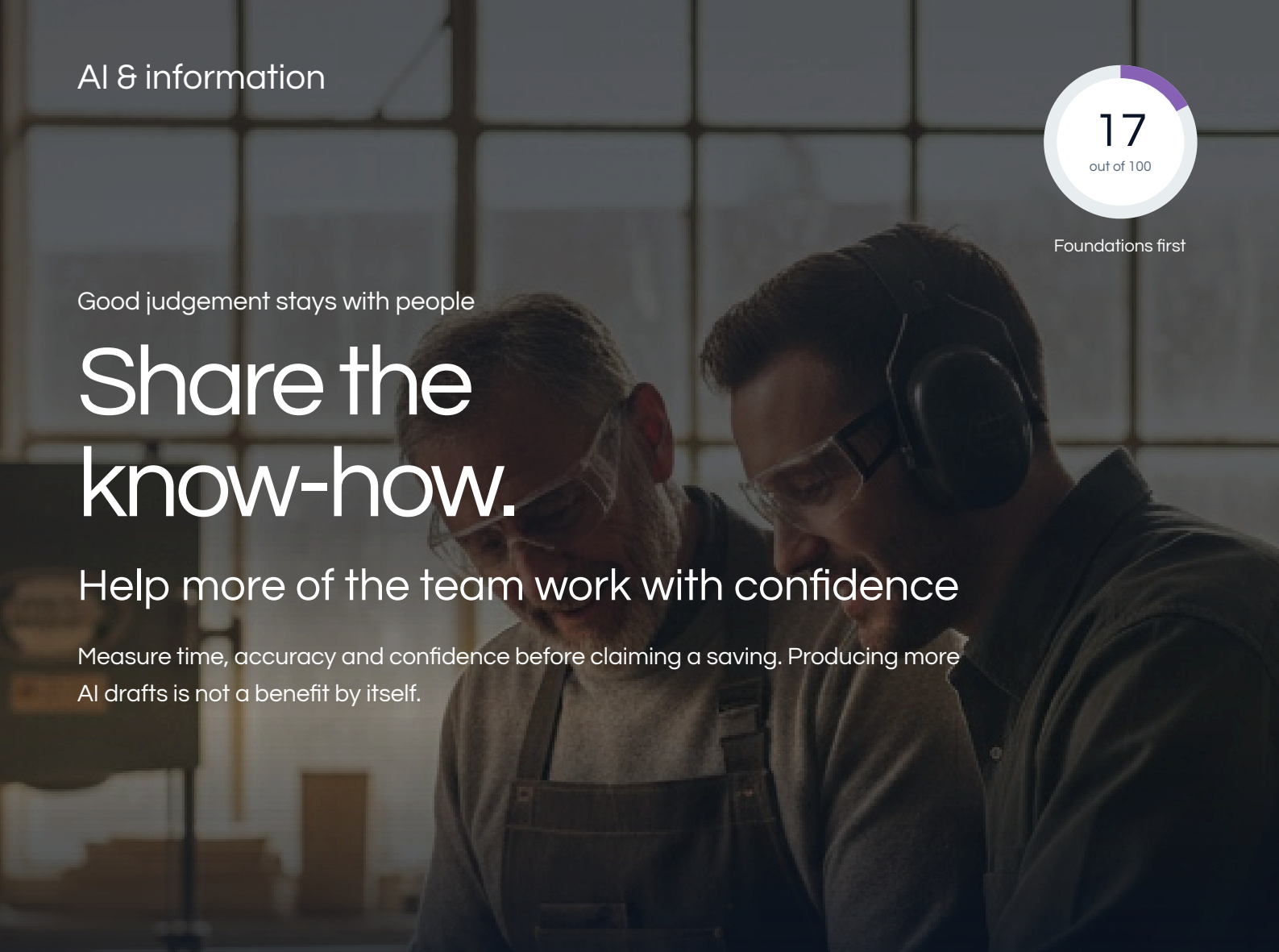
Foundations first

Good judgement stays with people

Share the know-how.

Help more of the team work with confidence

Measure time, accuracy and confidence before claiming a saving. Producing more AI drafts is not a benefit by itself.



You already keep pricing and sending decisions with people. Short practice sessions could help the wider team use AI with the same care.

Learn on a task that matters

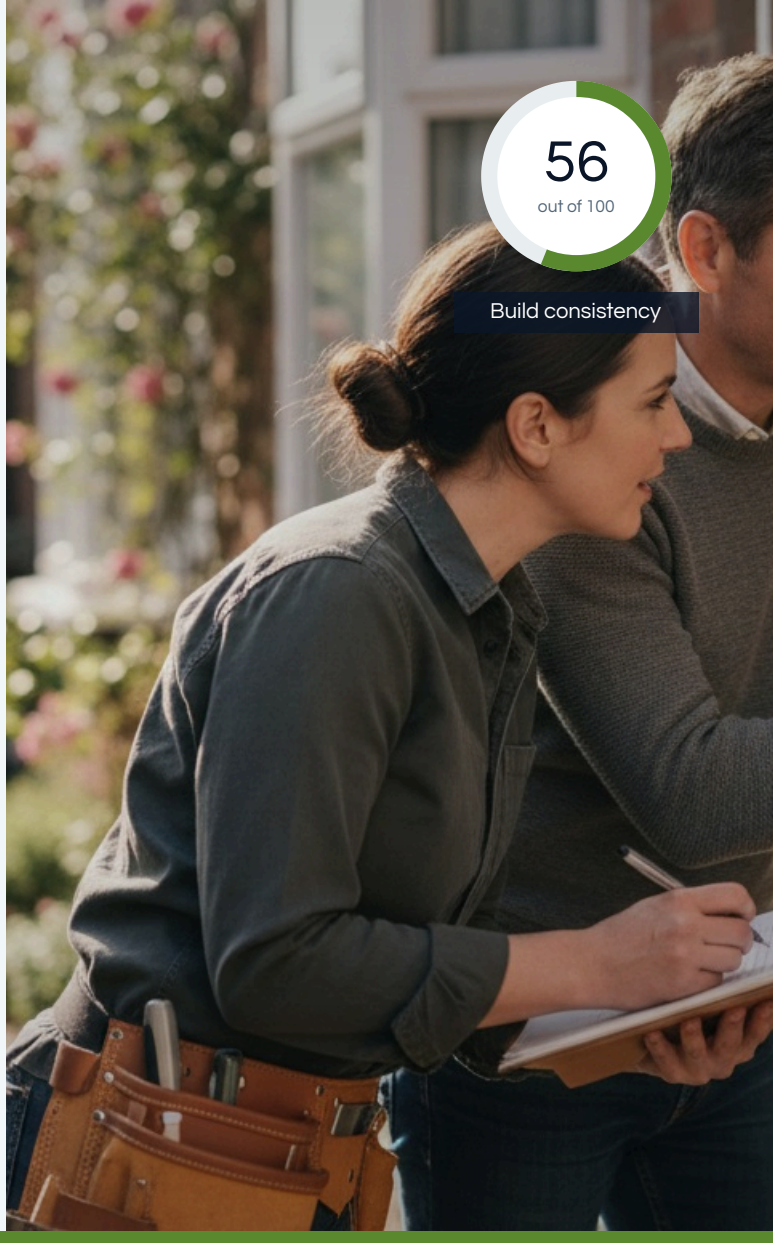
Use an approved example of a quote or customer reply. Practise drafting and checking it together, then keep the useful example and a simple checking guide. Remove private customer details from practice material.

Let a small scout find useful ideas

A focused research routine could check trusted sources and bring you a short fortnightly brief with dated links. Choose a relevant idea to trial, such as easier quote preparation, rather than collecting more newsletters.

Keep the ideas that improve real work. Share proven gains through training, better working hours or an agreed team reward.

Marketing & repeat business



Build on the proof you already have

More of the right work.

Make your best projects easier to recognise

You estimate £200 a month on advertising and three hours on content. These are current costs to review, not savings already found.

Customers value your workmanship, tidy fitting and design advice. Your real project photographs and personal aftercare give you a useful story to tell.

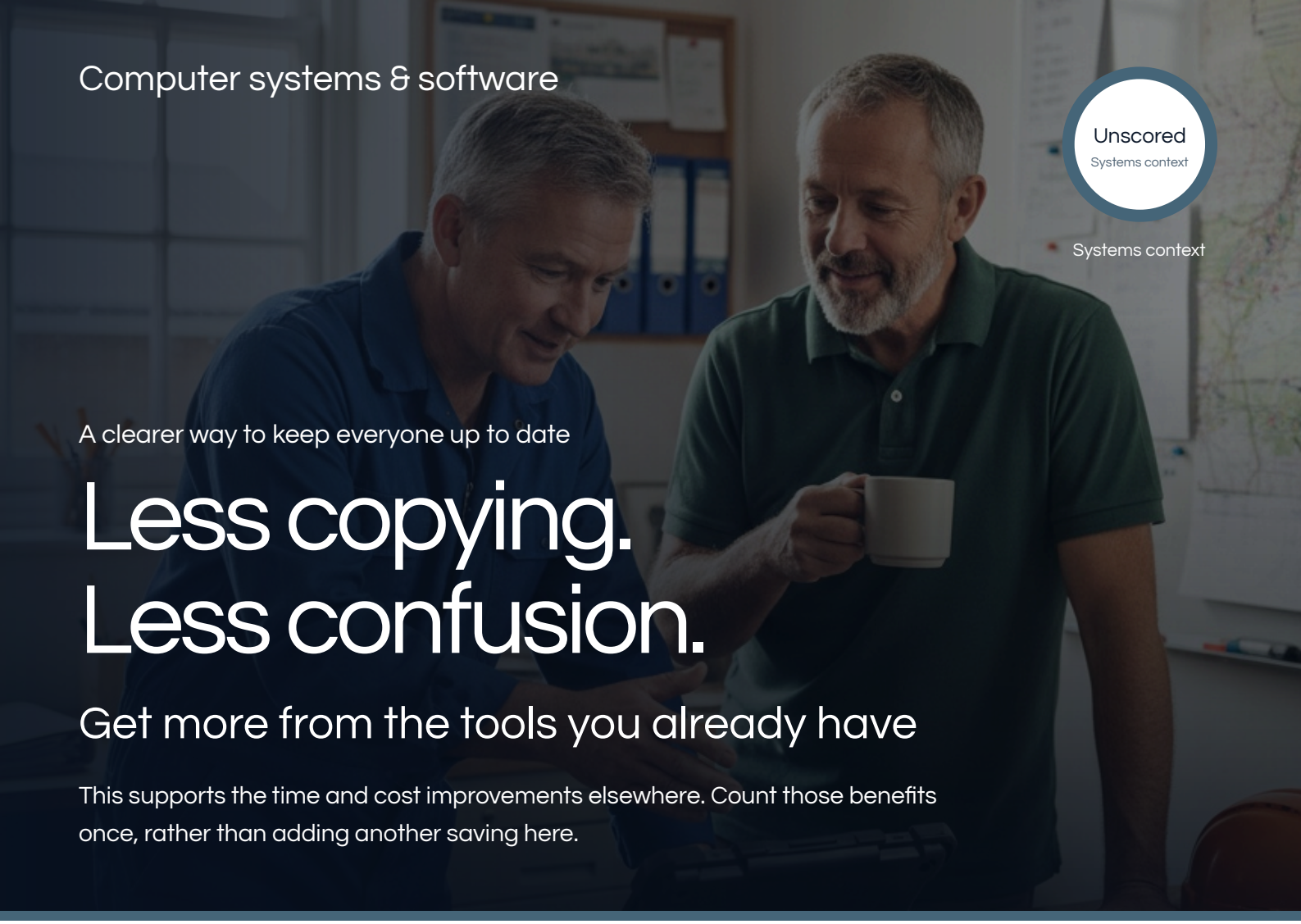
Turn a finished project into a useful story

With the customer's permission, pair genuine photos with a short account of the problem you solved. AI can help draft a website story and answer a common question. You check the facts and keep the wording sounding like you.

Find out which enquiries become good jobs

Record where enquiries come from and connect them to accepted work and actual job profit. That helps you decide what deserves more attention before increasing your advertising spend.

Start with a project you would like more of. Keep aftercare personal and respect customers' contact preferences.



A clearer way to keep everyone up to date

Less copying. Less confusion.

Get more from the tools you already have

This supports the time and cost improvements elsewhere. Count those benefits once, rather than adding another saving here.

You know where the old task board fell short: it meant extra typing and was awkward on a phone. That is useful guidance for a simpler approach.

Make the current job details easy to find

Agree where the approved scope lives, who updates it and how the workshop hears about a change. Try a simple phone-friendly update using your existing tools before adding another app.

Make sure work can carry on without you

Ask your technical support to check access and recovery, then let another authorised team member try a routine task. Review unused features and overlapping subscriptions before buying anything new.

Follow a revised job from customer request to workshop handover. Check that everyone sees the same approved version.



Start small. Make life easier.

Bring the people doing the work into the conversation.

Give the quotation idea a fair try

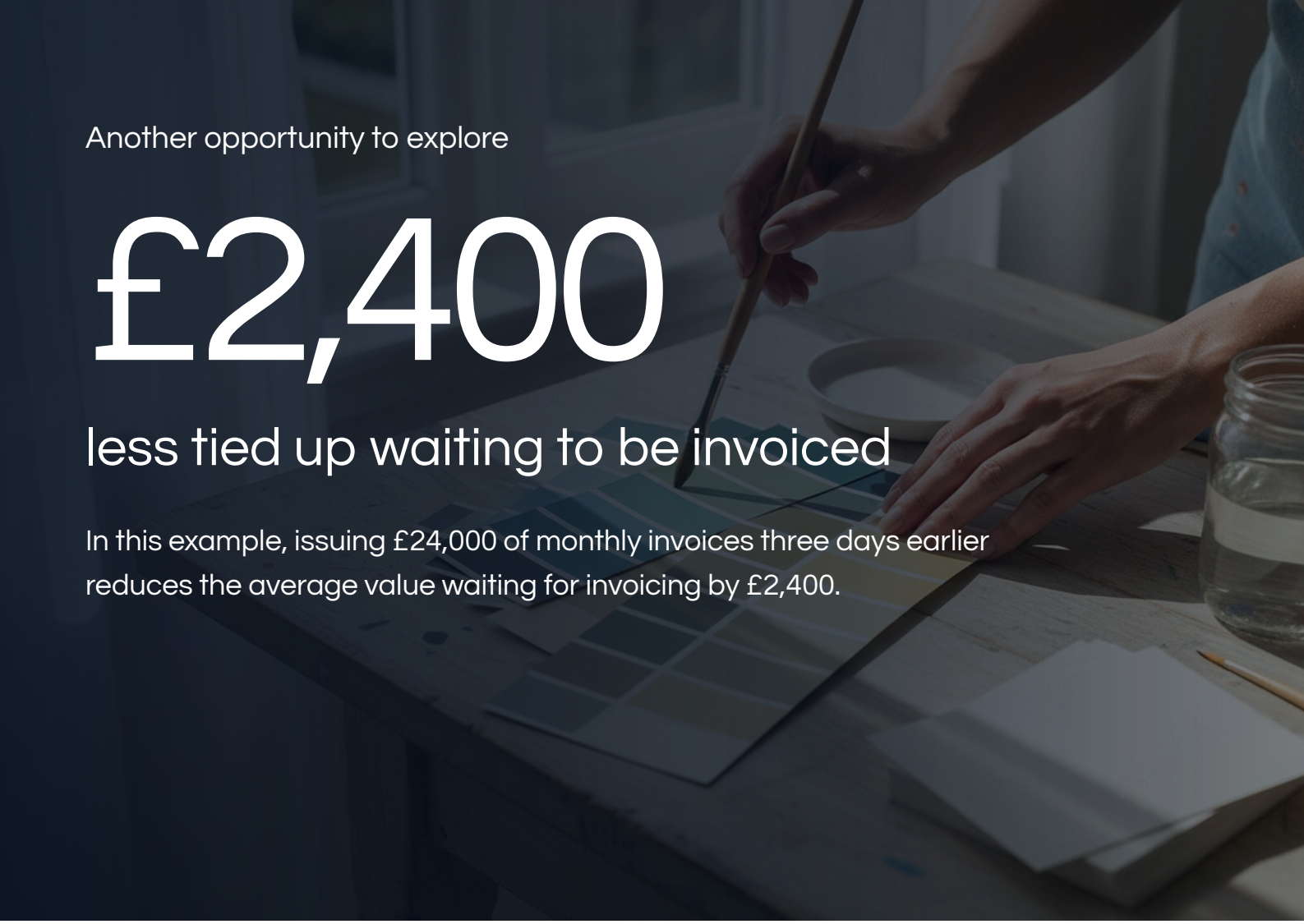
Choose a few similar jobs and record how long quotes take today. Try the new draft-and-check routine alongside your normal process, so a customer is never relying on an unchecked experiment.

Keep the change only if it helps

Compare the time, corrections and effort involved. Ask the team what became easier and what became awkward. A useful improvement should free people up, not quietly move the work onto someone else.

Let the team share the benefit

Once you know what has genuinely improved, talk about how to use it. That might mean fewer late evenings, time for training or a reward funded by proven savings or extra profit.



Another opportunity to explore

£2,400

less tied up waiting to be invoiced

In this example, issuing £24,000 of monthly invoices three days earlier reduces the average value waiting for invoicing by £2,400.

Get the bill moving while the job is fresh

When approved extras and completion notes arrive together, your administrator can prepare the invoice sooner. Earlier issue may help payment arrive sooner too, if the customer's payment delay stays the same.

This is a timing illustration, not extra income, a guaranteed receipt or additional profit. The calculation is £24,000 divided by 30 days, multiplied by three days.

Keep the different benefits separate

Time freed up, lower paid costs, cash arriving sooner and profit from another job are different things. Explore the opportunity that matters most to you, and avoid adding overlapping figures together.

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What would make your working day a little easier?

You do not need a technology shopping list. Bring the job that takes too long, the information that keeps going missing, or the idea you have not had time to explore.

We can talk through what is happening, what an improvement might be worth and whether your existing tools could help. If a change makes sense, we can help build it and give your team the confidence to use it.

Let’s talk it through

hello@eyesfwd.com

This sample illustrates the approach. Your own report would follow your answers, goals and circumstances. Figures are possibilities to test, not promised results.