

CASE STUDY, ILLUSTRATIVE

From Spreadsheet Chasing to Booked Calls

A small acquisitions team (invented) handled leads by hand. Numbers below are assumptions that show how savings are measured, not a promise for your business.

Hours saved / week	Hours saved / year	Reply time	Missed leads
8.2	~425	Under 1 hour	None

Problem

Leads sat in a form inbox for days. Follow-ups depended on memory. The owner built the weekly report by hand every Friday.

What was done

One workflow takes each lead, scores it, puts it in the CRM, starts the right email sequence, books calls and sends a Friday summary automatically.

Time saved

Task (per week)	Manual	Automated	Saved
Copy leads from form to CRM	2.0 h	0.0 h	2.0 h
Send follow-up emails and texts	4.5 h	0.5 h	4.0 h
Weekly report to owner	1.5 h	0.2 h	1.3 h
Check duplicates and bad data	1.0 h	0.1 h	0.9 h
Total	9.0 h	0.8 h	8.2 h

Result

About 8 hours a week returned to the team, faster replies and a clean log of every lead. At an assumed \$25 an hour, that is roughly \$10,000 a year of time, before counting extra booked calls.

Illustrative example with invented numbers. Real savings are measured with a before-and-after log.