

Run the business, not the paperwork.

Systems, automation and AI implementation for businesses that have outgrown the way they work.

SYSTEMS & AUTOMATION / WEB DESIGN / AI OPTIMISATION & SEO / PRODUCT DESIGN

OVERVIEW

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Most businesses don't have a people problem. They have a systems problem.

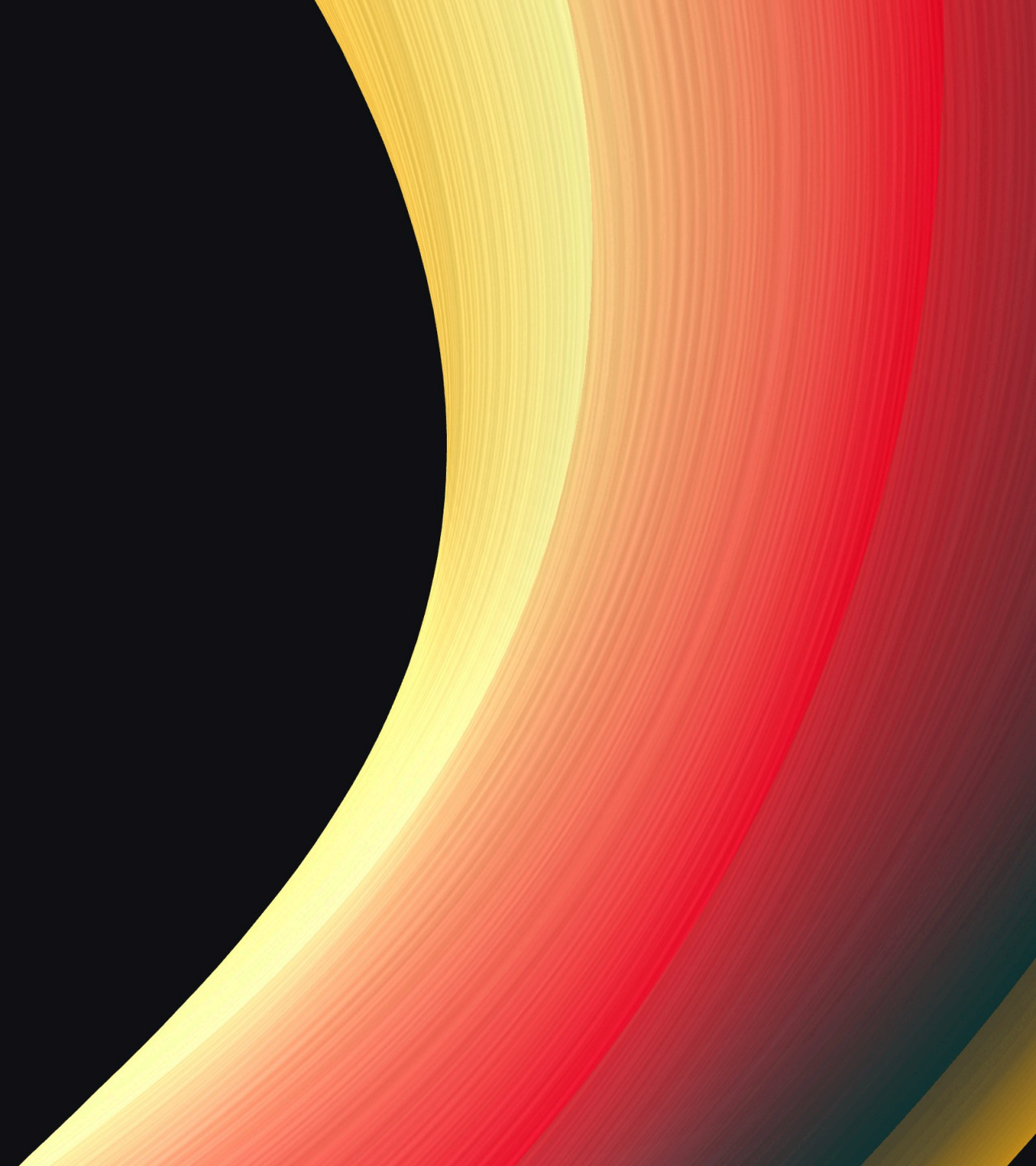
Whether the business is a kitchen, a factory floor, a building site or an office, time leaks out in the same places. Information typed into two systems. Stock counted by hand. Quotes, orders and invoices chased by phone and email. Answers that live in one person's head.

Each task is small. Together they consume days every month, and the owner usually absorbs the most. These services find where that time goes, design a better way of working and build it, using technology and AI where they genuinely help and leaving them out where they don't.

01

The cost of manual work

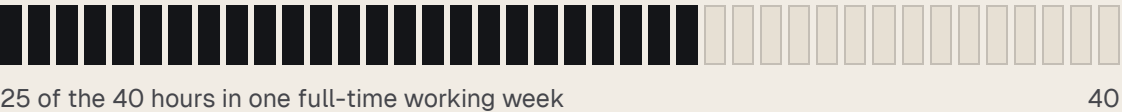
Where time goes in a typical business, and what it costs in hours, focus and sales.



MANUAL WORK

25 hours

a week, on average, spent entering data by hand and reconciling information between systems.¹



That is the figure reported by the owners and executives of businesses with 10 to 99 employees: more than half of one full-time employee’s week, spent moving information from one place to another.¹

54% said the tools they use involve too many manual and repetitive tasks.¹

WHAT IT LOOKS LIKE

Supplier invoices keyed into the accounts by hand

Timesheets copied from paper into payroll

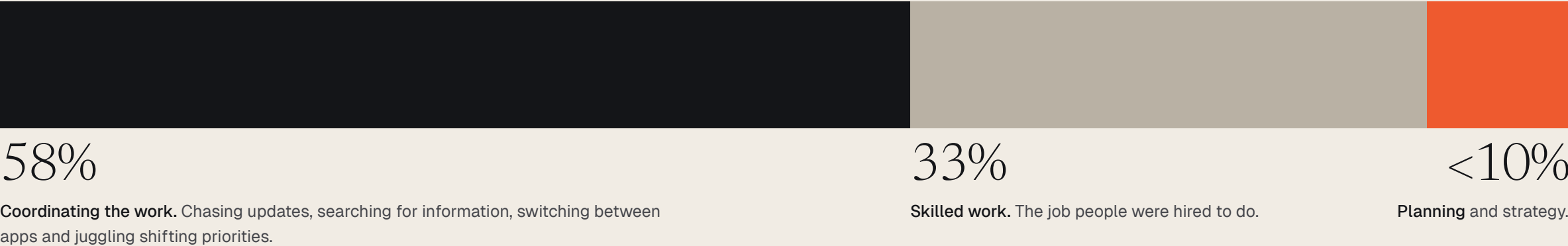
Job details re-entered from quote, to schedule, to invoice

Stock and materials checked by walking the shelves

1. Intuit QuickBooks, Business Solutions Survey, September 2024. 630 owners and executives of US businesses with 10 to 99 employees.

THE WORKING DAY

More than half the working day goes on managing the work rather than doing it.¹



5.4 hrs

a week per person that workers believe better processes would save. About six working weeks a year.¹

68%

of workers say they don't get enough uninterrupted time to focus during the working day.²

64%

say they struggle to find the time and energy to do their job.²

1. Asana, Anatomy of Work Index 2022. 10,624 knowledge workers across seven countries. 2. Microsoft, Work Trend Index 2023. 31,000 workers across 31 countries.

FRICTION

Every switch, re-type and delay has a cost. Some of it is measured in lost sales.

SWITCHING BETWEEN TOOLS

1,200

Times a day that workers switched between apps and websites, in a study across three large companies. Re-focusing after each switch added up to just under four hours a week, roughly 9% of working time.¹

RESPONDING TO ENQUIRIES

7x

Businesses that replied to an online enquiry within an hour were nearly seven times as likely to reach a real conversation with the decision maker as those that replied an hour later, and more than 60 times as likely as those that waited a day or more.²

23% of the businesses tested never replied at all.²

42 hours was the average wait among those that replied within 30 days.²

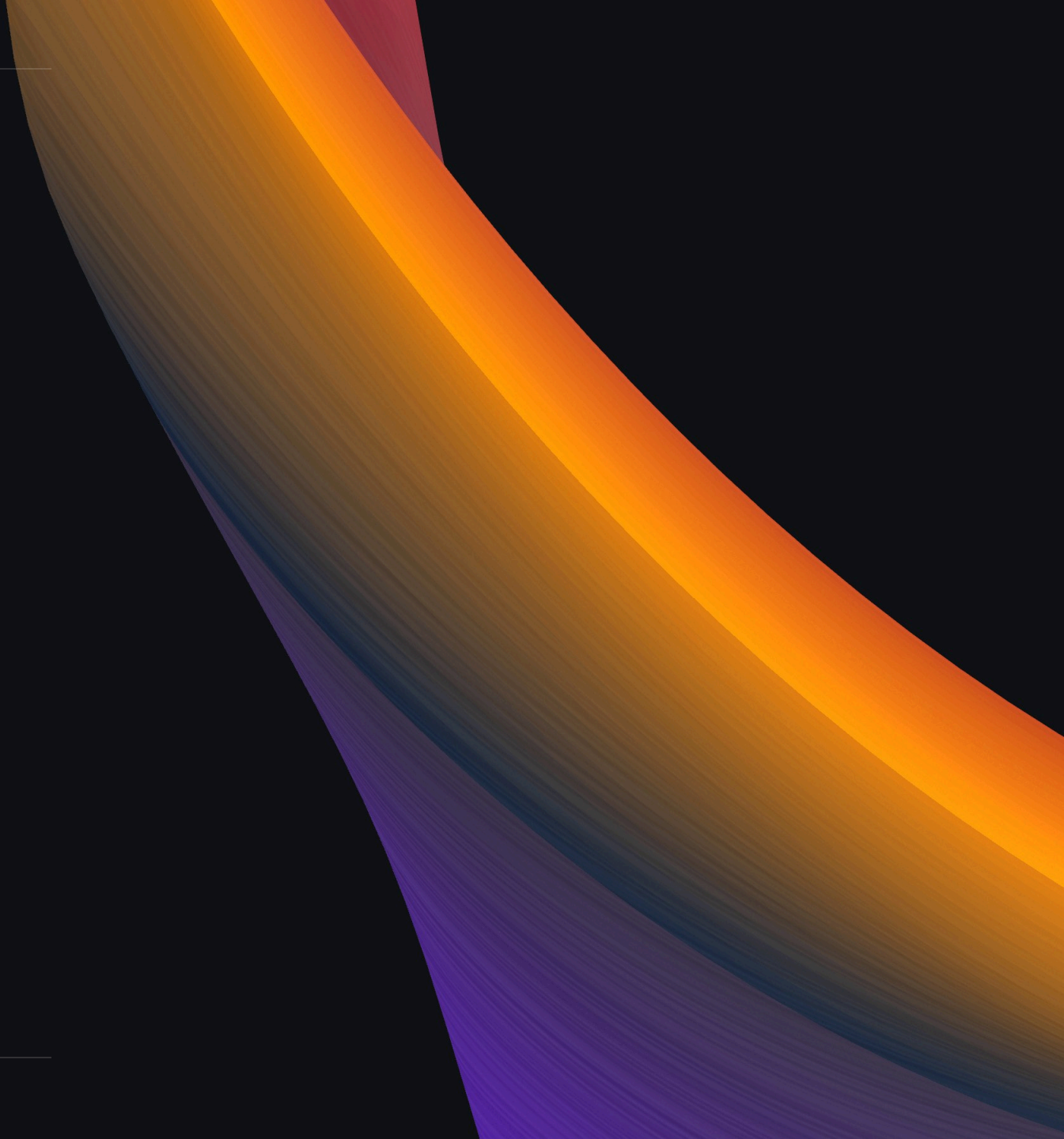
1. Murty, Dadlani and Das, Harvard Business Review, 2022. 137 workers across three Fortune 500 companies. Response audit of 2,241 US companies.

2. Oldroyd, McElheran and Elkington, Harvard Business Review, 2011.

02

AI: access and results

The tools are now available to every business. The returns are not evenly shared.



ACCESS

AI is available to everyone.

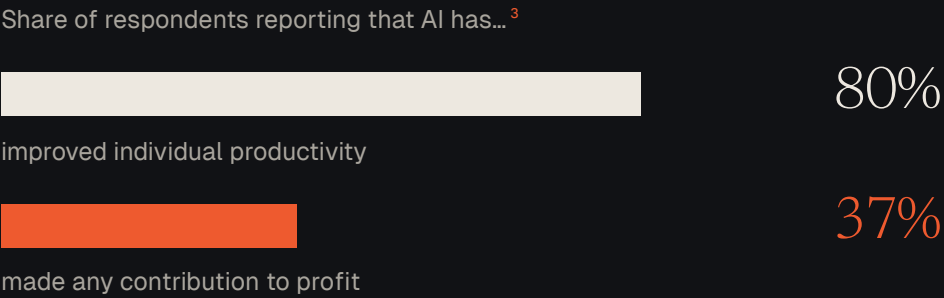
900M+ people use ChatGPT every week.¹

68% of small businesses now use AI regularly, up from 48% nine months earlier.²

~9 in 10 organisations now use AI regularly in at least one part of the business.³

RESULTS

The results are not.



74% of companies have yet to see tangible value from their use of AI.⁴

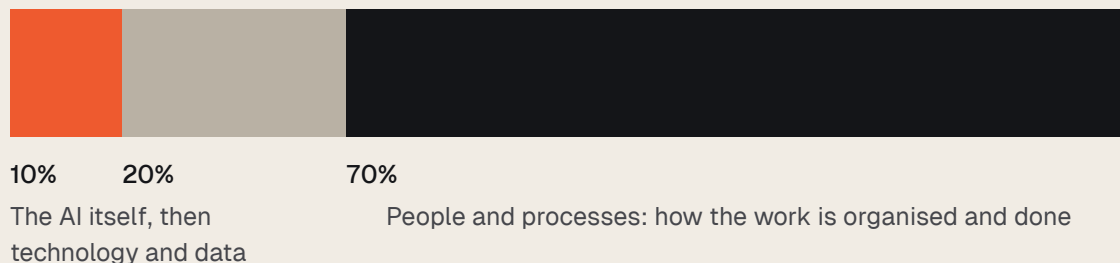
46% of AI trials, on average, are abandoned before they reach everyday use.⁵

1. OpenAI, February 2026. 2. Intuit QuickBooks, April 2025, 2,200+ US businesses with up to 100 employees. 3. McKinsey, The State of AI, 2026, 1,719 respondents in 97 countries. 4. BCG, Where's the Value in AI?, 2024, 1,000 executives in 59 countries. 5. S&P Global Market Intelligence, 2025, 1,000+ respondents.

IMPLEMENTATION

Access is no longer the advantage. Implementation is.

How the companies getting the most from AI divide their effort¹



3X

The companies seeing the most value from AI are about three times as likely to have redesigned how the work itself is done.²

80%+

of AI projects fail, by some estimates. Common causes: an unclear problem, missing data and technology chosen before the need.³

WHAT IMPLEMENTING IT PROPERLY INVOLVES

- 01 Start with the work, not the tool.** Find the tasks that cost the most hours and errors, and fix those first.
- 02 Fit it to how the business runs.** Systems that force everyone to change how they work get abandoned. Good ones feel like less work from the first week.
- 03 Keep people in control.** AI reads, sorts, drafts and flags. A person approves anything that matters.
- 04 Measure what changes.** Hours saved, errors avoided and faster replies, rather than features installed.

This is the part most businesses can't do on their own, and the focus of every engagement.

APPROACH

Understand. Design. Build.

01

Understand

Time is spent where the work actually happens: on the floor, in the kitchen, on site or in the office, alongside the people doing it. Paperwork, spreadsheets and inboxes are traced to show where the hours and money really go.

OUTCOME

A clear picture of where time is lost, and which fixes are worth making first.

02

Design

The new way of working is designed as a whole: what gets automated, what stays with people, how existing tools connect, and what each person sees and uses day to day. You review and shape it before anything is built.

OUTCOME

A plan you can see, question and agree.

03

Build

The system is built, tested with the people who will use it and introduced without disrupting the business. After launch it is refined against how it is actually used.

OUTCOME

A working system, and hours returned every week.

THROUGHOUT

Plain language. No jargon, no black boxes.

Existing tools kept wherever they still work.

Scope and price agreed before work begins.

04

Services

01 Systems & Automation

Repetitive work taken off your team, with AI where it helps.

02 Web Design

A website that answers, books and sells around the clock.

03 AI Optimisation & SEO

Found and recommended by search engines and AI assistants.

04 Product Design

Apps and software products designed right the first time.

SERVICE 01

Systems & Automation

Repetitive work taken off your team, with AI where it genuinely helps.

For businesses that run on spreadsheets, paperwork, inboxes and memory. Each engagement finds where hours are lost, then designs and builds the system that recovers them: existing tools connected, paperwork turned into data automatically, and AI used where it is reliable. A person stays in charge of anything that matters.

60-70%

of the time employees spend today goes on activities that current technology could, in principle, automate.¹

Workers estimate better processes would save them 5.4 hours a week each.²

YOU MIGHT RECOGNISE

The same details are entered in more than one place

Supplier invoices and dockets are keyed in by hand

Stock and materials are checked by eye

“How did last month go?” takes a day to answer

Only one person knows how a key task is done

WHAT CHANGES

Invoices, dockets and receipts read and filed automatically

The numbers that matter, ready each morning

Tools that pass information to each other

AI assistants that answer questions and prepare work for approval

Fewer errors, because nothing is copied by hand

FOR EXAMPLE

HOSPITALITY

Supplier invoices read automatically, with alerts when ingredient prices creep up and low stock flagged before service.

MANUFACTURING

Job sheets that flow from quote to production schedule to invoice without being re-typed at each step.

CONSTRUCTION

Site diaries, photos and variations captured on a phone and filed against the right job, ready for claims.

1. McKinsey Global Institute, The Economic Potential of Generative AI, 2023. Technical potential, not a forecast. 2. Asana, Anatomy of Work Index 2022.

SERVICE 02

Web Design

A website that answers, books and sells, even after hours.

For businesses whose website undersells the work they do. Design and build are handled together, so nothing is lost in between. Every site is fast on a phone, simple to update without calling anyone, and able to take enquiries, bookings, orders and payments around the clock.

+8.4%

in retail sales conversions when mobile sites loaded just a tenth of a second faster.¹

Better checkout design alone could lift the average large online store’s conversions by 35%.²

YOU MIGHT RECOGNISE

Most enquiries still arrive by phone

Updating a page means calling someone

The site is slow or awkward on a phone

Customers ask questions the site should answer

The site no longer reflects the business

WHAT CHANGES

Bookings, orders and payments taken around the clock

Fast loading on any device

Pages you can update yourself

Built to be found in search

Enquiries that arrive with the details needed to act

FOR EXAMPLE

TRADES

Customers request a quote with photos and a postcode, and the job lands in the diary with what is needed to price it.

HOSPITALITY

Online ordering and table bookings that go straight to the kitchen, without a commission on every order.

PROFESSIONAL SERVICES

A site that answers the common questions, so the first call is about the work rather than the basics.

1. Deloitte and 55 for Google, Milliseconds Make Millions, 2020. 37 brands, 30 million+ sessions. 2. Baymard Institute, 2025.

SERVICE 03

AI Optimisation & SEO

Found, understood and recommended by search engines and AI assistants.

More people now ask AI assistants such as ChatGPT for recommendations instead of scrolling through search results. This service makes a business easy for those assistants, and for search engines, to find and recommend: accurate details, pages that answer real customer questions and a technically sound website underneath.

~60%

of searches now end without a click through to any website. Bain estimates this cuts website traffic by 15-25%.¹

When Google shows an AI summary, people click a result in 8% of visits, against 15% without one.²

YOU MIGHT RECOGNISE

New customers say they struggled to find you

AI assistants recommend competitors instead

Website visits are slowly falling

Your site doesn't answer common questions

Business details differ from site to site

WHAT CHANGES

Business details that search engines and AI read correctly

Pages built around real customer questions

A faster, technically sound website

Visibility you can track over time

More enquiries that arrive already informed

FOR EXAMPLE

LOCAL SERVICES

When someone asks an assistant for a reliable electrician nearby, accurate details and genuine answers give it a reason to suggest you.

MANUFACTURING

Product and capability pages written for buyers who research suppliers with AI before they ever make contact.

HOSPITALITY

Menus, opening hours and dietary information that assistants can read and repeat accurately.

1. Bain & Company, Goodbye Clicks, Hello AI, 2025. 2. Pew Research Center, 2025. Browsing data from 900 US adults, 68,879 searches.

SERVICE 04

Product Design

Apps, portals and software products designed right the first time.

For businesses building an app, a customer portal or a software product, or fixing one that isn't working. The work runs from understanding what customers need, through prototypes tested before money is spent, to clear designs a development team can build with confidence. The build itself can be included.

+32 pts

higher revenue growth over five years for companies that lead on design, compared with industry peers.¹

Large technology projects deliver 56% less value than predicted on average, and run 45% over budget.²

YOU MIGHT RECOGNISE

Customers don't use it the way you expected

Every update creates new support calls

Different screens look and work differently

Decisions are made on opinion, not evidence

Development keeps going back to the drawing board

WHAT CHANGES

Research with real customers before building

Clickable prototypes that test ideas cheaply

Clear designs a team can build from

Reviews of products already in use

One consistent look and feel as the product grows

FOR EXAMPLE

CUSTOMER PORTALS

A portal where customers check orders, documents and invoices themselves, instead of calling to ask.

FIELD TEAMS

A simple app for staff on site or on the road to log jobs, photos and sign-offs as they go.

SOFTWARE BUSINESSES

Research and design that keep a growing product easy to use as features are added.

1. McKinsey & Company, The Business Value of Design, 2018. 300 listed companies. 2. McKinsey & Company with the University of Oxford, 2012. 5,400+ projects.

ENGAGEMENTS

Three ways to start.

Every engagement is scoped and priced before work begins.

01

Time Audit

A short, fixed-scope review of how the business runs: time on site with the people doing the work, a map of where hours and money go, and a prioritised plan of what to fix first.

Time on site with your team

A map of where time and money go

A prioritised plan, scoped and priced

BEST FOR

Businesses that know time is leaking, but not exactly where.

02

Design & Build

A fixed-scope project to design and build a system, website or product. Delivered in stages, so progress and value are visible early rather than at the end.

Designs reviewed and shaped with you

Built and tested with your team

Launch, training and handover

BEST FOR

A known problem that needs solving properly.

03

Ongoing Support

Regular refinement once a system is live, based on how it is actually used, and new improvements as the business grows into its next set of problems.

Regular reviews of what is working

Improvements and fixes

New capability as the business grows

BEST FOR

Businesses that want a senior design and build partner on call.

NEXT STEP

Start with a
conversation about
where the time goes.

WEB

karanfadnavis.com

ENQUIRIES

karanfadnavis.com/contact

LINKEDIN

linkedin.com/in/karanf
