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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN BUSINESSES

AI or automation?
A one-page test for any task.

Pick one task that eats time in your business. Tick each question below that is true for it. The tag shows what that answer points to: rules-based automation, AI, or keeping a person in charge.

- [ ] **01** **The information arrives in the same format every time**
  A web form, a system event or the same fields each time. Rules can handle it.
  Points to automation

- [ ] **02** **The information arrives in emails or documents written any way**
  Customer emails, supplier invoices in many layouts, attachments. Something has to read it first.
  Points to AI, then automation

- [ ] **03** **You could write the decision as a rule**
  For example: orders over a set value go to the manager for approval.
  Points to automation

- [ ] **04** **The decision needs judgement**
  For example: is this complaint serious, or which job does this email belong to?
  AI, with a person checking

- [ ] **05** **A mistake would cost money, safety or a customer**
  Keep a person approving until the system has proved itself on your data.
  Keep a person approving

- [ ] **06** **A mistake would be cheap and easy to fix**
  AI can act with light checking once it has been tested.
  AI can act alone

- [ ] **07** **It happens many times a week**
  Frequent, repetitive tasks pay back fastest.
  Worth automating now

- [ ] **08** **It happens only a few times a year**
  The setup and upkeep may cost more than the time saved.
  Probably leave manual

- [ ] **09** **It moves data between systems you already use**
  Web form to CRM, approved invoice to customer, stock level to buyer.
  Points to automation

- [ ] **10** **Customer or personal data is involved**
  Check where the tool stores data and whether it is used for training.
  Check privacy first

Where to start

Start with automation where you can. Add AI only to the step where the information is too messy for rules. Run it alongside the old way for a fortnight before switching over.

Using AI responsibly

Know which tools touch customer data, test the output before relying on it, tell customers when they are dealing with AI, and keep a person accountable for the result.

Full guide: high10.com.au/blog/ai-or-automation-which-does-your-business-need
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