



AI Feasibility study

2020-2021-2022-2023-2024-2025

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Executive Summary



Client:



Date:

Recommendation

Over a three-week review, we found that while AI could offer efficiencies in areas like inventory and customer support, the potential gains should be weighed carefully against the market offering of the business.

Operations are optimised such that AI would bring minor benefits. And opportunities to bring AI to the communication processes do exist but should be approached cautiously as the existing human-led service are a core part of the current market strength over competitors.

We recommend no, or limited AI implementation, limited to the customer service sections of [redacted] for now. In addition, that any investment in this area be focused and limited to ensure that costs do not outgrow benefits, with a possible review upon greater expansion of stores.



Cost savings



Quality improvements



Investment needed



Additional
outputs

1

Customer feedback analysis.
Including high level market fit against competitors.

2

High level TiM (Time in Motion) study.
On key business areas pertaining to AI opportunities.

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Introduction

Company Overview

██████████ is a London-based chain of 20 retail stores specialising in on-site smartphone repairs. The business operates across Greater London, with branches in high-footfall areas such as Camden, Croydon, Stratford, and Hammersmith. The company employs approximately 80 staff, including front-of-house technicians, store managers, and logistics personnel. Known for its same-day repair promise and strong customer loyalty, ██████████ is a growing brand in the mobile aftercare space.

Project Brief

TensorForge was commissioned to conduct a review into the feasibility and value of integrating Artificial Intelligence (AI) across operational and customer-facing areas of ██████████. The goal was to identify where AI could enhance service quality, reduce operational inefficiencies, and provide competitive advantages.

The scope of the review included:

- Workflow automation in diagnostics and repairs
- Predictive inventory management
- AI-powered customer support tools
- Quality control in repair processes
- Insights from customer feedback and repair data

Approach & Limitations

This review was conducted over a three-week period and included virtual visits to three representative ██████████ locations. Our approach combined interviews, observational studies, and basic process mapping.

The review focused on identifying areas where AI could realistically offer operational or customer-facing improvements. This was not a technical integration study; rather, it assessed readiness, benefit potential, and return on investment at a strategic level.

Due to the limited scope, findings may not fully reflect edge-case scenarios or performance variations across all stores.

Analysis, Findings, and Considerations

After the initial exploratory calls with the sample stores, three areas were focused upon as being most likely to have opportunities for AI. These are broken down with analysis and findings detailed below.

Customer Interaction & Call Handling

During the initial exploratory calls, it was identified that the most common reason for customer contact was to inquire about the status of a repair or to request a replacement part. This was often followed by a discussion of the estimated cost of the repair and the time it would take to complete. The most common complaint was that the repair process was too slow and that the staff were not knowledgeable enough to answer questions.

Based on the findings, it was determined that there were several areas where AI could be applied to improve the customer experience. These included automating the repair status tracking process, providing a self-service portal for customers to track their repairs, and implementing a chatbot to handle common inquiries.

Opportunity: Whilst an online chatbot could handle up to 50% of these communications, it is also possible that a dashboard with the status of the repair, and calculated price estimation could have a similar improvement without introducing AI.

Metric Value

Avg. monthly calls:

1,200

Avg. call duration:

4:30

Est. staff time/month:

100 hrs

Repair Process Efficiency

The repair process was identified as a key area for improvement. The most common issues were related to the time taken to diagnose the problem, the time taken to order parts, and the time taken to complete the repair. The most common complaint was that the repair process was too slow and that the staff were not knowledgeable enough to answer questions.

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Repair Type	Avg. Time	AI Potential
Software Issues	15 mins	Low
Hardware Issues	45 mins	Low
Complex Issues	1.5 hrs	Moderate

Opportunity: A basic diagnostic assistant conducted with the customer before sending to repair could save ~3–5 minutes per job on software or recurring issues, but not enough to significantly change throughput at current volumes.

Administrative Burden on Store Managers

Administrative tasks are a significant burden on store managers, taking up to 30% of their time. These tasks include staff scheduling, stock management, and customer feedback. The burden is exacerbated by the lack of automation and the need for manual data entry. This study explores the potential of AI to automate these tasks, reducing the administrative burden on store managers and freeing up time for coaching and in-store improvements.

By automating these tasks, store managers can spend more time on the floor, coaching staff and improving the customer experience. This can lead to increased sales and higher customer satisfaction.

Opportunity: Basic tools focused on staff scheduling could cut admin time by up to 30%, freeing time for staff coaching or in-store improvements.

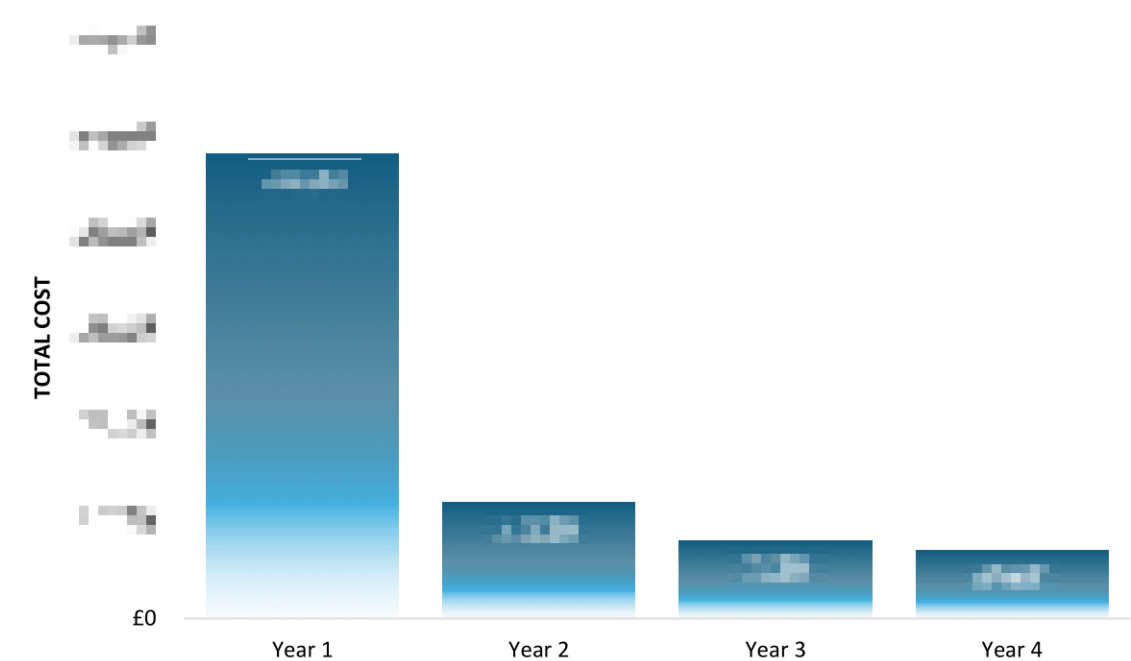
Task	Avg. Weekly Time
Stock Management	2.5 hrs
Staff Scheduling	2 hrs
Customer Feedback	1.5 hrs

Cost Analysis & Return on Investment

Estimated Annual Savings (with all implementations suggested)

Area	Est. Annual Saving
Reduced Admin Time	£1,200
Faster Repair Turnaround	£800
Lower Call Load	£400
Total	£2,400

Estimated Implementation Costs



Break-even Analysis:

Based on these estimates, [Company Name] would not see a return on investment until Year 4. Given the company’s size and current efficiency, the financial value is modest.

Summary & Recommendation

Recommendation: Do not proceed with AI implementation as a core strategy at this time. Resources would be better spent on:

- Non AI based process and tool optimisation
- Upskilling store managers
- Introducing basic digital tools to lay future groundwork

Should the company expand, or introduce a centralised support function, AI may become more viable — particularly in areas such as:

- AI-powered booking and status updates
- Inventory forecasting
- Repair triage for common issues
- Automated review handling

We suggest re-evaluating AI readiness in 12–18 months as part of broader digital maturity planning. Or if the footprint of the business grows significantly with more stores and more regions.