# AI Feasibility study

[redacted]

[redacted]

[redacted]

TENSORFORGE

# 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 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.**

# Contents

# Introduction

## Company Overview

[redacted] 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, [redacted] 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 [redacted] 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 [redacted] 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

*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:**

**Avg. call duration:**

**Est. staff time/month:**

## Repair Process Efficiency

| Repair Type | Avg. Time | AI Potential |
|---|---|---|
| | | Low |
| | | Low |
| | | 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

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

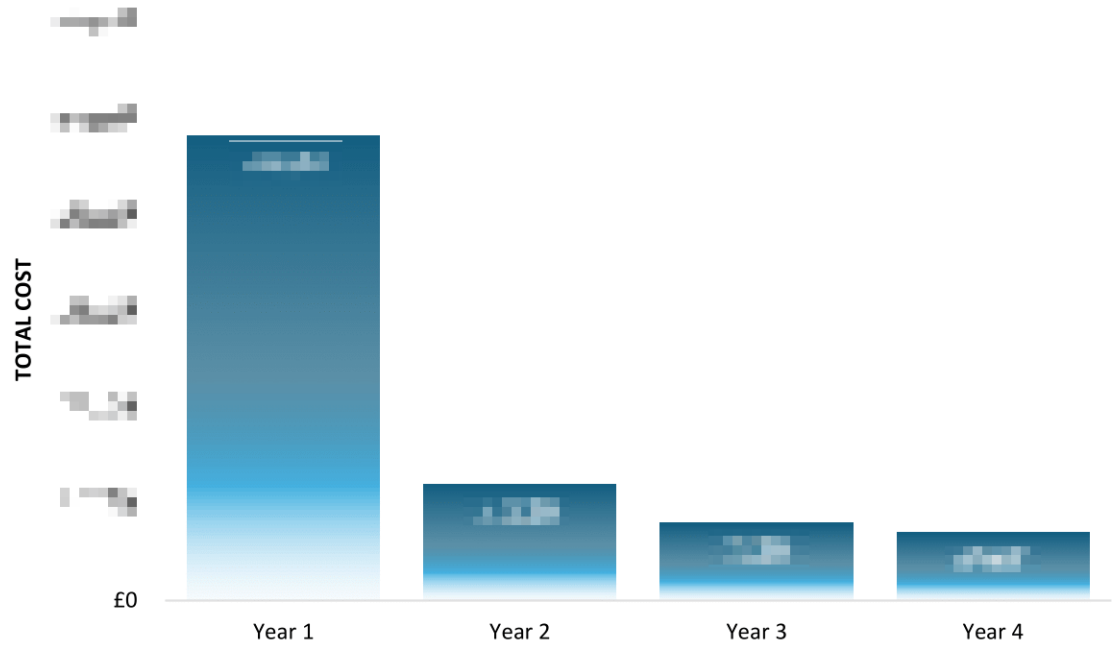
| Task | Avg. Weekly Time |
|---|---|
| Stock Management | 2.5 hrs |
| Staff Scheduling | 2 hrs |
| Customer Feedback | 1.5 hrs |

# Cost Analysis & Return on Investment

## Estimated Annual Savings (with all implementations suggested)

| Area | Est. Annual Saving |
|---|---|
| Reduced Admin Time | [illegible] |
| Faster Repair Turnaround | [illegible] |
| Lower Call Load | [illegible] |
| **Total** | [illegible] |

## Estimated Implementation Costs




## Break-even Analysis:

Based on these estimates, [illegible] 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.