

PIXEL & PROCESS

Revenue Leak Calculator

Estimate one operational opportunity without inflated ROI claims.



Use this worksheet to assess one recurring process where delay, missed action, or manual effort may be costing the business.

Good candidates	What to look for
Missed enquiries	Demand already exists, but response or routing is inconsistent.
Slow follow-up	The process waits even when the next action is known.
Unbooked appointments	Back-and-forth or abandonment prevents completion.
Repeated administration	Frequent manual work consumes valuable capacity.

Core principle

Do not automate the easiest task. Find the expensive, measurable leak.

Use actual business data wherever possible. Treat every unverified number as an assumption, not a promise.

1. Define the leak

Process

Process owner

What is being missed, delayed, abandoned, or repeated?

Why does it matter to the customer, staff, or business?

Measurement period

2. Establish the baseline

Baseline input	Measured value	Evidence source
Total cases per month		
Cases missed, delayed, abandoned, or mishandled		
Leak rate		
Current conversion/completion rate		
Average response/processing time		
Follow-up completion rate		

Leak rate = leaked cases ÷ total cases × 100

Confidence in the baseline:

- High - measured directly
- Medium - sampled or partially measured
- Low - estimate only

3. Define economic value

Use contribution value where possible, not top-line revenue.

Economic input	Value	Evidence or assumption
Average revenue from one successful outcome		
Direct cost to deliver that outcome		
Contribution value per successful outcome		
Loaded hourly labor cost		
Current monthly labor hours		
Current monthly labor cost		

Contribution value = revenue - direct delivery cost

Current monthly labor cost = loaded hourly cost × monthly labor hours

4. Estimate recoverable value

Do not assume every leaked case can be recovered. Use a conservative scenario.

Recovery input	Value	Basis
Leaked cases per month		
Realistic recovery rate		
Expected conversion/completion rate		
Potential recovered outcomes		
Contribution value per outcome		
Estimated recovered contribution		

Potential recovered outcomes = leaked cases × recovery rate × expected conversion rate

Recovered contribution = potential recovered outcomes × contribution value

5. Count the full workflow cost

Include the cost of making the workflow dependable after launch.

One-time cost

Item	Estimate
Discovery and process design	
Implementation and integration	
Data preparation	
Testing and launch review	
Training and documentation	
Total one-time cost	

Monthly operating cost

Item	Estimate
Software subscription	
Usage or transaction fees	
Human review	
Knowledge updates and controlled changes	
Maintenance and monitoring	
Exception and incident handling	
Reporting and review meetings	
Total monthly cost	

6. Build the planning estimate

Planning input	Value
Estimated recovered contribution	
Verified labor value	
Other measurable monthly value	
Total estimated monthly value	
Total monthly workflow cost	
Estimated net monthly value	
One-time implementation cost	
Simple payback estimate (months)	

Estimated net monthly value = total estimated monthly value - total monthly workflow cost

Simple payback = one-time implementation cost ÷ estimated net monthly value

Important: Do not count saved time as cash unless paid hours or headcount actually change. Time returned may instead create capacity for higher-value work.

7. Risk-adjust the estimate

- Baseline data is incomplete.
- Contribution value is uncertain.
- Recovery rate is an assumption.
- Customer behavior may change.
- The workflow handles sensitive information.
- Incorrect action could harm a customer.
- Human review requirements are unclear.
- Integration or maintenance cost is uncertain.
- The process changes frequently.

If several risks apply, reduce the recovery assumption and test a smaller pilot.

8. Design a controlled pilot

Pilot duration or number of cases

Workflow change being tested

Primary success metric

Guardrail metric

Human approval point

Pilot owner

Review date

9. Make the decision

- Continue
- Improve and retest
- Narrow the workflow
- Change the tool
- Stop

Observed monthly value

Observed monthly workflow cost

What the evidence changed about our original assumptions

Decision summary

The operational leak we measured

Our verified baseline

The smallest workflow change worth testing

The evidence required to continue

Start with one costly workflow.

Pixel & Process helps small-business owners identify, design, and manage practical AI-assisted workflows around measurable business problems.

This worksheet is a planning aid. It does not provide financial, legal, privacy, security, or regulatory advice. Validate assumptions using your own data and professional advisers where appropriate.