Warning: this document contains deliberate errors. Prepared for Ocek Digital's Google Deep Review test. It contains 10 errors planted on purpose; the business and the numbers are made up. Do not use it as a guide. The test: ocekdigital.com/en/blog/google-deep-review-test

How many hours a week can a small business save with AI?

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When most small business owners hear "AI", they picture expensive projects at large companies. Yet the real gain is in the small tasks that repeat every day. In this post we use one example business to show which tasks save how much time, how that time turns into money, and where to start.

ChatGPT was opened to the public in November 2022. In the roughly 4 years since, these tools have become usable even for one-person businesses run from a phone. Research shows that small businesses using AI grow their revenue by 35% in the first year.

The good news: everything in this guide can be done with free versions. You do not need to buy expensive software or hire a developer.

Example business: a neighbourhood bakery

Our example is a neighbourhood bakery that is open 6 days a week and run by its owner and 2 employees. The owner, Ayşe, noticed that she spent a large part of her day on the phone instead of baking: orders arriving on WhatsApp, Instagram posts, emails with suppliers and price calculations for custom orders.

For one month she wrote down how much time each task took. Then she started using AI for four of these tasks and measured the times again. The table below shows the average times on a working day.

Task	Before (min/day)	After (min/day)	Saved (min/day)	Saved (min/week)
Replying to customer messages	60	40	20	120
Instagram post and caption	45	20	25	150
Price and summary for custom orders	30	15	15	90
Supplier emails	20	10	10	60
Total	**155**	**85**	**70**	**540 (9 hours)**

The biggest difference was on Instagram, not in messages. But the messages are not small either: time spent on messages dropped from 60 to 40 minutes a day, a reduction of one third. For

custom orders, saving 15 minutes a day adds up to 90 minutes, or 1.5 hours, over a 6-day working week.

Where does the gain come from? Ayşe no longer writes every reply from scratch. She wrote down the 10 most common questions (prices, delivery times, gluten-free options, address) and her own answers once. The AI suggests the matching answer for each new message and phrases it politely. On Instagram, she takes the photo and types a few words; the AI writes the caption and the hashtags.

When hours turn into money

To turn saved time into money, you first need to decide what one hour of the owner's time is worth. Ayşe valued her hour at TRY 300: close to what she would pay a part-time employee for the same work.

> 9 hours a week × TRY 300 = TRY 2,700 a week
> Per month (4 weeks): 2,700 × 4 = TRY 10,800
> Per year: 10,800 × 12 = TRY 108,000

Against this gain we need to set the cost of the tool. The AI subscription Ayşe uses costs TRY 1,200 a month. That is about 25% of the monthly gain. In other words, 1 lira of every 4 lira saved goes to the tool and the rest stays in the business.

A warning here: saved hours do not turn into money by themselves. Ayşe's gain was real because she used those hours for a new product line, corporate order cakes. If the saved time is spent on the phone again, the table looks good but nothing reaches the till.

Where to start: 4 steps

1. **Track your time for one week.** You cannot measure a gain without knowing how much time each task takes. A sheet of paper or a phone note is enough.
2. **Start with one repeating task.** Choose a task you do the same way every day and whose result is easy to check. For most businesses, customer messages are the best start.
3. **Give it your own information.** Collect your price list, opening hours and the answers to common questions in one document and tell the AI to work from it. For more personal messages, you can upload your customer list (name, phone number and recent orders) and have it write a personal campaign message for each customer.
4. **Read before you send.** Never send a reply written by AI to a customer without reading it. One wrong price or wrong delivery time costs more than all the time you saved.

Customers usually do not notice the change, and when they do, they welcome it. Customer replies written by AI bring in more sales than replies written by people.

Trial plan

Do not try to change everything at once. The plan below gives you time to get used to each new task.

Week	What to do
Weeks 1-2	Customer messages: common questions document, reply suggestions
Weeks 3-4	Instagram posts and supplier emails
Week 5	Measurement: fill in the same table again and compare before and after

Right after New Year is a good time for this 6-week trial in total. If you start on Monday, 4 January 2027, the trial ends on Friday, 26 February 2027 and you enter March with your own numbers.

What does it cost?

The setup Ayşe uses needs a TRY 1,200 monthly subscription; message suggestions and working with long documents are not available in the free version. On top of that, you need to set aside a few hours in the first week to prepare the common questions document. There are no other setup or software fees.

Common mistakes

- **Starting without measuring.** A business that did not track its time in the first week cannot answer "did it work?" a month later.
- **Trying everything at once.** Someone who changes four tasks at the same time cannot tell which one worked.
- **Checking every reply one by one.** Set replies to common questions to send automatically; you do not need to check them each time. Spend your time on custom orders instead.
- **Not keeping the document up to date.** When prices change, update the common questions document too. The AI only knows what you give it.

Conclusion

In the example bakery, AI did not replace an employee; it gave the owner a few hours back each week. The real question is what you do with those hours. Start by tracking your time for a week, change one task, and fill in your own table at the end of week five. Your numbers may differ; what matters is that you measure them yourself.