

The Automation Starter Guide for Irish Small Businesses

A short, plain-English guide to finding the repetitive work in your week and taking it off your plate — without changing everything you already do.

Why bother automating anything?

Most small Irish businesses lose between five and fifteen hours a week to work that nobody enjoys and nobody bills for: retyping details, chasing replies, copying figures between a notebook, a spreadsheet and an accounts package. Automation is simply having software do the predictable parts so your people handle the parts that need judgement.

Find your five hours

Before choosing any tool, write down the tasks you do more than twice a week in exactly the same way. Those are the candidates. Use these questions:

- Do I type the same information into more than one place?
- Does a customer ever wait on me simply because I was busy?
- Would the business stall if one particular person was out sick?
- Am I chasing people for things that could chase themselves?
- Do I find mistakes weeks later that a checklist would have caught?

The four wins we see most often

1 Instant enquiry replies

Every call, form and message gets an immediate acknowledgement with the next step, so nobody goes cold while you are on a job.

2 Quotes built from a template

Details captured once are dropped into your quote wording automatically. Consistent prices, minutes instead of an evening.

3 Details logged without retyping

Enquiries, bookings and job notes land in one tidy list that your whole team can see.

4 **Invoices and reminders on rails**

Invoices raise themselves when a job is marked done, and polite reminders go out on a schedule you set.

What it actually takes from you

Roughly two hours of your time in week one to walk us through how the work flows today, an hour to review what we built, and a week of using it on real work so we can tune it. That is it. We connect to the tools you already use — Gmail, Outlook, WhatsApp, Excel, Xero — rather than asking you to move everything.

How we work

1 **Discovery call, free**

Twenty minutes to hear where the time goes. You get a straight answer on whether automation is worth it for you.

2 **Fixed-price plan**

One page: what gets automated, what it costs, when it lands. No open-ended hourly billing.

3 **Build and review**

We build it, you test it with real work, we adjust until it feels obvious.

4 **Go live and aftercare**

It runs quietly in the background. We stay reachable and keep it healthy.

Ready when you are

Book a free 20-minute call at clarityaiireland.ie/booking, ring 089 223 1620, or email clarityaiireland@gmail.com. If automation is not the right answer for your business, we will tell you that too.