

SAMPLE DIAGNOSTIC OUTPUT

Agency Efficiency Review



A structured assessment of operational effort, capacity drains and the systems most likely to return time to the team.

ILLUSTRATIVE AGENCY PROFILE

15 active clients | 6-person team

Paid search and paid social delivery

EFFICIENCY ENGINE

Sample only - all figures are illustrative

The agency has capacity. It is trapped inside repeatable work.

The review identifies where specialist effort is being absorbed, ranks the strongest system opportunities and recommends the first implementation.

EFFICIENCY SCORE

48/100

Significant recoverable capacity

Main constraints: monitoring and recurring report production.

PRIMARY FINDING

65 hours

of specialist time is absorbed each month by repeatable production, checking and coordination.

COMMERCIAL IMPLICATION

Growth requires more people unless this operating effort is reduced.

42 hrs

Recoverable monthly capacity

Estimated after priority systems are embedded.

504 hrs

Potential annual return

Equivalent capacity across a full operating year.

3

Priority systems

Monitoring, reporting and proposal production.

RECOMMENDATION

Begin with cross-account monitoring and alerting.

It offers the fastest route to recovered capacity, earlier issue detection and consistent portfolio oversight without changing the team's client-facing process.

DECISION

Protect specialist attention before automating client-facing output.

Monitoring creates the operational foundation for the reporting and workflow systems that follow.

Where specialist time is currently being absorbed.

Estimated monthly effort is based on the fictional agency profile and a structured review of recurring delivery activity.

ACTIVITY	FREQUENCY	HOURS / MONTH	PRIORITY
Cross-account checking	Daily	22	High
Report preparation	Monthly	18	High
Proposal production	Variable	10	Medium
Audit preparation	Monthly	8	Medium
Task handoffs and updates	Weekly	7	Medium

TOTAL IDENTIFIED OPERATING EFFORT

65 hours per month

WHAT THIS MEANS

- 01

The work is necessary

The problem is not the activity itself; it is the repeated manual effort required to complete it.
- 02

The work is structured

Inputs, rules and outputs are consistent enough to support purpose-built systems.
- 03

The return is cumulative

Recovered hours repeat every month rather than appearing as a one-off saving.

The strongest opportunities, ranked by return and implementation effort.

Estimated time return reflects the repeatable effort that could be removed after implementation, adoption and specialist QA.

01	Campaign monitoring SYSTEM OPPORTUNITY	High IMPACT	Low-Med EFFORT	14 hrs TIME RETURN / MO
02	Reporting automation SYSTEM OPPORTUNITY	High IMPACT	Medium EFFORT	12 hrs TIME RETURN / MO
03	Proposal automation SYSTEM OPPORTUNITY	Medium IMPACT	Low EFFORT	7 hrs TIME RETURN / MO
04	Workflow automation SYSTEM OPPORTUNITY	Medium IMPACT	Medium EFFORT	5 hrs TIME RETURN / MO
05	Audit automation SYSTEM OPPORTUNITY	Medium IMPACT	Med-High EFFORT	4 hrs TIME RETURN / MO

COMBINED PRIORITY RETURN

42 hours per month

The remaining 23 hours are retained for specialist judgement, exceptions and human review.

Campaign monitoring and alerting.

A portfolio-level monitoring layer is the fastest way to protect specialist attention and create an operational foundation for later automation.

WHY THIS COMES FIRST

14 hrs

estimated monthly capacity
returned

Removes routine checking while escalating
only the exceptions that need specialist
attention.

SYSTEM SCOPE



Budget pacing and projected overspend



Conversion and CPA movement



Spend without conversions



Broken or unavailable landing pages



Account-level exceptions and escalation

FIVE-WEEK DELIVERY MODEL

WEEK 1

Audit and architecture

Confirm thresholds, account coverage, alert routes and governance.

WEEKS 2-4

Build and deployment

Configure monitoring logic, test exceptions and validate notifications.

WEEK 5

Training and activation

Handover, team guidance and controlled transition into live use.

Build the operating foundation, then compound the return.

The recommended sequence protects delivery first, then improves recurring output and finally connects the surrounding workflows.

NOW

Campaign monitoring

Protect attention

Detect exceptions early and remove routine account-by-account checking.

NEXT

Reporting automation

Reduce production

Prepare recurring performance outputs and commentary for specialist review.

THEN

Proposal automation

Accelerate growth

Turn structured discovery inputs into consistent, reviewable proposals.

LATER

Workflow and audit systems

Connect delivery

Standardise handoffs, evidence capture, QA and governance.

PROJECTED CUMULATIVE RETURN

42 hours per month | 504 hours per year

Recommended next step: confirm scope and implementation priorities in a 30-minute review call.