

AI agent ROI worksheet

$$\text{ROI} = (\text{attributable benefits} - \text{total costs}) \div \text{total costs} \times 100.$$

Part of the calculation	Include	Check
Initial cost	Scoping, building, connections and testing	Does the quote cover the needed work?
Ongoing cost	Hosting, AI use, software, maintenance and review	Is operating effort rising with volume?
Time benefit	Net time recovered after review and correction	Can the team use that capacity?
Revenue benefit	Extra contribution attributable to the workflow	Would the sale have happened anyway?
Error benefit	Costs of preventable errors avoided	Are new agent errors also counted?

How do you calculate an AI agent’s payback period?

Illustrative example: assume an initial cost of €6,000, capacity or cash benefits valued at €900 per month, and total operating and review costs of €300 per month. The assumed net benefit is €600 monthly, giving a simple ten-month payback. A slower start or additional maintenance extends it. These assumptions are not a service quote or evidence that ten months is typical.

Scenario	Assumptions to vary	Decision
Cautious	Lower task volume, more review, slower rollout	Can the business tolerate this cost?
Expected	The workload and review effort observed in the pilot	Is the net benefit useful?
Favorable	Higher volume with stable quality and manageable cost	Is expansion justified by evidence?