

AI ROI Matrix.

Find the Highest-Impact AI Solutions for Your Business.

SME Challenge: “AI sounds great, but what’s the ROI?”

The Problem: Wasting resources on AI projects that don’t deliver measurable value.

The Solution: A simple matrix to prioritize AI investments for maximum impact with minimal effort.



AI ROI FORMULA – CHOOSE YOUR MEASUREMENT. 1

Not all AI benefits are financial—pick the right metric for your business.

- 📌 **Efficiency ROI** (Time Saved) → (Hours saved × Employee cost per hour) : Investment
- 📌 **Growth ROI** (Revenue Impact) → (Added sales – AI investment) : AI investment
- 📌 **Risk Reduction ROI** (Preventing Losses) → (Avoided errors, downtime, compliance issues) : AI investment

✅ **Example:** AI automation saves €500,000 per year. AI implementation costs €100,000. → ROI = 400%

AI USE CASES WITH THE HIGHEST ROI. 2

Where AI already drives major business impact:

- 📊 **Productivity Gains** → AI-powered workflows increase efficiency by 30-50%
- 💰 **Sales Growth** → AI-driven insights boost conversion rates by 20-40%
- 🗣️ **Customer Service Automation** → AI chatbots reduce response times by 70%
- 📈 **Marketing Optimization** → AI personalizes campaigns, increasing engagement 3x
- ⚙️ **Predictive Maintenance** → AI prevents breakdowns, reducing downtime by 40%

IMPACT-IMPLEMENTATION MATRIX: WHERE SHOULD YOU INVEST FIRST? 3

Plot AI ideas based on Business Impact vs. Implementation Effort

- 📌 HIGH Impact, LOW Effort → AI Priority Projects (Quick Wins) ✅ Best ROI
- 📌 HIGH Impact, HIGH Effort → Strategic AI Investments 📌 Plan carefully
- 📌 LOW Impact, LOW Effort → Nice-to-Have AI 🤔 Test cautiously
- 📌 LOW Impact, HIGH Effort → AI Money Pit ❌ Avoid

💡 **Pro Tip:** Focus on Quick Wins first—big impact, easy implementation.

THE 5-STEP AI INVESTMENT PROCESS FOR SMES. 4

Use this method to prioritize AI use cases in your company.

- 💡 List all AI ideas in your business.
- 📊 Map them on the Impact vs. Effort matrix.
- 📌 Prioritize high-impact, low-effort AI wins.
- 🗑️ Eliminate AI projects with high effort & low ROI.
- 📈 Track performance—iterate & improve continuously.

📊 AI-driven SMEs increase efficiency by 40% faster than competitors.



Follow **Hartmut Hübner** for actionable insights and subscribe to “The Flow Factor” for weekly advice on AI, leadership, and innovation.