

SAMPLE DEEP-DIVE AUDIT

Weekly client reporting, rebuilt for speed.

A practical AI workflow blueprint for Northline Creative - a fictional 6-person marketing agency.

THE OPPORTUNITY

Turn scattered weekly notes into a
review-ready client report in 45 minutes.

CURRENT

4 h / week

TARGET

45 min / week

EST. ANNUAL VALUE

EUR 5,460

PREPARED BY FLOWWORTH

One workflow. One measurable win.

01 - EXECUTIVE SUMMARY

A strong first AI use case.

86 / 100

OPPORTUNITY SCORE

156 h

TIME RECLAIMED / YEAR

5.6 weeks

PAYBACK VS. EUR 1,500 BUILD

WHY THIS SCORES WELL

- 01 The task repeats every Friday with almost the same structure.
- 02 The agency already has past reports, a fixed template and clear reviewers.
- 03 Mistakes are visible during a short account-manager review.
- 04 The first version can stay human-approved and avoid sending anything automatically.

RECOMMENDATION

Proceed with a draft-only pilot. Do not connect live client systems until ten reports pass the review checklist.

02 - WORKFLOW MAP

From four hours to four checkpoints.

CURRENT WORKFLOW

- 1 Chase updates**
Slack, email and ad dashboards
- 2 Copy numbers**
Manual copy into a document
- 3 Write summary**
Recreate similar language weekly
- 4 Fix formatting**
Brand, links and section order
- 5 Review**
Account manager catches errors

PROPOSED WORKFLOW

- A Human inputs**
Paste approved weekly metrics + notes
- B AI draft**
Use template, examples and rules
- C Human review**
Check numbers, claims, tone and links
- D Publish**
Account manager sends final report

HUMAN STAYS IN CONTROL

No automatic sending. No unsupported claims.
Every number is checked against its source.

03 - BUILD BLUEPRINT

Give the system the right context.

INPUTS

- Approved metric export
- Weekly team notes
- Client report template
- Three high-quality examples

INSTRUCTIONS

- Use only provided facts
- Keep fixed section order
- Flag missing inputs
- Never invent a result

HUMAN CHECKS

- Every number matches source
- Links open correctly
- Tone fits the client
- No private data exposed

MINIMUM VIABLE INSTRUCTION

"Create a client-ready weekly report using only the supplied metrics and notes. Follow the provided template and examples. If any required input is missing or unclear, mark it as NEEDS REVIEW rather than guessing. Output a draft for human approval."

04 - TEST AND ROI PLAN

Prove the number before scaling.

10-REPORT PILOT

- | | | |
|----|----------|---|
| 01 | QUALITY | Zero invented metrics or unsupported claims |
| 02 | SPEED | Average total time below 60 minutes |
| 03 | REVIEW | No more than two material edits per report |
| 04 | ADOPTION | Account manager chooses to use it again |

CONSERVATIVE VALUE MODEL

3.25 HOURS SAVED

x EUR 35 / HOUR

x 48 WEEKS

EUR 5,460

Decision rule: expand only after the pilot beats all four targets. If quality fails, improve the inputs and review checklist before adding tools or integrations.