

Manual quote vs self-service — ROI framing (qualitative)

Use this internally to decide whether a configurator is worth building. **No fabricated € saved or conversion percentages** — only honest process comparison.

The manual quote path (as-is)

Prospect asks "how much?"

- you reply with questions
- they answer partially
- you chase missing details by email
- you calculate in a spreadsheet
- you send a number days later
- they ghost or negotiate from cold

Typical costs (qualitative, not measured here):

Cost type	What happens
Your time	Same questions, same answers, all day
Speed	Prospect wanted an answer <i>now</i> , not next week
Data quality	Every quote captured differently — hard to analyse
Drop-off	No obvious next step → enquiry dies in inbox
Pipeline	No clean record of who asked for what

The self-service path (to-be)

Prospect enters configurator

- guided through 7 configuration steps
- progress bar + sticky cart keep them oriented
- open price visible before checkout
- uploads assets in-flow (logo, specs)
- pays or books – structured record lands in your system

What changes (qualitative):

Benefit	Mechanism
Fewer back-and-forth emails	Flow asks the right questions for you
Faster time-to-number	Price visible in-session, not after email ping-pong
Higher completion intent	Clear path from "interested" to "booked"
Clean data	Every lead captured the same way
Upsell in flow	Options and logic built in — not improvised per quote

When a configurator is worth it

Good fit if:

- You answer the same pricing questions daily
- Your offer has configurable options (packages, add-ons, tiers)
- Prospects drop off because the next step isn't obvious
- You want structured data in CRM/sheet without manual entry

Maybe not first if:

- Every job is fully bespoke with no repeatable options
- Your bottleneck is delivery capacity, not quoting
- A simpler booking form solves 80% of the leak

We'll score this honestly in your Automation Map — sometimes a lighter funnel wins.

What we do NOT claim

- No invented conversion rate uplift (e.g. "+40% completions")
- No fabricated hours saved per week until a client confirms
- No € ROI figure without real measurement post-launch

Status: live proof exists in owner ecosystem; per-client outcomes reported when available.

Next step

Book a paid **Automation Map** (60–90 min). We map your quoting leaks, score ROI qualitatively, and recommend whether a 7-step configurator — or something simpler — is the right first build.

Book: services.flexgrafik.nl/book-discovery/

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