DESI SCRIPT

BUSINESS HEALTH CHECK REPORT

Company: Acme Innovations Ltd

Date: Sep 13, 2026

OVERALL HEALTH SCORE

68 / 100

Operational Efficiency

MATURITY CLASSIFICATION

L3: Functional

Your business has solid foundational digital touchpoints, but core lead flows and invoicing still rely on manual human glue, creating operational bottlenecks.

Estimated Revenue Recovery Opportunity:

$145,000/yr

Potential Administrative Time Saved:

15 hrs/wk

Online Presence 75%	Marketing 80%
Lead Generation 45%	Sales 70%
Operations 55%	Customer Management 85%
Reporting 60%	Automation 40%
AI Readiness 50%	

TOP PRIORITY ACTIONS

1. Connect website forms to CRM for instant lead routing.
2. Automate client invoicing and meeting scheduling.
3. Equip support staff with generative AI writing assistants.

ACTION BLUEPRINT & RECOMMENDATIONS

Tailored operational roadmap for Acme Innovations Ltd

KEY RECOMMENDATIONS

[HIGH PRIORITY] Sync website forms directly to a CRM

Connect contact forms to CRM to automate lead capture and instant notification routing.

Expected Impact: Reduces lead response time from hours to seconds

OPERATIONAL INSIGHTS & OBSERVATIONS

Manual lead processing bottleneck

Website leads are handled manually via email instead of routing into CRM.