DM AUTOMATION SAVINGS WORKSHEET

Work out the hours a month DM automation gives back from your own message volume, repeat questions and reply time.

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HOW MUCH TIME DOES DM AUTOMATION SAVE?

It depends on how many messages you get, how many are the same few questions and how long each reply takes you. Multiply messages a day by the share of repeat questions and the minutes per reply, and you have the time automation hands back. The calculator does it for a 30-day month from your own numbers, and shows what is still left for your team.

THE FORMULA

Repeat replies a month
messages a day × 30 × share of repeat questions

Hours back a month
repeat replies × minutes per reply ÷ 60

Worth of that time
hours back × what an hour is worth to you

A WORKED EXAMPLE

Step	Result
60 messages a day, half of them repeat questions	900 repeat replies a month
3 minutes each	45 hours back
An hour worth 25 in your currency	1,125 in the same currency
30% arrive after hours	540 after-hours messages answered at once

YOUR INBOX

Messages a day	Repeat share	Minutes per reply	Hour worth	Hours back

USE THE FREE DM AUTOMATION CALCULATOR

1. **Count a normal day.** Messages that need an answer across DMs, comments and WhatsApp.
2. **Estimate the repeat share.** Price, hours, address, delivery. Look at yesterday's inbox and count them.
3. **Read the month.** Hours back, what that time is worth and how many after-hours messages get an instant answer.

QUESTIONS PEOPLE ASK

Is this an average from other businesses?
No. Every number comes from what you type. There is no industry average behind it.

Which messages can an automation answer?
The repeat ones: price, stock, opening hours, address, booking and order questions. Anything new or sensitive still goes to your team, and the calculator keeps those out.

Why count after-hours messages?
A message at 11 pm otherwise waits until morning. An automation answers it on the spot, which is often when the person is ready to buy.

DO IT IN SECONDS, FREE

Free in your ChatinFlow account: the DM Automation Calculator, every other free tool and the automations that answer your DMs.

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