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FREE E-BOOK · A GUIDE FOR MANAGERS

The Age of Intelligent Automation

Why artificial intelligence is already redefining who leads every market — and how your company can act now, before it's too late.

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Say yes to what lies ahead!

2026 EDITION

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A frank conversation with you, manager

Every major technological shift had a moment when it still seemed “optional”. That was true of the internet, e-commerce and the smartphone. The companies that treated those waves as a priority built advantages that competitors took years to match — and many never did.

Artificial intelligence applied to task automation is today’s shift, and it is happening **faster** than the previous ones. This guide was written for managers in any industry — manufacturing, retail, services, healthcare, education — who want to understand, without jargon, what is changing, what standing still costs and how to take the first step safely.

A 15-minute read. Decisions for the next 10 years.

What you will take away from this guide

Vision
The numbers that show where the market is heading.

Return
Simple formulas to calculate savings and payback.

Action
A 4-step plan and a readiness checklist.

CONTEXT

01 The business world has already changed

The question is no longer “whether” artificial intelligence will reach your market. It already has. The question now is **who will use it first — and best**.

78%
of organizations already use AI in at least one business function.
McKinsey, The State of AI, 2025 [1]

up to US$ 4.4 tn
per year is the value generative AI could add to the global economy.
McKinsey Global Institute, 2023 [2]

75%
of knowledge workers already use AI at work.
Microsoft & LinkedIn, Work Trend Index, 2024 [5]

86%
of employers expect AI to transform their business by 2030.
World Economic Forum, 2025 [3]

These numbers tell a clear story: AI has left the labs and the big tech companies and entered the daily routine of businesses of every size. From 2023 to 2024 alone, the share of organizations using AI jumped from 55% to 78%[9]. According to the McKinsey Global Institute, today’s technologies — combining generative AI with other forms of automation — already have the potential to automate activities that take up **60% to 70% of employees’ time**[2].

This does not mean replacing people en masse. It means that much of what your team does today — copying data from one system to another, answering the same questions, chasing payments, building reports — can be done by machines, freeing human talent for what really creates value.

The next wave: AI agents

Beyond answering questions, AI is learning to **carry out tasks on its own**. Gartner projects that by 2028 at least **15% of day-to-day work decisions** will be made autonomously by AI agents — a figure that was virtually zero in 2024 — and that 33% of enterprise software will have such agents built in[6].

02 URGENCY

The hidden cost of doing nothing

Not automating looks like a neutral decision. It isn't. Every month without automation has a price — it just never shows up on an invoice.

Where money is leaking today

- **Team hours spent on repetitive tasks** — skilled (and well-paid) professionals spending the day copying, pasting, checking and answering the same question.
- **Customers who wait and give up** — today's customers compare replies within minutes. Whoever answers first usually sells first.
- **Manual errors** — forgotten payment reminders, mistyped orders, mismatched information between departments.
- **Stalled growth** — to serve more customers, the only option seems to be hiring more. Margins shrink with every new hire.
- **Decisions in the dark** — the data exists, but nobody has time to turn it into information.

> **"The AI advantage won't go to whoever has the best technology, but to whoever starts learning with it first."**

The window of advantage is closing

A PwC study showed that sectors more exposed to AI saw labour productivity growth **4.8 times higher** than less exposed sectors[8]. In practice, this means the gap between those who automate and those who don't tends to **widen** every year — not narrow.

The World Economic Forum estimates that by 2030 **170 million new jobs** will be created and 92 million displaced by technological change[3]. Goldman Sachs, in turn, calculates that generative AI could raise global GDP by **7%** over a decade[4]. The market, competitors and customer expectations are all changing at the same time.

> **The question every manager should ask**
>
> If a competitor can serve your customers 24 hours a day, reply in seconds and operate at 30% lower cost... how long before your company starts losing market share?

IN PRACTICE

03 What AI already does today, in any company

This isn't science fiction. These applications already work — with affordable tools and implementation in days or weeks.

Customer service

AI agents on WhatsApp, your website and social media that understand the question, check your systems and solve it — 24 hours a day.

Gartner: by 2029, 80% of common customer service issues will be resolved without human intervention [7].

Finance and collections

Reminders before due dates, invoices and instant payments sent automatically, debt negotiation and automatic reconciliation.

Fewer late payments, more predictable cash flow.

Sales and marketing

Lead qualification, instant replies, abandoned-cart recovery and content creation in your brand's voice.

Sales reps focused only on buyers who are ready.

HR and people

Résumé screening, interview scheduling, new-hire onboarding and answers about benefits.

Hiring in days, not weeks.

Operations and back office

Reading documents and invoices, data entry into systems, checks and integration between tools.

No more "copy and paste" between systems.

Management and decisions

Automatic reports, alerts when a metric goes off track and weekly summaries straight to your WhatsApp.

Fast, data-driven decisions.

Multi-agent systems: a digital team working together

Today's frontier is **multi-agent systems**: several specialized AI agents — one for customer service, another for finance, another for documents — that talk to each other to resolve a request from start to finish, like a well-trained team that never takes a vacation.

04

STRAIGHT TALK

Myths that hold managers back

Many companies postpone automation because of beliefs that no longer match reality. Here are the most common ones.

MYTH	TRUTH
"AI is for big companies with multinational budgets."	Today, tailor-made solutions cost less than a monthly salary and use affordable, pay-as-you-go tools.
"I'll have to replace all my systems."	Automation connects to what you already use: WhatsApp, spreadsheets, ERP, CRM, email and in-house systems.
"AI will replace my team."	It takes over repetitive work. Your team focuses on customers, strategy and decisions — what truly requires people.
"Implementation takes months and disrupts operations."	Well-scoped projects go live in days or a few weeks, starting with one process and growing step by step.
"My data will be exposed."	With access control, dedicated servers and good practices, automation complies with data-protection laws such as Brazil's LGPD [10].
"AI makes mistakes and will say something wrong to my customer."	Well-configured agents follow rules, rely on the company's official knowledge base and hand over to a human when needed.
"It's still early; I'll wait for the technology to mature."	The technology is already mature. Waiting doesn't buy safety — it only costs you the advantage of learning first.

05 NUMBERS

Do the math: the return on automation

Automation isn't an expense: it's an investment with a measurable return. Use the formulas below with your company's numbers.

Monthly savings = hours per week on the task × 4.33 weeks × % automatable × hourly cost

Net monthly gain = monthly savings − solution subscription

Payback (months) = initial investment (setup) ÷ net monthly gain

A practical example

A company whose team spends **20 hours a week** chasing customer payments manually, at an average cost of **R$ 35 per hour**, implements automation that takes over **70%** of that work.

Item	Value
Hours saved per month (20 × 4.33 × 70%)	**≈ 61 h**
Monthly savings (61 h × R$ 35)	**R$ 2,122**
Solution subscription	**– R$ 397**
Net monthly gain	**R$ 1,725**
Initial investment (setup)	**R$ 1,500**
Payback (R$ 1,500 ÷ R$ 1,725)	**≈ 27 days**
Net result over 12 months (R$ 1,725 × 12 − R$ 1,500)	**R$ 19,200**

Illustrative example with hypothetical values (in Brazilian reais), not including variable tool costs (such as the WhatsApp API or AI models). Actual results depend on the process, volume and implementation.

And what the math leaves out (but matters a lot)

The math only counts hours. It doesn't measure the customers who no longer give up, the errors avoided, a less overloaded team and the ability to grow without bloating headcount.

Want to run your own numbers? The **yhai.com.br** website has a savings and payback calculator for each solution.

06

HANDS-ON

Action plan: from diagnosis to results

Good automation doesn't start with the tool. It starts with the right process. This is the path we recommend:

1

Diagnosis WEEK 1

Map repetitive tasks, measure how much time they take and choose the process with the highest return and lowest risk to start with.

2

Implementation WEEKS 2 AND 3

Set up the solution, integrate it with the systems the company already uses and train the AI on the business's rules and language.

3

Validation WEEK 4

Test with real cases and a controlled group, fine-tune replies and flows, and only then roll it out to the whole operation.

4

Monitoring ONGOING

Track metrics (time saved, conversions, errors), adjust course and expand to new processes.

Checklist: is your company ready to automate?

Tick the statements that are true for your company:

- My team repeats the same tasks every day or week.
- We get many similar customer questions via WhatsApp, email or social media.
- We have lost sales or customers because of slow responses.
- Our information is scattered across spreadsheets and systems that don't talk to each other.
- Payment reminders or follow-ups depend on someone's memory.
- To grow, we feel we would need to hire more people.

> **Result**
>
> If you ticked **2 or more** items, your company already has at least one process with high return potential. The best time to start is now — with a small, fast and measurable pilot.

NEXT STEP

07 Say yes to what lies ahead

You've read this far because you know your company can achieve more. The difference between the companies that will lead the next decade and those that will be left behind isn't size or budget: it's how fast they decide to act.

Free, no-commitment diagnosis

- We identify the processes in your company with the greatest automation potential.
- We estimate time saved, cost reduction and payback.
- You get a clear plan, with timelines and investment, before you decide.

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Why yhai?

Tailor-made

Solutions designed for your process, not generic packages.

Fast

Pilots live in days or a few weeks, with measurable results.

By your side

Ongoing validation and monitoring after implementation.

> **"We live in an era where, if you don't automate your business, you'll be left behind."**

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Diga sim para o que vem pela frente!

Automation and artificial intelligence for companies that want to save time, cut costs and grow productively.

References

The figures cited in this e-book were taken from the publications below. We recommend reading them in full if you want to go deeper.

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About yhai

yhai builds tailor-made automation and artificial intelligence solutions — from collection workflows and WhatsApp sales funnels to multi-agent systems — for companies that want to save time, cut costs and grow productively.

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