

AI Opportunity Review

Prepared for Brightwell Interiors

A review of where AI could make the most difference in the business, based on what was discussed in the session.

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About This Review

This document summarises the findings from your AI Opportunity Review session with Nucleus AI. It is designed to give you a clear, honest view of where AI could have the most impact in your business, based on what you told us, not a generic checklist.

It is a starting point, not a blueprint. The purpose is to identify the strongest doors to open next, rather than prescribe a detailed technical solution before the workflows, costs and dependencies have been properly tested.

What this is

A plain-English summary of the highest-value opportunities discussed.

What this is not

Not a legal, financial, tax, data protection or technical implementation assessment.

How to use it

Use it to align internally and decide whether a deeper report or build is worth pursuing.

Business Snapshot

Based on what was discussed in the session

Business

Brightwell Interiors

Profile

A 12-person interior design and project management studio based in Bristol. Established in 2018.

Clients

Primarily B2C, focused on high-value residential projects. Average project value is approximately £35,000.

Current tools

Email, WhatsApp, spreadsheets and Houzz are used across client management, supplier coordination and project tracking.

Pain points raised

Fragmented communication, manual project updates, inconsistent enquiry qualification, quote drafting from scratch and supplier follow-up.

Where Your Time Goes Today

A reflection of what came up in the review session. These figures are directional, not audited time data.

Activity	Estimated time per week
1 Client communication Fragmented across email and WhatsApp, with repeated switching and follow-up.	~8 hrs
2 Project updates and reporting Manual, spreadsheet-based updates prepared by project managers before client check-ins.	~5 hrs
3 Supplier coordination Lots of back-and-forth chasing across suppliers, trades and client decisions.	~4 hrs
4 Admin and quoting Proposal and quote content is recreated from previous documents without a consistent template system.	~6 hrs
5 New enquiry handling No formal qualification process, so senior time is spent early before fit is clear.	~3 hrs

What this suggests

The largest opportunity is not one single dramatic automation. It is a cluster of small, repeatable improvements around communication, intake and proposal drafting. Those areas currently absorb senior attention and create inconsistent client experience.

Your AI Opportunities

The strongest opportunities identified from the session, written in plain English and prioritised by effort and likely impact.

1 Automated Client Update Emails

Instead of manually writing project updates, a simple AI-assisted workflow could draft weekly client emails from project notes, ready for review and sending by the project manager.

What it would do

Estimated time saving of 2-3 hours per week across the team, with more consistent client communication.

Effort

Low

Impact

Medium

2 Enquiry Qualification & Response

A structured AI-assisted intake form and response template could pre-qualify leads, gather useful context and send a professional holding response automatically.

What it would do

Less senior time spent on poor-fit enquiries, faster first response times and clearer qualification before calls are booked.

Effort

Low

Impact

High

3 Proposal & Quote Drafting

An AI-assisted template system trained on existing proposal examples could create a strong first draft from a short brief and selected project details.

What it would do

Quoting time could reduce from hours to minutes, while making proposals more consistent and easier to review.

Effort

Medium

Impact

High

4 Supplier Coordination Tracking

A centralised communication and follow-up workflow could surface outstanding supplier items and draft chaser messages when needed.

What it would do

Fewer missed follow-ups, less back-and-forth and better visibility over what is blocking each project.

Effort

Medium

Impact

Medium

Ratings are deliberately simple. The purpose is to help prioritise where to look first, not to replace a full business case or implementation plan.

Where to Start

A direct recommendation on the most sensible first move based on the discussion.

Recommended first step

Start with enquiry qualification

Based on what you shared, the highest-value place to start is enquiry qualification. It is the area where your most expensive resource - senior project manager time - is being spent on contacts who may not convert.

A well-designed intake and triage workflow here could pay for itself quickly because it improves the front door of the business before work reaches the project team.

Second step

Then proposal drafting

Proposal drafting is the natural second step once the enquiry front door is working better. It builds on the same intake information and turns a qualified lead into a quicker, more consistent commercial response.

Leave until later

Supplier coordination

This problem is real, but it is likely to involve more process change than the others. It will be easier to tackle once the team has seen AI working in practice.

Next Steps

Two clear paths from here, depending on whether you want to move into a deeper commercial plan or take the findings forward internally.

Option 1

Work with Nucleus on an AI Intelligence Report

Move from "where could AI help?" to "here is exactly what to build, what it might cost and what the ROI could look like". This includes deeper workflow, tool and data review, a prioritised roadmap and a financial business case. Investment: £1,500.

Option 2

Take the findings forward internally

This review gives you a clear starting point for internal discussion. You may choose to review the opportunities with your team, explore suitable tools, or use the recommendations to shape your own next steps.

Closing note

Thank you for the session. It was a genuinely interesting business to look at. Whatever you decide to do next, feel free to get in touch if questions come up.

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