



# AI MADE SIMPLE

A NO-NONSENSE  
GUIDE FOR  
SMALL  
BUSINESSES

# INTRODUCTION: AI WITHOUT THE HYPE

AI is everywhere, but for many SMEs, it still feels like something for big corporations with deep pockets and in-house tech teams.

Maybe you're wondering:

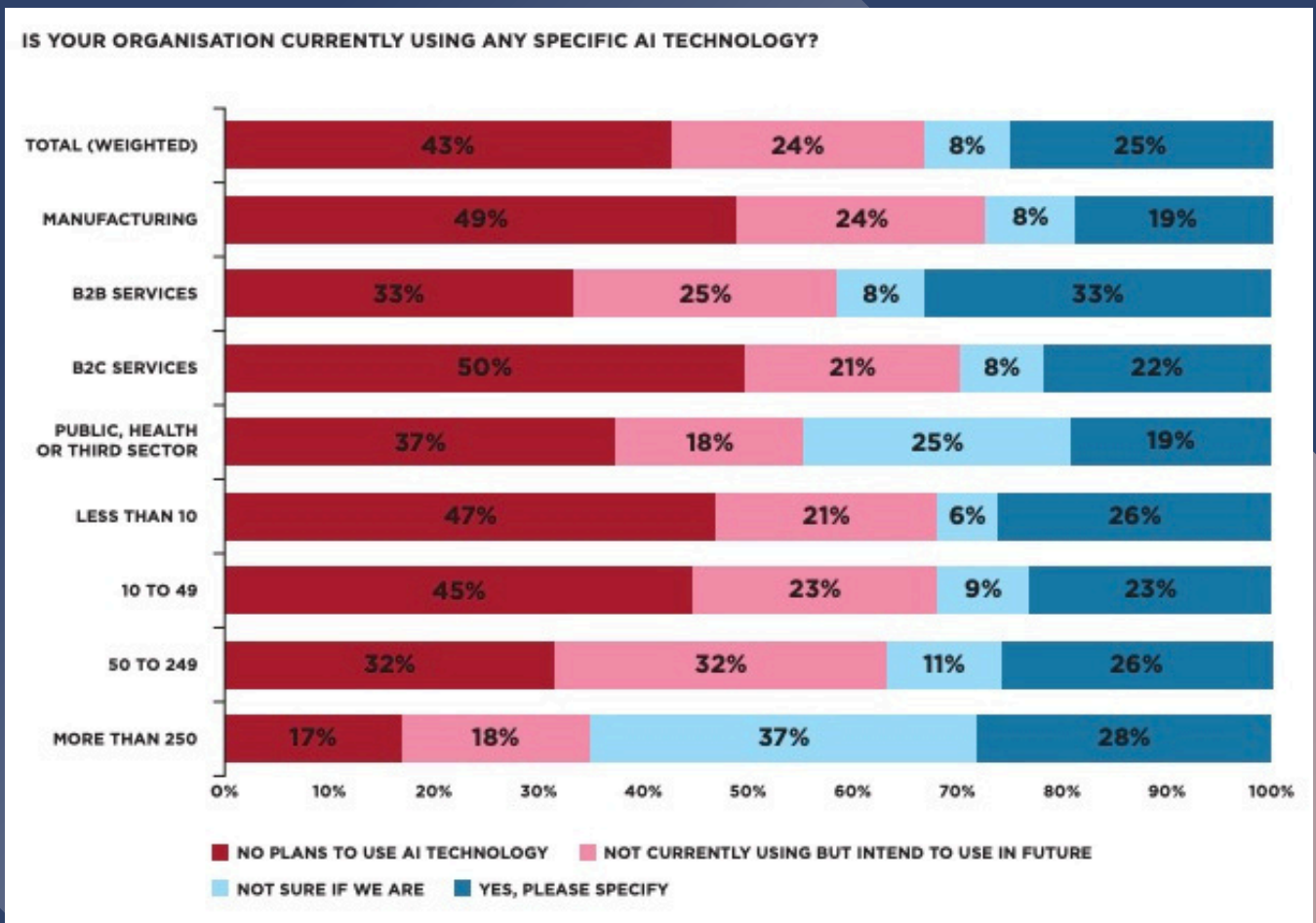
- Is AI really relevant for my business?
- Doesn't it require expensive tools and specialist knowledge?
- Will it actually save me time and money, or is it just another trend?

The reality is that AI is already helping small businesses work smarter, save costs, and grow faster - the best part is that you don't need to be a tech expert to take advantage of it.

At Bull Talbot Consulting, we believe AI should be simple, practical, and affordable. This handbook cuts through the complexity and gives you clear, actionable insights.

# MOST SMES STILL STRUGGLING TO EMBRACE AI

THE MAJORITY OF SMES ARE STILL NOT USING ARTIFICIAL INTELLIGENCE - RESEARCH CARRIED OUT BY THE BRITISH CHAMBERS OF COMMERCE SHOWS THAT 43% OF FIRMS HAVE NO PLANS TO USE AI TECHNOLOGY



HOWEVER, ACCORDING TO CLOSE BROTHERS, 46% OF SMES THINK AI PRESENTS OPPORTUNITIES FOR GROWTH AND EMPLOYMENT IN THEIR SECTOR, AND 41% OF BUSINESS OWNERS ARE ACTIVELY LOOKING TO INCORPORATE AI INTO THEIR BUSINESS PROCESSES

# FIVE QUICK AI WINS FOR SMES

1

Cut Admin Time – Automate emails, invoices, and data entry so you can focus on bigger tasks.

2

Smarter Marketing – AI tools can generate content, design graphics, and optimise ads with minimal effort.

3

Boost Customer Service – AI chatbots handle FAQs and enquiries 24/7, improving response times.

4

Streamline Operations – Automate stock management, appointment scheduling, and workflow tracking.

5

Faster Decision-Making – AI-powered insights help you spot trends and make better business choices.

# OUR AI SERVICES

## **Tailored AI Guides**

Custom, easy-to-follow AI guides designed around your business needs. No fluff - just clear, actionable steps to help you get started.

## **AI Workshops & Demos**

See AI in action with interactive, hands-on sessions. We showcase real-world AI tools, tailored to your industry, with live Q&A to answer your questions.

## **AI Consulting & Implementation**

Ready to use AI but not sure where to start? We provide expert advice, tool selection, and seamless integration, ensuring AI works for you - not the other way around.

Get in touch to see how we can help your business work smarter.

# HOW WE HELPED A SMALL BUSINESS SAVE TIME & MONEY

## THE CHALLENGE

A SMALL E-COMMERCE BUSINESS WAS STRUGGLING WITH CUSTOMER SERVICE, SPENDING HOURS EACH WEEK ANSWERING REPETITIVE QUERIES. THEIR TEAM WAS STRETCHED THIN, AND RESPONSE TIMES WERE SLOW, LEADING TO FRUSTRATED CUSTOMERS.

## THE AI SOLUTION

WE HELPED THEM IMPLEMENT AN AI-POWERED CHATBOT THAT AUTOMATICALLY HANDLED 75% OF CUSTOMER QUERIES, FROM ORDER TRACKING TO FAQs. WE ALSO INTEGRATED AI-DRIVEN EMAIL AUTOMATION, ALLOWING PERSONALISED RESPONSES TO COMMON ENQUIRIES.

## THE RESULTS

- ✓ 15+ WORKING HOURS SAVED PER WEEK
  - ✓ FASTER RESPONSE TIMES
  - ✓ REDUCED SUPPORT COSTS
- ✓ IMPROVED CUSTOMER SATISFACTION

# MEET OUR TEAM



**Lewis Bull**  
Founding  
Partner



**Harold Talbot-Tomlinson**  
Founding  
Partner

# ABOUT US

At Bull Talbot Consulting, we don't just talk about AI - we know how to make it work in the real world.

Lewis has worked across multiple AI-driven start-ups, gaining first-hand experience in how businesses can streamline operations, scale efficiently, and stay competitive using AI.

Harold is a former PwC consultant, where he advised central government departments on efficiency, strategy, and cost-saving solutions. His experience gives him a deep understanding of how AI can drive practical, measurable improvements in complex environments.

Together, we bridge the gap between cutting-edge AI and real-world business needs, helping SMEs unlock AI's benefits.

**Let's make AI work for your business. Simply.  
Effectively. Affordably.**





# CONTACT US



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