Metrics that Matter

# AUTOMATION RETURN ON REINVESTMENT

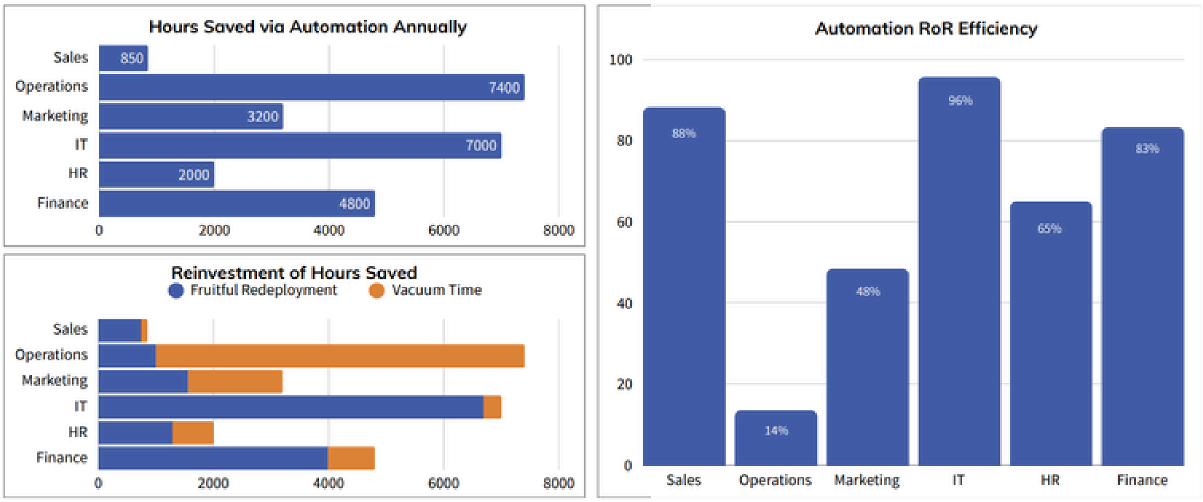
Measure whether time saved through automation is being productively reinvested — not just counted as theoretical efficiency.

## Why It Matters

Automation promises efficiency but saved time doesn’t automatically equal value. Too often, the hours recovered through automation end up absorbed into status quo work, rather than redirected toward higher-impact outcomes.

**Automation Return on Reinvestment** shifts the focus from what automation removes to what it enables. It helps leaders measure not just the savings, but the reinvestment: Where are those hours going? Are they fueling innovation, deep work, or strategic growth?

When this metric is ignored, the signs show up quickly: inflated ROI claims with little to show for it, skeptical teams unsure of automation’s purpose, and lost momentum as efforts plateau. But when organizations track RoR, they hold themselves accountable to the true promise of automation — freeing people to do more meaningful, high-leverage work.




*Automation RoR starts with annualized hours saved via automation, pictured in the top left chart and broken down by business area. The bottom left chart shows how each area used the saved time: fruitfully, meaning the time was reinvested in business-driving initiatives or saw hours fall off via natural attrition, or “vacuum time” where existing work filled that void unproductively. RoR efficiency tracks which areas are redeploying the savings most effectively. In this example, Operations saved the most person-time, but they did not reinvest as well as the others.*