

FREE GUIDE

Leave It Human

The four kinds of work that should never be automated,
and how to tell before you spend the money.



The list nobody sells you

There is no shortage of advice about what to automate. This is the other list, and it is shorter, harder to write, and **more expensive to get wrong**.

Automating the wrong thing does not just waste the money. It damages something you cannot buy back quickly: the customer's belief that there is a person behind the business who cares what happens to them.

Some things should stay human. Knowing which is the skill.



1 — The conversation where somebody is angry

An upset customer is not looking for a resolution first. They are looking for evidence that somebody heard them. An instant, well-worded, correct reply achieves the opposite of what it intends — it proves nobody did.

What you can automate here

Noticing it fast and routing it to the right person with the history attached. That is genuinely valuable. The reply itself is not yours to hand over.

2 — The decision that changes what you charge

Discounts, exceptions, writing off a mistake. These are not pricing decisions, they are relationship decisions, and they depend on things no system can see: whether this client sends referrals, whether they had a bad year, whether you want to keep them.

You can automate **applying the rules you already decided**. The exception to them is not automatable.

3 — The exception you make **because you know them**

Every good business has a set of things it does that make no commercial sense in isolation. Holding a slot. Taking the call on a Sunday. Not charging for the small thing.

Those are not inefficiencies. **They are the relationship**, and they are usually why the client is still there.

A system that optimises them away will improve your metrics and quietly cost you your best customers.

4 — Where being wrong is expensive and slow is not

Some decisions have asymmetric costs: an hour late costs nothing, an error costs a lot. Anything legal. Anything medical. Anything about somebody's money that cannot be undone. Anything that goes out under your name to a large audience.

For these, **take the hour**.

The test, in one question

What does it cost when this is wrong?

If being wrong costs	Then
An apology and a correction	Automate it
A refund	Automate the draft, keep the approval
The relationship	Leave it human
Money you cannot get back, or legal exposure	Leave it human, and slow it down

The middle row is where most work sits

«The system drafts, a person approves» is not a compromise. It is the correct design for the majority of business tasks.

The thing people get backwards

The point of automating the routine is not to remove people from the business. It is to make sure that when one of the four above happens, there is somebody with the time, the context and the calm to handle it properly.

A team drowning in booking confirmations handles a complaint badly. Not because they do not care, but because they have eleven other things open.

That is the argument for automation, and also the argument for its limits. They are the same argument.

Two signs you automated something you should not have

- 1 Customers start opening with «can I speak to a person».** Not asking a question — asking for the exit
- 2 Your team stops using it.** Quietly, without complaining. Watch behaviour rather than asking

If either happens, the fix is not more configuration. Move the task back and pick a different one.



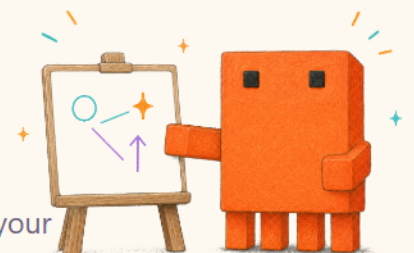
Want the full list?

We do a free Process Diagnosis, and this half matters as much as the other: we tell you what is worth automating in your business and what to protect. No cost, no commitment.

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Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.





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ARCHITECTS OF BUSINESS

We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

AI Agents

Systems that answer, book, quote and follow up — you approve before anything ships.

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