Case study · AI automation

AI automation for a transfer company in Italy

One order hub with a Telegram bot and a phone planner. AI reads the messages, plain code does the rest, and the owner keeps every decision.

The client is anonymous. All screens in this deck come from a demo with fictional data.

1 · THE PROBLEM

Orders in many places, and the day on paper

2
own websites

7
booking platforms, by email and in their apps

Calls
and WhatsApp messages with direct orders

1
paper sheet: time, route, platform, driver

- A small transfer company in Italy, with seven drivers on the current driver list.
- The owner decides which platform bookings to accept. Platforms email every booking, and the owner takes only some of them.

2 · WHAT WE BUILT

One sheet, and three ways to work with it

One day sheet

All accepted trips are in one list: time, route, source, driver, price.

Telegram bot

A team member sends a booking screenshot, a booking number or plain text. The bot records the order and replies in one line.

Phone planner

A private link opens the day. The owner assigns a driver with one tap, adds notes, creates, moves and removes trips. No app to install.

Google Sheet

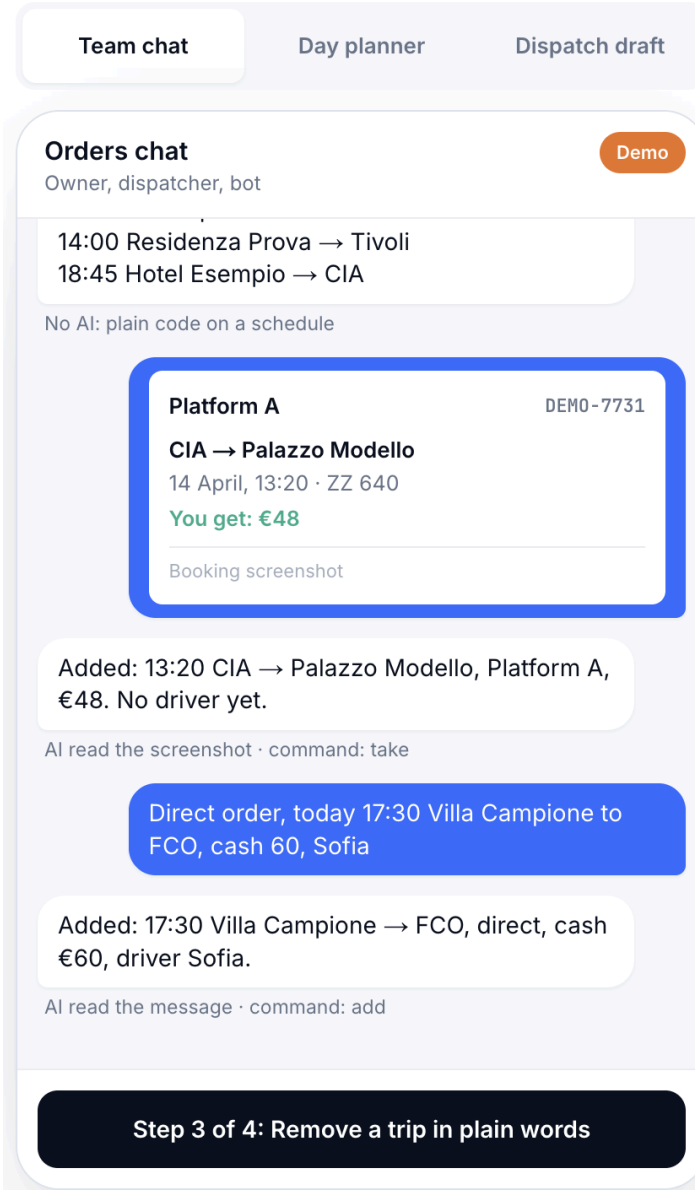
The same data for the owner and bookkeeping.

Morning digest

At 06:30 Italian time the chat receives the day's trips and highlights trips without a driver.

Dispatch draft

The planner proposes a driver for each unassigned trip and flags trips one driver cannot reach in time. Nothing is assigned automatically.



Demo, fictional data

3 · TEAM CHAT

A screenshot becomes an order

- A team member sends a booking screenshot, a booking number or plain text.
- The bot records the order and replies in one line.
- AI reads the message. Plain code does the rest.

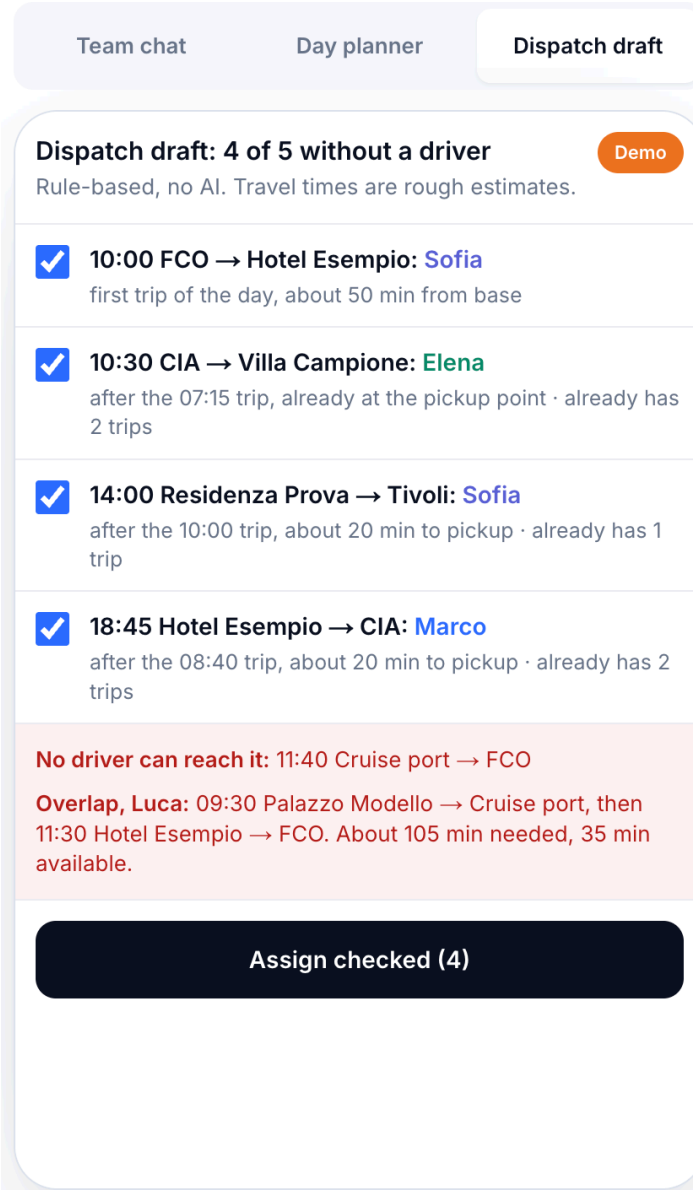


Demo, fictional data

4 · PHONE PLANNER

The day on one screen

- A private link opens the day. No app to install.
- The owner assigns a driver with one tap.
- Platform emails stay a reference. Only the owner's confirmation makes a trip.



Demo, fictional data

5 · DISPATCH DRAFT

A proposal, not a decision

- The planner proposes a driver for each unassigned trip.
- It flags trips one driver cannot reach in time.
- The owner accepts with checkboxes. Nothing is assigned automatically.

This part is a rule-based algorithm without AI. Its travel times are rough estimates, and the owner's criteria are still open.

6 · WHERE AI IS USED, AND WHERE IT IS NOT

AI reads. Code runs. The owner decides.

AI · CLAUDE SONNET

Reads chat messages and booking screenshots and turns them into commands. It can run only a short allowlist of order commands.

PLAIN CODE · PYTHON

Website and mailbox import, email parsers, sync, journals, planner, digest and dispatch draft. These parts give the same result every time.

FALLBACK

If the model hits a limit, slash commands work in the chat without AI.

HUMAN DECISION

Only the owner confirms an order or assigns a driver.

What the logs show

FACT	VALUE	PERIOD
Sync runs logged	2,027, with 1 failed (Google 503, next run succeeded)	18 Oct to 5 Nov 2026
Gaps over 30 minutes between runs	0	same
Morning digests sent	15 of 15 days logged	22 Oct to 5 Nov 2026
Booking actions in the journal	265 (244 added, 21 removed), including 7 test records	19 Oct to 4 Nov 2026
Actions that came from the chat	238 of 265	same
Driver assignments	182 (169 in the phone planner, 13 by link)	same
Platform emails read, read-only	17,690	stored window, up to 400 days
Automated tests and code	168 tests passing, about 4,150 lines of Python	5 Nov 2026

First logged sync run on 18 Oct, handover on 29 Oct: 11 days.

8 · BOT COST

About $2.64 to about $0.05 per message

GENERAL SETUP · 18 TO 24 OCT 2026

$145.26

for 55 messages, at API prices

FOCUSED SETUP · 26 OCT TO 4 NOV 2026

$2.52

for 47 messages, at API prices

- The earlier setup also ran on more expensive models and a much larger prompt, so we do not credit one cause alone.
- Costs are API-price equivalents. The bot runs on a subscription, so they are not invoices.
- 25 Oct is left out, because the setup changed that day. The sample is small.

What we learned, and what we do not claim

- The owner rejected the calendar view and asked for the paper sheet layout. Copying the sheet won.
- Email is a reference, not a source of orders. Only the owner's confirmation makes a trip.
- A journal that only appends records shows who changed what and when.
- The code review found three silent data loss risks, and we fixed all three before handover.
- A smaller prompt and a cheaper model were enough for this job.

WE DO NOT CLAIM

Hours saved, more orders, more revenue or fewer mistakes. We have no "before" measurement.

That AI plans the day or dispatches drivers. The dispatch draft is a rule-based algorithm.

Try the demo

Click through the team chat, the day planner and the dispatch draft on fictional data.

4queries.com/cases/ai-automation-transfers-italy/demo

Do your orders live in chats, emails and paper? Write to 1@4queries.com.