Minimal Viable Launch™

£840 Saved & 21 Hours Reclaimed

How Rawstone Consulting Hit 73% Accuracy with AI-Powered Emissions Analysis

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- **73% first-pass accuracy** compared to expert human analysts.
- **Reduced analysis time** from 3 days to minutes.
- Freed up consultants to **increase client capacity** and deliver more strategic advisory.
- Leveraged a **custom-built AI agent** powered by Pinecone vector database + GPT-4.



"This changed how we work. We went from days of spreadsheet drudgery to scalable, intelligent carbon analysis without losing the quality our clients expect."

Caroline Johnstone
Managing Director, Rawstone Consulting

CUSTOMER OVERVIEW

Company: Rawstone Consulting
Industry: Sustainability Consulting
Stage: Cost Saver
Focus: Helping service-based businesses measure and reduce their carbon footprint through actionable, data-driven insights.

Rawstone Consulting is known for its rigorous approach to carbon accounting, especially for service businesses where emissions analysis is notoriously complex. One of their signature offerings, the Spend Analysis Method, is foundational to their work.

THE CHALLENGE

Carbon accounting for service-based businesses is murky. With no physical goods or direct emissions, it all comes down to financial data: how money is spent.

Rawstone Consulting uses the CEDA (Consumption-Based Emissions Database) framework to classify expenses into emissions categories. But applying CEDA is no small task. It required skilled analysts to manually comb through 12 months of transaction data, line by line, and assign categories based on sparse or ambiguous information.

The cost:

- £840+ per company (3 days @ £40/hour).
- 21 hours per client, minimum.
- Bottlenecks that capped growth and delayed delivery.

Worse still, training new analysts was slow and error-prone. The process wasn't scalable and clients just wanted fast, reliable carbon insights.

THE SOLUTION

Rawstone approached us with a clear goal: “Can we build an AI agent that performs a first-pass classification using our CEDA methodology accurately, quickly, and at scale?”

We delivered a custom solution using:

- GPT-4 as the natural language intelligence layer.
- N8N for workflow automation.
- Pinecone Vector Database as the core knowledge engine.
  - This enabled semantic matching between spend descriptions and CEDA categories, even when data was incomplete or unclear.
  - Confidence scores + suggested clarifying questions created a feedback loop to improve outputs over time.

The result? An AI agent that could process a year's worth of data in minutes, not days, and deliver a categorised spend breakdown with impressive precision.

THE NEW REALITY

Rawstone Consulting now uploads raw spend data into the AI agent, which instantly:

1. Parses and interprets each line item.
2. Searches its vector database of CEDA categories.
3. Suggests a likely emissions category with a confidence rating.
4. Flags any ambiguous entries and suggests client follow-up questions.

The human consultant still reviews the output, but their role has shifted from manual input to strategic oversight.

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THE RESULTS

- 73% accuracy on first-pass classifications, compared to expert human benchmarks
- Accelerated client onboarding and analysis turnaround
- Reallocated consultant time to higher-impact work:
    - Strategic advising.
    - Data quality coaching.
    - Carbon reduction planning.

Even more impressively, Rawstone Consulting discovered that in many cases, the AI's classifications were better than the original human ones. Consultants now treat the agent as a peer; one that never sleeps and constantly learns.

And the bottom line?

Rawstone Consulting didn't reduce headcount. They expanded capacity, taking on more clients and delivering greater value per engagement.

Ready to build a smarter, more scalable operation?

Schedule your call today and join the ranks of businesses that are winning with AI.

Book a Call