



Suhas Bhairav

AI Customer Research Toolkit

Turn interviews, surveys, reviews, and support chats into actionable customer insights with AI.

A structured, AI-assisted framework to extract pains, language patterns, objections, and buying triggers from customer input.

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suhasbhairav.com

Automate Data Ingestion and Categorization

Identify data sources and standardize formats to feed AI. Automate tagging of pains, language patterns, objections, and buying triggers.

Key move Assign a data owner and an approval gate before running automated analyses.

PRACTICAL CHECKLIST

- 01** Ingest interview notes, surveys, reviews, and support chats into a centralized repository.
- 02** Normalize formats (fields, timestamps, IDs) for consistent AI processing.
- 03** Apply AI-driven NER and sentiment to surface pains and emotions.
- 04** Use topic modeling to surface themes, objections, and buying triggers.
- 05** Tag responses with buyer stages and objections for funnel mapping.
- 06** Flag PII; implement masking and access controls.
- 07** Schedule weekly runs; alert owners on anomalies.

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Synthesize Insights into Pains, Language, Objections

Aggregate tagged data into customer pains, language patterns, and buying triggers. Prepare narratives for briefs and campaigns.

Key move Run a weekly synthesis review with a cross-functional owner.

PRACTICAL CHECKLIST

- 01** Run clustering to group similar pains, phrases, and triggers.
- 02** Extract language style, tone, and keywords customers use.
- 03** Summarize top objections and readiness for buying.
- 04** Create customer narratives: pains, triggers, and recommended messages.
- 05** Produce briefs for creative, product, and sales teams.
- 06** Annotate data for governance: consent, privacy, retention.
- 07** Set up dashboards showing insight coverage and impact.

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From Insight to Action: Workflow & Governance

Turn AI-derived insights into executable actions with defined workflows and owners. Track impact with simple metrics.

Key move Pilot one campaign variant based on a single insight.

PRACTICAL CHECKLIST

- 01** Map insights to personas, pains, language patterns, and buying triggers.
- 02** Create templates for interview summaries and pain narratives.
- 03** Define ownership: who approves content, experiments, and campaigns.
- 04** Establish weekly reviews across marketing, product, and support.
- 05** Deploy models with guardrails: drift, bias, and privacy.
- 06** Track KPIs: time-to-insight, adoption rate, and campaign lift.
- 07** Version-control prompts, templates, and data schemas.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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