



Suhas Bhairav

AI Customer Sentiment Recovery Guide

**Detect frustration early, diagnose root causes,
and automate safe recovery with AI.**

Empower support teams to reduce frustration,
recover sentiment, and route sensitive cases
efficiently.

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suhasbhairav.com

Detect Frustration & Triage

Leverage AI to surface frustration signals from tickets, chats, and emails. Prioritize cases by severity and potential impact to guide quick recovery.

Key move **Action: Deploy a weekly sentiment triage dashboard.**

PRACTICAL CHECKLIST

- 01** Automate sentiment scoring from multi-channel data (chat, email, voice transcripts).
- 02** Flag high-frustration signals (low sentiment, repeated complaints, abrupt language) for triage.
- 03** Capture context: order numbers, product, time, channel.
- 04** Automated summaries for agents before contact.
- 05** Escalation rules to route to humans when needed.
- 06** Data/Tools: CRM, chat platform logs, voice transcripts, labeling.
- 07** Guardrails: avoid over-scoring; ensure privacy.

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Diagnose & Recover

Translate detected frustration into root-cause hypotheses and choose appropriate recovery actions. Different responses depend on channel, severity, and customer value.

Key move Always route high-risk matters to human promptly.

PRACTICAL CHECKLIST

- 01** Automate: map intents to likely issues (billing, product, delivery) using historical resolution data.
- 02** Keep human-reviewed: ambiguous intents or high-risk customers.
- 03** Root-cause hypotheses: correlate sentiment dips with known issues.
- 04** Recovery options: automated apology with empathy-yielding templates.
- 05** Escalation: trigger to human agent for sensitive cases or policy exceptions.
- 06** Data/tools: CRM notes, knowledge base, sentiment model, ticket routing.
- 07** Guardrails: maintain consent, privacy, and non-punitive language.

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Governance & Adoption Plan

Define ownership, approvals, and measurement. Establish weekly increments to test, learn, and scale.

Key move Document decisions and update playbooks with every sprint.

PRACTICAL CHECKLIST

- 01** Decision matrix: what to automate vs escalate.
- 02** Data requirements: transcripts, tickets, CSAT; apply privacy controls.
- 03** Tools: sentiment model, escalation routing, knowledge base, analytics dashboard.
- 04** Approval gates: small pilots, risk review, executive sign-off for sensitive cases.
- 05** KPIs: sentiment uplift, resolution time, escalations, retention.
- 06** Adoption plan: weekly sprint, focus on one use-case at a time.
- 07** Ownership: CS Ops owns models; Support owns playbooks.

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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

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com