



Suhas Bhairav

AI Customer Support Metrics Guide

**Practical guide to measuring and optimizing
AI-enabled customer support.**

A repeatable framework to quantify AI support impact
and drive measurable improvement.

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Metrics Framework

Define the metrics that matter for AI-driven support and how to categorize them for action. It explains what to automate, what to review, and how to measure impact.

Key move Pilot containment in a single product area before wider rollout.

PRACTICAL CHECKLIST

- 01** Containment rate: percent of inquiries resolved by AI without human intervention.
- 02** Resolution rate: tickets closed with accurate AI replies or proper agent handoff.
- 03** Escalation quality: clarity of reasoning and fit with agent expertise.
- 04** Repeat contacts: customers returning for the same issue within 14 days.
- 05** Customer effort: measure effort using a standardized score per interaction.
- 06** Response accuracy: AI replies aligned with knowledge base and policy.
- 07** Business impact: time-to-resolution, cost-to-serve, and agent productivity.

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AI Support Workflow Design

Outline the workflow where AI handles common inquiries, with clear escalation paths. Define required data inputs, tools, and ownership for ongoing improvement.

Key move Document ownership for each workflow step to avoid ambiguity.

PRACTICAL CHECKLIST

- 01** Automatable tasks: automate 60-80% of Tier-1 inquiries using intent classification and canned responses.
- 02** Human review: maintain a safety net for ambiguous intents and policy exceptions.
- 03** Data inputs: access to knowledge base, ticket history, customer profile, sentiment signals.
- 04** Tools: AI model (Claude/ChatGPT), ticketing system, knowledge base, monitoring dashboards.
- 05** Governance: define approvals for deploying new prompts, data sharing, and privacy.
- 06** Weekly increments: run 4-week pilot with weekly goals and reviews.
- 07** Metrics monitoring: track containment, escalation, and accuracy after each iteration.

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Guardrails, Approvals, and Measurements

Establish guardrails to prevent bias, data leakage, and poor customer experience. Provide simple, measurable milestones and decision gates.

Key move Hold weekly mini-reviews; stop deployment if metrics trend down.

PRACTICAL CHECKLIST

- 01** Guardrails: limit data access, monitor bias, and require human-in-the-loop for high-risk intents.
- 02** Approvals: establish a lightweight change control for AI prompts and knowledge updates.
- 03** Data requirements: clean KB, versioned data, audit logs, privacy compliance.
- 04** Measurement plan: define baseline, target metrics, and weekly reporting cadence.
- 05** Ownership: assign a single owner per metric, with executive sponsorship.
- 06** Risk management: list top risks and mitigations for failed AI responses.
- 07** Integration checks: ensure data pipelines support latency, reliability, and privacy.

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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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