



Suhas Bhairav

AI Customer Support Sentiment Tracker Plan

Automate daily chat sentiment tracking to flag anger trends and early product bugs.

Turn daily chat conversations into actionable signals for faster resolution and product quality.

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suhasbhairav.com

What to Automate and Review

Define automation boundaries: what the AI will monitor and auto-create. Specify what requires human review and override.

Key move Pilot in one channel and one team; measure before expanding.

PRACTICAL CHECKLIST

- 01** Data sources and privacy: use daily support chats from enabled channels; apply PII minimization and access controls.
- 02** Automated actions: sentiment scoring, trend detection, anger spikes, topic tagging, and auto-flagging potential bugs to the product team.
- 03** Human review tasks: validate signals, triage high-anger conversations, and approve escalations to agents or product teams.
- 04** Tools and data needed: chat logs, ticketing system, knowledge base, bug tracker, and clear labeling guidelines.
- 05** Model and thresholds: use a defined sentiment scale with confidence scores; document explainability and failure modes.
- 06** Governance and ownership: assign a process owner, required approvals, and a data retention policy.
- 07** Security and compliance: enforce access controls, encryption, and audit logging for all processed data.

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Weekly Rollout Steps

Roll out capabilities in small weekly increments to maintain control and learning. Each week adds a measurable capability and evaluation point.

Key move Weekly governance review helps stay aligned.

PRACTICAL CHECKLIST

- 01** Week 1: Establish data access, privacy controls, anonymization, and a simple data flow from one channel.
- 02** Week 2: Run baseline sentiment scoring on historical logs; compare with human labels and quantify accuracy.
- 03** Week 3: Enable automated tagging and triage in the ticket system for high-anger cases; route to humans.
- 04** Week 4: Build a daily sentiment dashboard and alert thresholds for spikes and recurring issues.
- 05** Week 5: Introduce human-in-the-loop reviews; adjust thresholds; refine bug signaling to product.
- 06** Week 6: Expand to additional channels and teams; train owners; update the playbook.

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Risks, Guardrails, and Ownership

Address risks, set guardrails, and define approvals and ownership. Establish measurable indicators to track progress and accountability.

Key move Draft a lightweight governance charter before scale.

PRACTICAL CHECKLIST

- 01** Risk management: false positives/negatives, bias, data privacy, drift, and over-reliance.
- 02** Guardrails: confidence thresholds, escalation rules, human override for critical cases, and auditable decision logs.
- 03** Approvals: define who signs off on pilots, production rollout, and data sharing.
- 04** Metrics and measurement: sentiment accuracy, anger spike detection rate, time to triage, CSAT, and false positive rate.
- 05** Ownership and accountability: assign Data Owner, AI Lead, Support Manager, and Channel Owners; schedule weekly reviews.
- 06** Audit and compliance: data retention, access controls, privacy safeguards, and model/version logs.
- 07** Operating cadence: governance meetings, attendees, and decision-tracking for continual improvement.

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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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