AI Growth Roadmap – Executive Summary

Scope: Ad Campaign Optimization and Customer Care AI Enablement (12-week program).

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| Area | Baseline | Target (12 Weeks) |
| Ad ROI | 0.8x | 1.2x+ |
| Revenue via Ads | ₹11.5L | ₹18L |
| Response Time | 5 minutes | < 2 minutes |
| First Call Resolution | 60% | 85% |
| Drop-off Rate | 18% | < 5% |

Budget: ₹17L (₹10L Ads; ₹7L Care). Timeline: 12 weeks (Pilot → Rollout → Optimize).

Dashboards: ROI by product/channel; funnel; geographic/demographic insights; agent metrics; CSAT and escalations.

Risks and Controls: Over-automation (human guardrails); data privacy (PII minimization, RBAC); knowledge drift (SME reviews).

Decision Gate: Investor QBR at Week 12 with scale-up recommendation based on ROI and CSAT movement.