Module-5 Project Report – AI Growth Roadmap (Ads & Customer Care)

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Purpose: Professional portfolio artifact and investor-facing report

# Executive Summary

This report consolidates two initiatives: (1) AI-driven Ad Campaign Optimization and (2) AI-enabled Customer Care Transformation. The goal is to improve marketing ROI, reduce wasted spend, and elevate customer experience through measurable outcomes within a 12-week horizon.

• Baseline: ₹20L Q1 ad budget with ~71% utilized; current ROI ~0.8x; Toy Cars underperforming.

• Customer care baseline: 12 new executives; average response ~5 minutes; first-call resolution ~60%; drop-off ~18%.

• Projected with AI (12 weeks): ROI to 1.2x+, 20–30% waste reduction, response time <2 minutes, FCR 85%, CSAT +30%.

• Total budget for AI enablement: ₹17L (Ads ₹10L; Care ₹7L).

Investment Case: reallocating ₹17L to AI capabilities de-risks marketing spend and compresses customer-care training cycles, translating to faster revenue realization and stronger retention with transparent dashboards.

# Context and Baseline

Business: New toy company with three product lines – Toy Cars, Fur Toys, Toy Games (target ages 2–12).

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| Ad Budget (Q1) | ₹20L (₹14.2L spent; 71%) |
| Ad ROI (Current) | 0.8x (₹0.80 per ₹1.00) |
| Top Performing Segment | Fur Toys (best engagement, best CPA) |
| Underperforming Segment | Toy Cars (40% higher cost per conversion) |
| Care Baseline | 12 hires; ART ~5 min; FCR ~60%; Drop-off ~18% |

# Part 1 – Ad Campaign Optimization

## Objectives

• Lift ROI from 0.8x to 1.2x+ within 12 weeks.

• Reduce wasted media spend by 20–30% through real-time budget reallocation.

• Improve creative effectiveness via rapid AI-driven A/B testing.

• Provide investor transparency with live, product-level ROI dashboards.

## AI Interventions

• Real-time Budget Optimization: Auto-shift spend from low-performing (e.g., Toy Cars) to high-performing segments (e.g., Fur Toys).

• Predictive Targeting: Region and age cohort analysis to prioritize higher-converting micro-segments.

• Creative Experimentation at Scale: AI generates/assesses variations of copy and visuals to find winners faster.

• Live ROI Dashboards: Funnel and ROI visibility (impressions → clicks → conversions → revenue).

## Implementation Plan (12 Weeks)

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| --- | --- | --- | --- | --- |
| Phase | Timeline | Key Activities | Deliverables | Budget |
| Phase 1 – Pilot (Fur Toys) | Weeks 1–2 | Connect ad platforms; set baselines; enable real-time budget rules; launch creative tests. | Pilot dashboard; initial winner creatives; reallocation rule-set. | ₹3L |
| Phase 2 – Rollout | Weeks 3–6 | Extend optimization to Toy Cars and Toy Games; enable predictive targeting. | Live ROI dashboard for all lines; cohort targeting matrix. | ₹5L |
| Phase 3 – Optimize & Report | Weeks 7–12 | Scale top channels; cut waste; finalize QBR (quarterly business review). | QBR with ROI; CPA and CTR trends; budget reallocation playbook. | ₹2L |

## KPIs and Targets

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| --- | --- | --- |
| KPI | Baseline | Target (12 Weeks) |
| ROI (Revenue/Spend) | 0.8x | 1.2x+ |
| Wasted Spend | Not measured | -20% to -30% |
| Cost per Acquisition (CPA) | Toy Cars high vs Fur Toys | Reduce Toy Cars CPA by 25%+ |
| Click-Through Rate (CTR) | 3.2% | ≥ 3.5% |
| Revenue Attributed to Ads | ₹11.5L | ₹18L |

## Risks and Mitigations

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| --- | --- | --- |
| Risk | Impact | Mitigation |
| Over-automation | Medium | Hybrid oversight with weekly human audit and spend guardrails. |
| Creative fatigue | Medium | Creative rotation rules; AI-assisted variation testing. |
| Attribution errors | Medium | UTM hygiene; consistent conversion tracking; cross-channel reconciliation. |

# Part 2 – Customer Care AI Enablement

## Objectives

• Cut training time by ~50% and enforce consistent tone and policy adherence.

• Reduce average response time from ~5 minutes to under 2 minutes.

• Lift first-call resolution from ~60% to ~85% and reduce drop-off to <5%.

• Increase Customer Satisfaction (CSAT) by 30% through faster, accurate replies.

## AI Interventions

• AI Training Simulator: scenario-based roleplay with patient/harsh/supportive/dominant personas.

• Central AI Knowledge Base: unified policies, product specs, warranty, and returns content.

• Live Suggestion Engine: recommended responses and next-best-actions during calls or emails.

• Sentiment Analysis: real-time tone detection to trigger de-escalation prompts and escalation paths.

## Implementation Plan (12 Weeks)

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| --- | --- | --- | --- | --- |
| Phase | Timeline | Key Activities | Deliverables | Budget |
| Phase 1 – Train & Build | Weeks 1–3 | Design simulator flows; seed knowledge base; SOPs; tone guides. | Playbooks by product; knowledge base v1; training cohort report. | ₹2.5L |
| Phase 2 – Go Live | Weeks 4–8 | Enable live suggestions; sentiment model; QA shadowing. | Agent assist panel; escalation matrix; weekly QA dashboards. | ₹3L |
| Phase 3 – Measure & Improve | Weeks 9–12 | A/B test scripts; tune prompts; calibrate SLAs & staffing. | CSAT trend; FCR uplift report; staffing & SLA recommendations. | ₹1.5L |

## KPIs and Targets

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| --- | --- | --- |
| KPI | Baseline | Target (12 Weeks) |
| Average Response Time (ART) | 5 minutes | < 2 minutes |
| First Call Resolution (FCR) | 60% | 85% |
| Drop-off Rate | 18% | < 5% |
| CSAT | Baseline | +30% |
| Training Cycle | 6 weeks | 3 weeks |

## Risks and Mitigations

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| --- | --- | --- |
| Risk | Impact | Mitigation |
| Robotic tone | Medium | Blend AI prompts with human empathy; weekly call reviews with coaching. |
| Data privacy | Medium | PII minimization; role-based access; audit logs and retention policies. |
| Knowledge drift | Medium | Version control; quarterly content audits; SME approval workflow. |

# Consolidated Plan and Investor View

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| Dimension | Current | With AI (12 Weeks) | Comment |
| Ad ROI | 0.8x | 1.2x+ | Driven by budget reallocation and creative optimization |
| Revenue via Ads | ₹11.5L | ₹18L | Attribution via standardized UTM and conversion tracking |
| Response Time | 5 minutes | < 2 minutes | Live agent assist and KB access reduce hold time |
| Drop-off Rate | 18% | < 5% | Sentiment detection and escalation matrix |
| Total AI Budget | - | ₹17L | ₹10L Ads + ₹7L Care; 12-week rollout |

# Governance and Compliance

• Data Governance: role-based access, customer data minimization, and retention schedules.

• Model Governance: prompt and output review cadence; bias and hallucination watchlist.

• Security: MFA for tools, log monitoring, incident response runbook.

# Assumptions

• Attribution accuracy within ±10% under multi-channel conditions.

• Seasonality effects are stable across the 12-week window.

• Creative production capacity sufficient to support rapid A/B testing cycles.

# Next Steps

• Approve ₹17L AI enablement budget and 12-week plan.

• Kick off Phase 1 pilots (Ads and Care) and establish dashboard access for stakeholders.

• Schedule QBR with investors to review results and scale-up decision.