

# AI CX Measurement Readiness Scorecard

The scorecard evaluates data quality, touchpoint integration, AI and analytics maturity, governance, and the ability to turn insights into action.



Category	Metric	Why It Matters
Business Outcomes	<input type="checkbox"/> Conversion Rate on Priority Journeys <input type="checkbox"/> Pipeline or Revenue Influenced by AI CX <input type="checkbox"/> Cost to Serve Reduction	<ul style="list-style-type: none"> <li>Shows revenue impact of AI-driven CX</li> <li>Connects AI CX to board-level outcomes</li> <li>Measures efficiency gains from AI automation</li> </ul>
Task Completion Rate	<input type="checkbox"/> Task Completion Rate <input type="checkbox"/> Time to Value <input type="checkbox"/> Customer Effort Signals	<ul style="list-style-type: none"> <li>Indicates whether customers succeed</li> <li>Shows how fast users reach confidence or success</li> <li>Detects friction and confusion</li> </ul>
AI System Performance	<input type="checkbox"/> Intent Detection Accuracy <input type="checkbox"/> Containment Rate <input type="checkbox"/> Escalation Quality <input type="checkbox"/> Response Time <input type="checkbox"/> Error / Hallucination Rate	<ul style="list-style-type: none"> <li>Ensures AI understands user intent correctly</li> <li>Measures successful AI resolution without humans</li> <li>Speed directly affects satisfaction</li> <li>Protects trust and brand risk</li> </ul>
Trust & Governance	<input type="checkbox"/> AI Transparency Compliance <input type="checkbox"/> Bias & Fairness Review Status <input type="checkbox"/> Human Escalation Availability <input type="checkbox"/> AI Incident Response Readiness	<ul style="list-style-type: none"> <li>Ensures users know when AI is involved</li> <li>Prevents unintended harm or discrimination</li> <li>Maintains confidence in high-stakes journeys</li> <li>Prepares teams for failures or misuse</li> </ul>