

# Custom AI Handoff Measurement Tool

Client Proof Point



## The Context

A client in the AI customer service bot space needed clearer visibility into what happened after its chatbot escalated a customer issue to a human support agent.

The business wanted to understand where the bot was failing, which issues were triggering escalation, how much time agents were spending reviewing chatbot transcripts, and how AI-to-human handoffs were affecting workload, response time, and support quality.

**The real question was not simply whether the chatbot worked.**

It was whether the chatbot was improving the support operation or quietly shifting hidden work onto human agents.



## The Challenge

Leadership could not clearly see:

- How long AI-to-human handoffs were taking
- Which topics or issue types were triggering escalation
- Where the chatbot was failing to resolve customer issues
- How much time agents were spending reviewing chatbot transcripts
- Where response delays were being created
- How much hidden workload was being pushed onto human support teams

The chatbot had been deployed, but the operating impact of the chatbot was still difficult to measure.



## The Solution

Draftera designed and built a custom AI handoff measurement solution using the client's Zendesk data.

The solution helped leadership identify:

- Where escalations were happening
- Which issues were most likely to trigger handoff
- How long agents were spending reviewing chatbot transcripts
- Where bot failures were creating downstream work
- How AI performance was affecting human support capacity

Rather than treating the chatbot as a standalone tool, Draftera analyzed how it interacted with the broader support operation.



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## The Business Value

The measurement layer created visibility into opportunities to:

- Reduce unnecessary human review time
- Improve chatbot performance
- Refine escalation logic
- Identify recurring failure patterns
- Reduce avoidable support costs
- Lower operational stress on customer service agents
- Improve response time and support workflow quality

**The result was not just better reporting.  
It was better operational understanding.**

## The Broader Lesson

AI customer service tools need more than deployment.

They need measurement, workflow integration, escalation design, monitoring, and continuous refinement.

The operational seam between AI systems and human teams is often where hidden cost, workload, delay, and customer experience issues appear.

Draftera Pulse was custom-built for this specific client need. It is a proof point for Draftera's broader approach:



**Diagnose the real operating problem first.  
Then design the right solution.**

- ✓ Sometimes that solution is strategy.
- ✓ Sometimes it is workflow redesign.
- ✓ Sometimes it is governance.
- ✓ Sometimes it is vendor guidance.
- ✓ Sometimes it is a custom technical build.