

Support automation readiness checklist

Score your ticket mix to see what can be deflected, what must always escalate, and what the deflection is actually worth before you build anything.

Use this when	Time to run	Length	Category
Before scoping any support automation project	1 hour	5 pages	AI & Automation

Support automation in remittance is usually the fastest margin improvement available, and it is also the easiest to build in the wrong order. Teams build the chatbot first and classify the contacts afterwards, which produces an assistant that handles the questions that were easy to build rather than the ones that arrive most.

Classify first. This checklist takes an hour and tells you whether the project is worth doing and where to start.

Automation touching held transfers, compliance decisions or complaints must have documented escalation. Regulatory obligations around complaint handling and record keeping are a matter for your compliance function.

1 • Classify before you build

Do not skip this. It decides everything downstream.

- ☐ Twelve weeks of contact data exported across every channel
- ☐ Contacts categorised by reason, not by channel
- ☐ Volume per reason calculated as a percentage of total
- ☐ Average handling time recorded per reason
- ☐ Peak periods identified
 - Remittance support volume is highly cyclical
- ☐ Channel mix understood: phone, chat, email, WhatsApp, social

Typical reason	Share	Automatable
Where is my money	30-35%	Fully, with authentication
Why was my transfer held	12-18%	Partly, status plus escalation
What is my rate today	8-12%	Fully
KYC and verification help	10-16%	Guided, with human fallback
How do I add a beneficiary	5-8%	Fully
Complaints and disputes	6-10%	Never
Everything else	12-20%	Classify and route

Illustrative ranges from engagements we have run, not measured benchmarks. Your mix will differ by corridor, channel and app maturity. The point of section 1 is to produce your own numbers.

2 • Readiness

- ☐ Transfer status queryable via API, not only in an internal dashboard
- ☐ Live rate queryable via API
- ☐ Customer authentication method available that does not require a human
- ☐ KYC status queryable
- ☐ Knowledge base exists and is current
 - Automating a stale knowledge base scales wrong answers
- ☐ CRM or ticketing system with an API
- ☐ Someone owns support content and can update it weekly

3 • Escalation rules

Agree these before building. They take longer than the build.

- ☐ Any complaint escalates immediately, no exceptions
- ☐ Any dispute or chargeback escalates immediately
- ☐ Any compliance hold escalates with full context attached
- ☐ Any distressed or vulnerable sender escalates
- ☐ Any request the assistant cannot resolve in two turns escalates
- ☐ Escalation carries the full conversation, so nobody repeats themselves
- ☐ Escalation accuracy audited weekly, not assumed

In this category a held transfer can mean a family does not eat that week. The line between what a machine handles and what a person handles is not a technical decision and should not be made by whoever is building it.

4 • Channel priority

- ☐ Started with the channel carrying the most volume, not the newest one
- ☐ WhatsApp considered early where the corridor uses it
Many senders reply there and nowhere else
- ☐ Voice considered if phone volume is material
- ☐ Language coverage matched to corridor, natively
- ☐ Human fallback available on every automated channel

5 • Build sequence

Order	Build	Why
1	Transfer status lookup	Highest volume, fully automatable, immediate effect
2	Rate enquiry	High volume, trivially automatable
3	Hold explanation with escalation	High value, needs the escalation rules first
4	KYC guidance	Turns a support cost into recovered revenue
5	Beneficiary and account help	Steady volume, low risk
6	Agent copilot for remaining human cases	Improves what is left rather than replacing it

6 • Measure

- ☐ Baseline contact volume recorded before launch
- ☐ Deflection rate measured as resolved without human, not as contained
- ☐ Escalation accuracy audited against a sample weekly
- ☐ Human handling time on remaining cases tracked
This should go up, deliberately

- ☐ Sender satisfaction measured on automated interactions separately
- ☐ Support cost per completed transfer reported, not cost per ticket
- ☐ Verification recoveries attributed as revenue, not counted as support

Expect human handling time to rise after launch. The easy cases have been removed, so what remains is what deserved a person in the first place. A team whose average handling time falls after automation is probably escalating too little.

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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