

A PRACTICAL GUIDE FOR CS LEADERS

How to make Claude your Quality & Prioritization Advisor

*Detect the issues. Score them by impact.
Keep the human edge.*

Swipe ►

1

STEP 1

Tell Claude who owns what

List every team that touches the customer experience, and what each one is responsible for.

AI can't route an issue it can't attribute.

2

STEP 2

Define a quality issue

- **Response Delay**
slow or unclear reply to a request
- **Internal Decision Delay**
teams waiting on each other to move
- **Incorrect Prioritization**
right signal, wrong urgency
- **Commercial Bottleneck**
Missing information needed for renewals/upsells, pending legal issues, and procurement requirements
- **Technical Product Issue**
defects, instability, performance and integration issues

3

STEP 3

Point it at your real data

- CRM notes
- Call & meeting summaries
- Support tickets
- Sentiment analysis
- Product usage

It reads across all of them at once.

4

STEP 4

Score every issue

$$\text{Score} = D1 \times D2 \times D3$$

capped at 75

D1

Customer Impact
range

1 – 5

D2

Issue Severity
range

1 – 5

D3

Time Sensitivity
range

1 – 3

STEP 4 • THE SCALES

What each score means

D1 Customer Impact

- 1 internal only
- 2 small / low-complexity account
- 3 mid-market
- 4 Enterprise, or any account with active commercial risk (churn, RFP, detractor CSAT, competitive eval)
- 5 strategic logo / high-value enterprise with active churn or reputational loss

D2 Issue Severity

- 1 cosmetic
- 2 minor friction
- 3 meaningful friction (slowing delivery or customer frustration)
- 4 significant (SLA, contract, or trust impact)
- 5 critical (SLA breach, material contract risk, imminent churn)

D3 Time Sensitivity

- 1 can wait for the regular cycle
- 2 resolve this week
- 3 immediate (today or tomorrow)

5

STEP 5

Band it by colour



Immediate

51 – 75



Escalate

31 – 50



Address

11 – 30



Monitor

1 – 10

Then comes the part **AI can't do for you.**

You tune it. You strip out the false positives, teach it your way of working, and calibrate it to how your teams actually interface.

The score hands you a starting point.
Your judgment governs the process.

Follow Guy Galon and TheCSCycle
for more CS frameworks.