

DEPLOYMENT

AI Chatbot Launch Checklist

Everything you need before, during, and after launching an AI chatbot

18 checklist items

How to use this checklist:

Work through each item in order. Check off completed tasks as you go. Items marked [!] are critical - do not skip them. Share this checklist with your team and assign owners to each section for accountability.

About GetServices.ai

GetServices.ai is the AI services marketplace connecting businesses with vetted AI experts, tools, and implementation support. Our resources are free to use and share. Visit getservices.ai to explore AI services.

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Pre-Launch: Define Scope

- ☐  Define the top 10 use cases the chatbot must handle on day one.
- ☐  Document what the chatbot should NOT do - set clear out-of-scope boundaries.
Note: Scope creep is the #1 cause of chatbot failure. Be explicit.
- ☐  Identify the escalation path: when and how does the bot hand off to a human?
- ☐  Define success metrics: resolution rate, CSAT, deflection rate, average handle time.

Pre-Launch: Training & Content

- ☐  Compile your FAQ content, knowledge base articles, and product documentation.
- ☐  Review and clean training data - remove outdated, incorrect, or duplicate content.
- ☐ Define the chatbot's tone of voice and create 5-10 sample conversations.
- ☐  Test for hallucinations: ask questions outside the knowledge base and verify responses.
Note: Hallucination testing is non-negotiable before any customer-facing deployment.

Pre-Launch: Technical

- ☐  Confirm the chatbot widget loads correctly on mobile (iOS Safari, Android Chrome).
- ☐  Test integration with your CRM/helpdesk - confirm tickets are created correctly.
- ☐  Verify GDPR/CCPA consent is captured before any data collection begins.
- ☐ Set up monitoring and alerting for error rates and response latency.

Launch Day

- ☐  Deploy to a small percentage of traffic (10-20%) before full rollout.
- ☐ Notify your support team - they will see volume changes and need context.
- ☐  Monitor live conversations in real time for the first 2 hours.
- ☐  Have a rollback plan ready if critical issues emerge.

Post-Launch

- ☐  Review the first 100 conversations manually and identify gaps in training data.
- ☐ Send a CSAT survey after resolved conversations and track weekly.