

MEASUREMENT

AI ROI Measurement Checklist

Set up the right metrics and baselines before you deploy to accurately measure AI impact

15 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.

AI ROI Measurement Checklist

Baseline Capture (Before Deployment)

- ☐  Document current process: time per task, cost per task, error rate, and volume.

Note: You cannot measure improvement without a baseline. Capture this before go-live.

- ☐  Record current headcount and labor cost for the process being automated.

- ☐ Capture current customer satisfaction scores (CSAT/NPS) for affected touchpoints.

- ☐  Document current error/rework rate and the cost of errors.

- ☐ Record current cycle time from request to completion.

Cost Tracking

- ☐  Document all AI implementation costs: license, integration, training, and change management.

- ☐  Track ongoing costs: API usage, maintenance, retraining, and support hours.

- ☐ Calculate fully-loaded cost per AI-handled transaction.

KPI Definition

- ☐  Define 3-5 primary KPIs tied directly to business outcomes (not just AI metrics).

Note: Example: "Cost per resolved support ticket" not just "chatbot resolution rate".

- ☐  Set a target ROI timeline: when do you expect to break even?

- ☐ Define leading indicators (early signals) and lagging indicators (final outcomes).

- ☐ Assign a KPI owner for each metric - someone accountable for tracking and reporting.

Measurement Infrastructure

- ☐ ! Set up a dashboard to track KPIs weekly - not just at quarterly reviews.
- ☐ ! Implement event tracking in your AI system to capture usage and outcome data.
- ☐ Schedule a 30-day, 90-day, and 6-month ROI review with stakeholders.