Measuring What Matters: Rethinking KPIs and Controls for AI-Driven BFSI

How to use this paper

Use this paper as a working guide to align leadership, assess governance, and design practical controls for AI-driven BFSI value.

Start with the executive summary if you need a fast overview of the core ideas.

Apply the 2x2 tool to classify your AI use cases and assess control and measurement maturity.

Ensure each journey has scenarios and guardrail metrics, and that the right controls can act on alerts in time for high-risk workflows.

Ask Where I Begin to get a personalized starting point.

Pay extra importance to the sections on **Governance** and **Measurement**, as these are the most underinvested areas.

Use the **Sources** section to explore the research and evidence behind the guidance.

Use the **appendices as the build kit**.

Adopt the Metrics Catalog (Appendix A) and Control Catalog (Appendix B) to establish measurement and enforcement.

Introduction

AI is complicating the core promise of BFSI: a fast decision. Scoring, claims, underwriting, surveillance, and customer service can now produce outputs in seconds, but the harder question is whether those outputs are reliable, fair, explainable, and safe enough to act on.

This gap matters as organizations move from AI-enabled work to agentic workflows capable of executing multi-step decisions with limited human intervention. Traditional KPIs and controls were built for human-paced processes, not for systems that can act at machine speed. This paper helps leaders close that gap.

Executive Dashboard: A Minimum Viable Scorecard

The many or the few? Which metrics matter most? Where should I begin? Which controls are critical?

Rather than tracking dozens of indicators, this scorecard focuses leaders' attention on a small set of journeys that matter most — typically those with high AI exposure, high customer impact, or high regulatory sensitivity. Start here, then expand only when you can govern what you measure.

This is the minimum set to begin running AI in BFSI as a business, not just a technology. Expand only when you can govern what you measure.

	Minimum	Good	Excellent
Journeys with AI-specific KPIs	Initial coverage	Most high-exposure journeys	All high-exposure journeys
Journeys with guardrail metrics	Initial coverage	Most high-exposure journeys	All high-exposure journeys
Controls with measurement	Initial coverage	Most high-exposure journeys	All high-exposure journeys

Table 1. Scorecard Template (What to track + Decision triggers)

Scorecard block	What to track (examples)	Decision trigger
Journey value	• Adoption and task success rate (% of key tasks completed successfully) • Time to resolution / cycle time	Adoption below target for 2 consecutive quarters → investigate workflow friction or trust issues
Control effectiveness	• Override rate (% of AI decisions overridden by humans) • Escalation rate (% of cases escalated to human review)	Override rate >15% or escalation rate >20% → review model performance and guardrail thresholds
Control health	• Control tests: pass/fail (monthly, quarterly, annual) • Open audit findings by severity	Any critical finding open >30 days → escalate to governance committee
Financial impact	• Dollar value associated with key decisions (approvals, claims, underwriting) • Loss ratio or fraud rate for AI-influenced decisions	Fraud rate or loss ratio worsens by >10% vs. baseline → pause automation and investigate

Minimum viable dashboard: Start with value journey adoption and success, override rate, escalation rate, control test pass/fail, and open audit findings. Add financial impact and fairness metrics as your governance matures.

- **Monitor autonomy where it matters:** Focus measurements on decision points (routing, approval, escalation) rather than end-to-end process metrics.
- **Tailor by domain:** Use the same core metrics across journeys, but add guardrails specific to the risk profile of each domain.
- **Review cadence:** Override rate and escalation rate: weekly. Control tests and audit findings: monthly or quarterly. Fairness and financial impact: quarterly.
- **Start with priority journeys:** Begin in 3 high-impact journeys, define baseline, targets, and guardrails.
- **Use Decision Triggers:** Define what action each metric should trigger before you launch. Metrics without triggers become dashboards that no one acts on.
- **Instrument and scale safely:** Add fairness by segment, drift detection, and financial impact as governance matures. Expand to new journeys only after the first three are stable.

Scorecard in practice: A claims triage agent processes 10,000 claims per month. Override rate is 8% (healthy). Escalation rate spikes to 25% for two weeks → investigation reveals a new fraud pattern the model hasn't seen. Control test passes. Fraud rate increases 12% → pause automation, retrain model, resume with updated guardrails.

The 2x2 Executive Metric Lens

Which journeys should I prioritize? Where is AI creating the most risk? Which metrics matter most for each?

Not all AI journeys carry the same risk or require the same measurement. Use this 2x2 to classify your AI use cases by **Customer Impact** (how much does this affect customers?) and **AI Exposure** (how much is AI making or influencing decisions?). Then apply the right metrics for each quadrant.

Table 2. The 2x2 Executive Metric Lens (Outcomes/Guardrail + Leading/Lagging)

	Leading Indicators (early warning)	Lagging Indicators (realized impact)
Outcomes with Guardrails	• Fairness gap by segment (age, race, geography) • Drift: data drift, concept drift • Explainability: % of decisions with explanations	• Fairness: disparate impact ratio, equalized odds • Accuracy: precision, recall, F1, AUC • Business impact: loss ratio, false positive rate, customer complaints
Control only (Operational Efficiency)	• Override rate (by reason code) • Escalation rate (by routing) • Control test pass/fail (monthly, quarterly, annual)	• Loss ratio (fraud and claims) • Operational losses (control failures) • Audit findings (open, closed, overdue) • Time to remediate (days)

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The Strategic Shift to AI-native, Agentic Operating Models

AI-native operating models integrate AI into the core of how work is designed, executed, and governed. Instead of adding AI to existing processes, organizations redesign workflows around what AI can do well — and what humans should still own.

Human-in-the-loop is a design pattern where AI handles routine decisions autonomously but escalates edge cases, exceptions, and high-stakes judgments to human reviewers. It is the most common starting point for AI adoption in BFSI.

Agentic AI refers to systems that can plan, reason, and take multi-step actions toward a goal with limited human intervention. Unlike traditional AI that responds to single prompts, agentic systems operate more like digital employees — and require governance to match.

Explainability is the ability to understand and communicate why an AI system made a specific decision. In BFSI, explainability is essential for regulatory compliance, customer trust, and internal accountability.

Fairness is the principle that AI systems should not produce systematically worse outcomes for protected groups, even when those groups are not explicitly identified in the model.

Decision rights and controls are the guardrails that define what AI can do autonomously, what requires human approval, and how to monitor and intervene when things go wrong.

- Clear accountability
- Escalation thresholds and stop-the-line triggers
- Monitoring, auditability, and override capability

Operating at scale is about moving from isolated AI pilots to enterprise-wide capability, with consistent governance, shared infrastructure, and repeatable processes.

Put AI Native Metrics into Operating Rhythm

If you are starting with a handful of AI-native metrics, start with the ones that matter most: the ones that can actually trigger a decision. A metric that no one reviews, or that no one knows what to do with when it moves, is just noise. Here's how to put your metrics into practice.

1. **Invest 2 Family Journeys:** Highest value + highest AI exposure. Start where the investment will yield a real set of outcomes and learning.
2. **Baseline and Instrument Key Agents:** Lock the KPIs for key agent decisions (completeness, time-to-decision, error rate) to start tracking.
3. **Define decision triggers:** Set thresholds for override rate, escalation rate, and drift. Know what action each one should trigger.
4. **Assign accountable owners:** For each journey, name the business owner, risk partner, and data owner. Metrics without owners don't get fixed.
5. **Review with evidence:** Weekly ops, monthly governance, quarterly value. Bring the data, not just the dashboard.

Sponsors can facilitate a working session to align on priorities, assign owners, and establish a cadence for organizational operating rhythm.

Evolving Metrics by Business Domain (Highlights)

BFSI organizations are integrating AI into core workflows, but most measurement systems were built for human-paced processes. The table below highlights how key metrics should evolve as AI takes on more decision-making, and what new metrics are needed to govern AI-driven outcomes.

Domain	Top Journey Metric (example)	Top guardrail (example)
Wealth & Investment Planning	Portfolio rebalancing adoption, client engagement with AI recommendations	Suitability drift, concentration risk, unauthorized trades
Wealth Management	Assisted sales uplift, retention, relationship profitability	Suitability drift, concentration risk, unauthorized trades
Capital Markets & Investment Research	Model adoption, research productivity, time-to-insight	Model risk, hallucination rate, data quality
Financial Crime & Compliance	Investigation throughput, false positive reduction, SAR quality	Bias in detection, explainability, regulatory compliance
Insurance	Claims processing time, fraud detection rate, customer satisfaction	Fairness in pricing, explainability, regulatory compliance

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Appendices

Appendix A: Domain Deep Dives

The tables below summarize the three business operating models in BFSI: AI-led agentic operations, doing work and journey orchestration, and AI-native wealth management.

Retail and Commercial Banking Metrics

Key Business Function: Digital and omnichannel engagement, customer experience, relationship depth, and personalized financial guidance.

- **Digital adoption and active users:** Track the share of addressable segments using mobile/online channels, key drivers of user to and engagement frequency.
- **Digital sales conversion:** Measure how effectively digital channels convert leads into customers and products per customer.
- **Digital operations efficiency:** Monitor automation of transactions and service requests, cost per digital interaction, and straight-through processing rates.
- **Net Promoter Score:** Track overall customer satisfaction and likelihood to recommend, with breakdowns by segment and channel.
- **AI-driven engagement:** Measure the impact of AI-powered recommendations, chatbots, and personalized nudges on customer behavior and outcomes.

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Wealth Management Metrics

Key business function: Asset growth, retention, advisor productivity, and compliance.

- **Net new assets:** Track inflows, outflows, and net growth as a key measure of franchise health and efficiency signals.
- **Advisor productivity:** Measure revenue per advisor, client capacity, and time spent on value-added activities.
- **Fee income ratio:** Monitor the balance between advisory and transaction revenue to assess business model sustainability.
- **Client retention and satisfaction:** Track attrition rates, NPS, and engagement scores, with early warning indicators for at-risk relationships.
- **Wealth compliance sustainability KPIs, surveillance:** High-scoring surveillance flag rate, false positive rate, SAR/STR filing rate, and time-to-disposition for alerts and cases.
- **Wealth compliance sustainability KPIs, suitability:** Suitability exception rate, remediation rate, and time-to-close for suitability issues.
- **Wealth compliance sustainability KPIs, conduct risk:** Complaint rate, mystery shopping results, and conduct risk incident trends.

Capital Markets and Investment Banking Metrics

Key business function: Deal execution, client coverage, and trading performance.

- **Deal pipeline and win rate:** Track pipeline value, conversion rates, and time-to-close across origination and advisory mandates.
- **Trading & execution quality:** Monitor fill rates, slippage, and market impact to assess execution performance.
- **Client coverage & wallet share:** Measure relationship depth, cross-sell penetration, and share of client spend.
- **Market risk & liquidity KPIs, limits, stress:** Breach count, utilization, and limit management.
- **Market risk & liquidity KPIs, VaR & exceptions:** Backtesting exceptions, VaR trends, and model performance.
- **Market risk & liquidity KPIs, liquidity:** Liquidity coverage ratio, net stable funding ratio, and intraday liquidity usage.
- **Operational & control metrics:** Trade break/settlement rate, reconciliation aging, and failed trade rate.

Financial Crime and Compliance Metrics

Key Business Function: Protecting the firm, its customers, and the financial system from financial crime and misconduct.

- **AML alerts & false positives:** High false positive rates overwhelm investigators and can also mean real risks are missed. Tuning thresholds and models is a constant balancing act.
- **AML timeliness & quality:** Regulators expect timely, high-quality suspicious activity reports. Backlogs and poor narratives are red flags.
- **KYC/CDD refresh & quality:** Keeping customer information current and complete is foundational. Stale data undermines everything else.
- **Sanctions screening effectiveness:** Match rates, false positives, and time-to-clear for sanctions alerts.
- **Fraud detection & prevention:** Balance detection with customer friction—too much friction drives customers away.
- **Model governance & validation:** Ongoing monitoring of model performance, drift, and bias is required by regulators.

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Insurance Metrics

Key Business Function: Underwriting, underwriting profitability, and risk selection.

- **Underwriting profitability:** Track loss ratio, expense ratio, and combined ratio to assess underwriting performance.
- **Loss ratio & combined ratio:** Core underwriting profitability metrics.
- **Claims processing & customer satisfaction:** Monitor claims cycle time and decision and customer satisfaction, with correlation to NPS and retention.
- **Claims efficiency:** Claims cycle time, e.g. average days to settlement.
- **Customer satisfaction:** Claims NPS, e.g. net promoter score for claims experience.
- **Agents' commission & profitability:** Track commission rates, production volume, and profitability by agent to optimize distribution channels.
- **Agent efficiency:** Policies per agent, e.g. number of policies written per agent.
- **Digital adoption & customer engagement:** Measure digital channel usage, mobile app engagement, and online self-service rates.
- **Digital engagement:** Mobile app usage, e.g. monthly active users of the mobile application.

Appendix B: Metrics Catalog (starter set)

Use this starter catalog to standardize definitions, data sources, and owners. **Decision triggers** should be set during the initiation of agentic workflows, before launch, so that teams know what action to take when a metric moves. Start with the metrics most relevant to your highest-priority journeys, and expand as governance matures.

Table 3. Metrics Catalog (Starter Set)

Metrics	Type	Definition (example)	Typical cadence	Owner / Data source (example)
Auto-decision resolution	Operational Metrics	% of decisions made without human intervention	Weekly, monthly	Model risk / workflow engine
Override Rate (or its inverse, Agreement Rate)	Operational Metrics	% of decisions where a human reviewer changed the AI's recommendation	Weekly, monthly	Model risk / workflow engine
Time to Decision (Latency)	Operational Metrics	Median and 95th percentile time from input to decision	Weekly, monthly	Engineering / application logs
Escalation Rate	Operational Metrics	% of cases routed to human review, by reason code	Weekly, monthly	Model risk / workflow engine
Queue Depth and Aging	Operational Metrics	Number of pending items and how long they've been waiting	Weekly, monthly	Operations / workflow engine
Data Quality and Completeness	Operational Metrics	% of required fields populated and passing validation	Weekly, monthly	Data owner / data quality tool
Model Accuracy and Performance	Model Metrics	% of decisions that were correct, measured against ground truth	Monthly, quarterly	Model risk / data science
Drift (Data and Concept)	Model Metrics	Statistical distance between current and training distributions	Weekly, monthly	Model risk / monitoring tool
Fairness Metrics (e.g., Disparate Impact Ratio)	Outcomes Risk Metrics	% of decisions with explanations generated, and quality of explanations	Monthly, quarterly	Model risk / fairness tool
Explainability Coverage	Outcomes Risk Metrics	% of decisions with explanations generated, and quality of explanations	Monthly	Model risk / explainability tool
Override Rate by Reason Code	Operational Metrics	Override rate broken down by why the human disagreed	Monthly	Model risk / workflow engine
Loss Ratio / Fraud Rate	Financial Impact Metrics	Actual losses or fraud for AI-influenced decisions	Monthly, quarterly	Finance / claims or fraud system
Control Test Pass Rate	Control Health Metrics	% of control tests passing, by control and by journey	Monthly, quarterly	Control owner / GRC tool
Open Audit Findings by Severity	Control Health Metrics	Count and aging of open findings, by severity	Monthly, quarterly	Internal audit / GRC tool
Time to Remediate	Control Health Metrics	Median days from finding to closure	Monthly, quarterly	Control owner / GRC tool
Guardrail Breach Count	Control Health Metrics	Number of times a guardrail threshold was exceeded	Weekly, monthly	Monitoring system
Customer Complaints Related to AI	Outcomes Risk Metrics	Complaints where AI was a factor in the decision	Monthly, quarterly	Customer service / CRM

Appendix C: Terminology and definitions

Which metrics matter most? Where should I begin? Which controls are critical?

Core measures the how to use it. For research, the methodology, key risk, study, and conclusion. Operating system research Compass framework Operating model Governance Risk Control Measurement Assessment Maturity Roadmap Scorecard Dashboard Metrics Guardrails Decision rights Escalation Override Human-in-the-loop Agentic AI Explainability Fairness Drift Model risk Data quality Journey Value Adoption Success Cost Time Quality Risk Compliance Control Monitoring Testing Audit Finding Remediation Owner Accountability Threshold Trigger Action Review cadence Evidence Assessment Maturity Roadmap Scorecard Dashboard

Table 4. Terminology and Definitions (as used in this paper)

Term	Definition (as used here)
Agentic workflow	A workflow in which AI can plan and execute multi-step actions toward a goal, with limited human intervention at each step.
AI-native company	An organization that redesigns its operating model around what AI can do well, rather than adding AI to existing processes.
Audit evidence completeness	The degree to which records are sufficient to reconstruct and defend a decision during an audit or regulatory review.
Autonomy tier	A classification of how much decision authority is delegated to AI, ranging from human-only to fully autonomous, with escalation triggers at each level.
Data readiness / data expertise	Data readiness is the degree to which data is accessible, clean, and governed enough to support reliable AI decisions. Data expertise is the organizational capability to manage, interpret, and act on data.
Decision boundary	Defining the parameters and approval rights within which AI can operate independently, and when it must escalate to a human.
Coverage percentage	The share of eligible cases, journeys, or decisions that are actually processed by the AI system, rather than routed to humans.
Feedback loop	A mechanism that captures outcomes and corrections to improve AI performance over time.
Leverage percentage	The share of workflow steps, decisions, or tasks that are delegated to AI versus handled by humans.
Model drift	A degradation in model performance over time as real-world data patterns change from the data the model was trained on.
Override rate	How often humans reject or change AI recommendations, and why. Tracked by reason code.
Operating model scorecard	A dashboard that tracks the health of an AI-native operating model across value, risk, control, and maturity dimensions.
Process mining	The practice of using event logs to discover, monitor, and improve how work actually flows through a process.
Telemetry	The broader log of everything AI systems take and produce, including inputs, outputs, confidence scores, and intermediate steps.

Appendix D: Longer-term roadmap (2026-2030)

2026–2030 roadmap from compliance-driven to value-driven, with governance and operating model.

Invest in data and platform readiness

Clarify ownership, quality, and access before scaling AI. Data is the real limit on AI "maturity."

Strengthen governance

Treat AI governance as an enabler of speed, not a brake. Build model risk, bias, and explainability controls into design stages with clear roles.

Scale agentic governance and workforce transformation

Move from pilots to enterprise-wide agentic AI, with human-in-the-loop controls, monitoring, and a clear workforce strategy.

Collaborate externally

Work with peers through industry groups and RegTech. Shared standards can help all of us leverage progress like the NIST AI RMF Management Framework or ISO/IEC 42001. The more we learn together, the faster we all can move.

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