Customer Support Ticket Resolution
Process Improvement Initiative

1. Problem Statement

Customer Support's average ticket resolution time has risen from 18 hours in Q3 2023 to 31 hours in Q1 2024, a 72% increase. This has resulted in a Customer Satisfaction (CSAT) score decline from 4.4 to 3.8 out of 5.0. Root cause analysis identified three primary failure points: manual triage, unclear escalation criteria, and duplicate data entry across disconnected systems.

2. Current State vs. Future State

Dimension	Current State	Target State
Triage Method	Manual; agent reads & categorizes	AI-assisted auto-categorization
Avg. Resolution Time	31 hours	≤ 16 hours
Escalation Process	Informal; email-based	Defined SLA triggers; system-automated
Data Entry	Duplicated across 3 systems	Single source of truth via CRM integration
CSAT Score	3.8 / 5.0	≥ 4.4 / 5.0

3. Improvement Actions

Step 1	**AI Triage Pilot**	Deploy AI-powered ticket classification for Tier 1 categories. Expected to reduce manual triage time by 65%.
Step 2	**Escalation Playbook**	Define and publish tiered escalation criteria with automated SLA breach alerts in the helpdesk platform.
Step 3	**CRM Integration**	Connect support platform to CRM to eliminate duplicate data entry. Single-record policy enforced by system.
Step 4	**Agent Training**	Deliver 4-hour refresher training on updated workflows and new tooling within 30 days of go-live.
Step 5	**KPI Dashboard**	Implement real-time dashboard tracking resolution time, CSAT, and first-contact resolution rate.

4. Implementation Timeline

Phase 1 – Weeks 1–2	Escalation playbook published; agent training delivered.
Phase 2 – Weeks 3–5	CRM integration development and UAT.
Phase 3 – Weeks 6–8	AI triage pilot launch; KPI dashboard go-live.

| Phase 4 – Week 12 | Full rollout; retrospective; KPI baseline re-measured. |

5. Risks & Mitigations

• AI misclassification: Human review queue established for low-confidence tickets during 30-day pilot.

• Change resistance: Department leads engaged as champions; feedback sessions held bi-weekly.

• Integration delays: Fallback manual process documented and ready if CRM go-live slips.