

Skill Category	Curent state	Required state	GAP	Action plan
Communication Skills	Basic email communication, phone support	Advanced communication for handling complex issues and escalations, empathy, and emotional intelligence	Limited ability to handle escalated issues, low emotional intelligence	Training on active listening, conflict resolution, and empathy. Workshops on emotional intelligence.
Problem-Solving Skills	Basic issue resolution based on standard scripts	Critical thinking, troubleshooting in complex situations, and independent problem-solving	Lack of ability to think critically in new, complex issues	Design Thinking workshops focusing on problem framing, ideation, and rapid prototyping to solve customer issues.
Technical Knowledge	Knowledge of the system interface and basic troubleshooting	Advanced knowledge of the system's backend, troubleshooting, and product-specific knowledge	Inadequate understanding of system intricacies and product issues	Technical training sessions, internal knowledge-sharing, and product-specific deep dives.
Time Management	Handling a set number of inquiries per day	Ability to prioritize high-impact tasks, handle multitasking during high-volumes, and time-sensitive issues	Struggles with managing multiple high-priority issues during busy times	Time management and prioritization training. Role-playing real-world high-pressure scenarios.
Data Analysis and Reporting	Basic customer data collection for reporting	Analytical skills for identifying trends, compiling data for reports, and deriving insights for improvement	Limited ability to analyze data for decision-making	Training in customer data analysis tools and techniques, along with report generation.
Customer Experience	General understanding of customer satisfaction	In-depth knowledge of customer journey, touchpoints, and building a seamless	Lack of focus on the customer journey and emotional engagement	Workshops on CX mapping, persona development, and ensuring a holistic approach to customer satisfaction.

❤️ Empathize

Understand your user

User research

- **Empathy** plays a critical role in improving communication. By understanding the customer's feelings, frustrations, and expectations, the support team can handle complex issues with emotional intelligence and provide a better customer experience.
- **Skills Developed:** Active listening, emotional intelligence, empathy in communication.

🖋️ Ideate

Distill your research

Research summary

- Through **problem definition**, support teams can better identify pain points and areas where customer issues aren't resolved effectively. **Ideation** sessions will help in brainstorming creative solutions for common issues.
- **Skills Developed:** Critical thinking, creative problem-solving, and innovative thinking to approach new challenges.

🧠 Prototype

Distill your research

Brainstorm

- **Prototyping** can be applied to create new systems or processes that help streamline operations. For instance, testing a new system that automatically categorizes urgent vs. non-urgent issues can improve time management.
- **Skills Developed:** Rapid testing, iterative improvements, and continuous feedback.

🌟 Test

Flesh out your ideas from brainstorming

Prototype concept

- **Testing** through data analysis can help identify the effectiveness of current support strategies. Implementing changes and continuously gathering customer feedback ensures that support operations improve over time.
- **Skills Developed:** Analytical thinking, data interpretation, and iteration based on feedback.

✅ Customer centric solutions

Test out your prototype and write your results here

Feedback

- Design Thinking focuses on creating customer-centric solutions. The customer support team can enhance CX by mapping out touchpoints and improving processes at each stage of the customer journey.
- **Skills Developed:** Customer journey mapping, CX strategy formulation, and touchpoint optimization.