VSP Customer Support Tracking

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Problem Statement

Without a better understanding of how VSP teams' time is spent on customer support work, it is difficult to identify areas to focus on to make improvements that enable VFS teams to find answers or get unblocked on their own.
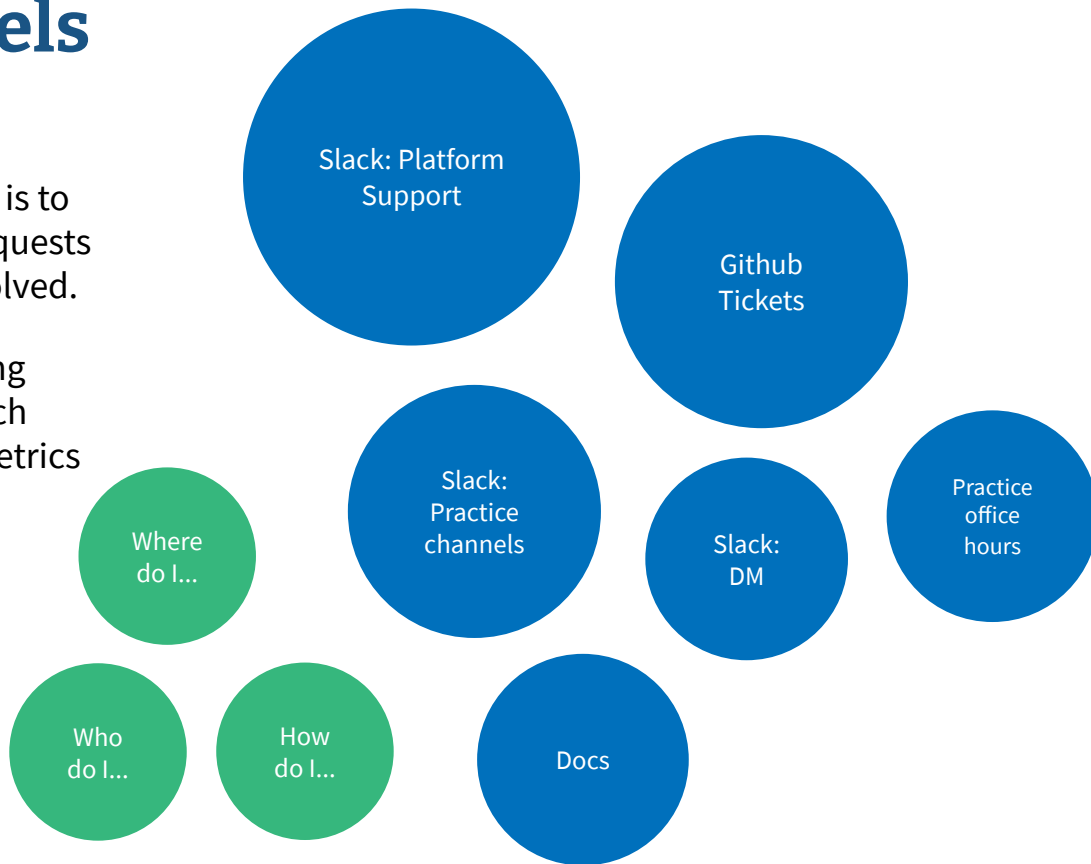
How Might We

- Create a process for logging customer support requests so that we have consistent data to prioritize roadmap initiatives.
- Provide VFS teams the documentation and self-service tools they need while enabling VSP support to scale.

Support channels

Many flavors, many places.

An initiative of ongoing research is to understand frequent support requests and the path for those to be resolved.

How can we implement a tracking process that makes sense for each practice area, while gathering metrics relevant to that practice?

Slack: Platform Support

Github Tickets

Slack: Practice channels

Where do I...

Slack: DM

Practice office hours

Who do I...

How do I...

Docs

Feedback Themes

Feedback themes

The service design team has spent time interviewing VSP teams across all of the practice areas. With a research goal of understanding how and where support requests come in and VSPs capacity for handling them.

Support Alignment

It can be unclear what the expectations are around customer support tracking across practice areas. What is considered good vs bad support and how tracking requests could be beneficial.

"One goal of VSP is around reducing per capita support over time."
"We need a way to track manual support, but you need to know what data you want to get out of it."
"Is that going to help me later on? Is this for more resources?"
"We don't have a lot of observability of our support processes."
"Do we want people having hands on support?"
"I see support work as filling in the gap."

Feedback themes

Workflow and communications

Practice areas and teams vary in how they handle support requests and even more so in the type of requests they receive. In addition, where and how they receive those requests and the process of "resolving" them differ.

"How do you prioritize requests? If someone is on a deadline. Almost everything is high priority."

Tickets:
"I tell everyone I want a ticket."
"I'll write a messy first draft and write up a ticket and have them review it."
"It's not always tracked to a ticket. It's not always quick either."

Slack:
"I do nothing but chasing support requests. It's all over the place."
"I try to monitor the channels - it's extremely hard and overwhelming."
"I belong to each teams channel and they will @ mention me in the product team channel."

Feedback themes

Tooling

We also gathered insight in how documentation or training could aid in common customer support requests. As well as understand how the tracking spreadsheet was utilized.

Documentation:
"Would it be easier to point people to point to documentation - sometimes. I'd have to find the documentation myself first."
"We have a ton of documentation, but it's a little scattered and out of date."
"It's usually a mix of documentation and conversation."

Tracking Spreadsheet:
"Some amount of automation for the spreadsheet would make it drastically better experience."
"This is the only method to show how much time I dedicate to support."
"The spreadsheet is a little extra step, but you have a visual to show for your rotation work."
"People using it didn't understand what they were trying to get out of it."
"There is inconsistency from team to team on categories and tagging."

Hypothesis

By creating a standard process for tracking customer support requests, we expect to identify "problem areas" with high burdens of manual support to be prioritized in future VSP initiatives.

Solution Approach

1. Update the [support spreadsheet](#) with standard, defined column headers.

2. Monitoring the support worksheet and adjusting categories and definitions over time.
3. Establish process for logging support requests to ensure consistent data collection by all VSP teams.
4. Continuation of research and synthesising the support methods of different teams.
5. Recommendations on the funneling of support requests.

Questions to Answer

- What is the process and time invested in support?
- How can we track with minimal burden?
- How is support defined and how are the tracking metrics understood?
- What metrics are shared across multiple practice areas?

Measuring Success

- VSP teams log more than 90% of applicable customer support requests.
- 80% of logs have all the standard fields populated.

Product Goals & KPIs

Vision	Mission	North Star
VSP teams use customer support data to build satisfying self-service experiences for VFS teams.	Enable VSP to analyze customer support data for prioritization of roadmap initiatives.	Effort it takes to resolve customer support requests.

Goal #1

Tracking: VSP identifies support requests that can be resolved by providing documentation.

Goal #2

Insights: VSP understands which types of support require the most time and effort.

Goal #3

Reporting: VSP can easily generate customer support reports.

KPIs

- % of requests resolved by documentation

KPIs

- Time to resolve request
- Effort level to resolve request
- % of requests categorized

KPIs

- % of support requests tracked
- Time to compile monthly customer support KPIs report

Standardizing the Support Requests Spreadsheet

Spreadsheet Columns

Date Opened	Date Responded	Date Closed	Type	Person or Team	Link (Slack / GH)	Did VSP response include link to existing documentation?	If yes, did the documentation link alone completely resolve this incident?	Level of Effort	Time to resolve *(Estimate minutes/hrs)*	Notes

Type
- Use this field to assign the request to a category. Most teams have these already defined in the spreadsheet. For others who have not had this field, we'd like to begin identifying the categories.
- We recommend those with "type" as a new field, starting with the bare minimum number of categories and adding as you go. Over time, we can begin to identify what can be consolidated or grouped. This will help everyone decide what we should measure and report on and — equally important — what not to measure and report on.

Level of Effort
- General estimate - low/medium/high