**Deliverable 11: Performance Monitoring Dashboard — Safaricom Digital Customer Service Portal**

**1. Purpose of the Performance Dashboard**

To provide real-time visibility into the system health, user activity, issue resolution, and overall performance of the Safaricom Digital Customer Service Portal after launch. It supports proactive decision-making, incident detection, and service-level compliance.

**2. Dashboard Objectives**

* Monitor usage, uptime, and responsiveness
* Track user experience metrics (load time, session drops, etc.)
* Visualize agent performance and ticket resolution rates
* Detect issues (e.g., error spikes, API failures) early
* Enable executive reporting through dynamic visual summaries

**3. Key Performance Indicators (KPIs)**

| **Category** | **Metric** | **Target / Threshold** |
| --- | --- | --- |
| System Availability | Uptime (24/7) | ≥ 99.9% |
| System Performance | Page Load Time | ≤ 2 seconds |
| User Experience | Drop-off Rate / Bounce Rate | ≤ 20% |
| Support Efficiency | Average Response Time (Agent) | ≤ 20 seconds |
| Ticketing | Average Resolution Time | ≤ 4 hours (Tier 1), ≤ 24 hrs (Tier 2) |
| Engagement | Daily Active Users | ≥ 10,000 |
| Channel Utilization | % Chatbot vs. Live Agent Use | ≥ 60% chatbot automation |
| Error Monitoring | API Failure Rate | ≤ 0.5% |
| SLA Compliance | % Tickets Resolved within SLA | ≥ 95% |

**4. Dashboard Components**

1. **System Health Panel**
   * Server Uptime Tracker
   * Load Balancer Status
   * Real-Time Error Logs
2. **User Activity Panel**
   * Number of Sessions per Hour
   * Peak Usage Time Visualization
   * Geographic User Distribution (Map View)
3. **Support Dashboard**
   * Number of Open/Resolved Tickets
   * Agent Response Time
   * Escalation Heatmap
4. **Chatbot Analytics**
   * Top 10 Queries
   * Unresolved Bot Sessions
   * Bot Handoff Rate to Human Agent
5. **Incident Reports**
   * Live Feed of Raised Issues
   * SLA Breach Alerts
   * Root Cause Summary Reports
6. **Management KPIs**
   * SLA Compliance Gauge
   * User Satisfaction Index (collected via CSAT pop-ups)
   * 7-Day and 30-Day Trends

**5. Tools & Technologies**

| **Function** | **Tool/Technology Used** |
| --- | --- |
| Dashboard Platform | Power BI / Grafana |
| Data Sources | CRM, Ticketing System, Logs |
| Log Aggregation | ELK Stack |
| Alert System | PagerDuty / Email Trigger |
| Mobile Reporting Access | Power BI Mobile / Web Link |

**6. Sample Dashboard Views**

**A. Uptime and Latency**

![✓ Sample Chart: 24-hour Server Uptime Heatmap]

* Uptime monitored in 1-minute intervals
* Alerts if latency >2s for more than 5 minutes

**B. User Activity Flow**

![✓ Sankey Diagram: Login > Navigation > Chat/Account View > Exit]

* Helps visualize user behavior paths

**C. Agent Performance Summary**

| **Agent** | **Tickets Handled** | **Avg. Response Time** | **CSAT Score** |
| --- | --- | --- | --- |
| Peter | 150 | 17 sec | 4.8/5 |
| Lucy | 120 | 21 sec | 4.6/5 |

**7. Alerts and Triggers**

* **Auto-alerts** for:
  + 2% drop in active sessions (hourly)
  + Chatbot unresolved rate >40%
  + Any critical API failure
* Alerts sent to:
  + DevOps (technical)
  + Customer Support Lead (operations)
  + Product Manager (business)

**8. Frequency of Updates**

| **Metric Type** | **Refresh Interval** |
| --- | --- |
| Uptime / Logs | Every 1 minute |
| Support Metrics | Every 15 minutes |
| Usage Reports | Every hour |
| Management KPIs | Daily summary |

**9. Security and Access Control**

* Role-based dashboard views
  + Executives: All KPIs and Trends
  + Support Leads: Ticket and SLA stats
  + DevOps: Error Logs and Health Metrics
* Enforced MFA and access audit logs

**10. Reporting Templates**

* Daily System Health Report
* Weekly Ticket Summary
* Monthly User Engagement & Growth Chart
* SLA Compliance Report
* Incident Summary and RCA (Root Cause Analysis)

Would you like to continue with **Deliverable 12: Project Closure Report** or something else next?