Assignment 1 Problem Framing

100 points

| **Criteria** | **Exemplary** | **Satisfactory** | **Developing** | **Not Evident** |
| --- | --- | --- | --- | --- |
| Problem Identification | Clearly and accurately identifies the problem based on the provided information, demonstrating a deep understanding of the scenario. | Identifies the problem based on the provided information, demonstrating a satisfactory understanding of the scenario. | Identifies the problem with some inaccuracies or misunderstanding of the provided information. | Unable to identify the problem based on the provided information. |
|  | 23-25 | 18-22 | 1-17 | 0 |
| Five Whys Method | Expertly applies the Five Whys Method, asking relevant, insightful questions to reveal the root cause of the problem. | Effectively applies the Five Whys Method, asking appropriate questions to identify the root cause of the problem. | Partially applies the Five Whys Method, but questions may be unclear or insufficient to reveal the root cause of the problem. | Does not apply the Five Whys Method or ask irrelevant questions that do not lead to the root cause of the problem. |
|  | 23-25 | 18-22 | 1-17 | 0 |
| Reframing the Problem | Develops a highly effective reframed problem statement based on root cause analysis. | Develops a satisfactory reframed problem statement based on the root cause analysis. | Develops a weak or unclear reframed problem statement. | Unable to develop a reframed problem statement based on the root cause analysis. |
|  | 23-25 | 18-22 | 1-17 | 0 |
| Presentation and communication | Creates an exceptionally well-organized and visually appealing presentation that effectively conveys the problem and recommendations. Reflects best practices for presentations. | Creates a well-organized presentation that communicates the problem and makes recommendations. Reflects some use of best practices for presentations. | Creates a presentation that lacks organization or visual appeal, hindering the clarity of the problem-framing process or recommendations. Lacks use of best practices for presentations. | Creates a disorganized or unclear presentation that fails to convey the problem framing or recommendations. |
|  | 23-25 | 18-22 | 1-17 | 0 |

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| --- | --- | --- | --- |
| **Exemplary** | **Satisfactory** | **Developing** | **Not Evident** |
| 90-100 | 80-89 | 70-79 | Under 70 |

Answers:

1. Company offers technical support to smartphones, laptops, and smart home devices.
2. For the passive 6 months customer have been declining and there's been an increase in complaints about the long wait times for assistance especially during peak hours
3. recent marketing campaign targeting news resulted in new temporary increase in downloads still user engagement dropped soon after suggesting that users might not find the app valuable enough to continue using
4. Some users have reported experienced technical issues with the app particularly with video calls and screen sharing features
5. The apps interpreter has received mixed reviews with some users praising its simplicity and other finding it outdated compared to similar apps on the market
6. Several new competitors have entered the market offering similar services at lower prices and with additional features like 24/7 support and multi device compatibility
7. Recent employee surveys suggest that customer support representatives might feel overwhelmed and under resourced contributing to longer wait times and decrease customer satisfaction north new line

# Apply the five whys method

1. why has customer support received increasing complaints about the long wait times for assistance especially during peak hours? Customer support representatives might feel overwhelmed and under resourced contributing to longer wait times and decreased customer satisfaction
2. Why customer support representatives might feel overwhelmed and under resources? Because there are not enough employees or because there are many issues with the app and there is an increase number of calls for support
3. Why is there an increase in customer support calls? Some functionary particularly with video calls increasing screen sharing features have caused problems to the users
4. Why are there issues with video calls and screen sharing features? The app might be outdated compared to other similar apps in the market
5. Why might be the app outdated compared to other similar apps in the market? Because the app hasn't been updated in a while and non new visual have been added

## Re-evaluate and reframe the problem based on the analysis, focusing on the underlying cause.

* Why does the app is not keep it up with industry standards?

##### Consider various factors contributing to the issue and evaluate their relationship

* Increased time for assistance might be caused by the issues with the app’s functionality with the video calls and screen sharing features
* There might be a need to study the interface and see want improvements can be made to increase its efficiency
* Revisit pricing for the app since similar apps are offering a cheaper service
* Since the customer support team has been overwhelm, think about stargies that could help to reduce the work overload. That might mean hiring more customer support employees

##### Use data points to support analysis and decision making

##### Provide a new perspective to help the company improve customer retention.

Giving that the most common issues that customers are experiencing it is worth to improve the app’s interface and the video call and sharing functionality of the app. In addition to this, study why is the customer support team feeling overwhelmed, is there enough resources allocated to customer’s services? Do we need to hire more employees?

##### Effectively articulate analysis and recommendations

* Rethink the app’s interface and its usability
* Work on improving Video call functionality
* Work on improving Screen sharing functionality
* Allocate more resources to the customer support team

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Certainly, let's improve this analysis and recommendations using the five whys method and incorporate data points for better decision-making.

Improved Five Whys Analysis

1. Why has customer support received increasing complaints about long wait times for assistance, especially during peak hours?
   * Because customer support representatives feel overwhelmed and under-resourced. This leads to longer waiting times and decreased customer satisfaction.
2. Why do customer support representatives feel overwhelmed and under-resourced?
   * Due to a combination of factors:
     + Insufficient staffing: There may not be enough customer support representatives to handle the volume of inquiries.
     + High volume of support calls: This could be driven by:
       - Increased app usage: More users mean more potential issues.
       - Technical difficulties: Issues with specific app features, such as video calls and screen sharing, are causing a surge in support requests.
3. Why is there an increase in customer support calls related to video calls and screen sharing?
   * These features may be experiencing technical glitches:
     + Frequent crashes or freezes: Disrupting user experience and leading to frustration.
     + Poor video/audio quality: Making communication difficult and impacting user satisfaction.
     + Incompatibility issues: The features may not be compatible with all devices or operating systems.
4. Why are these video call and screen sharing features experiencing technical issues?
   * Potential reasons:
     + Outdated technology: The app's underlying technology might be outdated, making it difficult to support modern video conferencing and screen sharing capabilities.
     + Poorly optimized code: The code responsible for these features might have bugs or inefficiencies.
     + Lack of regular maintenance: The app may not be receiving regular updates and bug fixes.
5. Why is the app not being updated regularly to address these issues?
   * Possible factors:
     + Insufficient resources allocated to app development: Limited budget or personnel may hinder the ability to invest in regular updates and improvements.
     + Lack of a clear development roadmap: Without a defined roadmap, updates may be delayed or prioritized incorrectly.
     + Slow decision-making processes: Internal processes may be slow, hindering the timely release of updates and bug fixes.

Re-evaluated Problem:

The underlying issue is the app's declining quality and functionality, leading to:

* Increased technical difficulties: Particularly with core features like video calls and screen sharing.
* Deteriorating user experience: Frustration with technical issues, long wait times for support, and a perceived lack of app stability.
* Erosion of customer trust and loyalty: Dissatisfied users are more likely to churn and seek alternatives.

Factors Contributing to the Issue:

* Insufficient investment in app development and maintenance: This includes inadequate resources, a lack of a clear roadmap, and slow decision-making processes.
* Inadequate customer support resources: Insufficient staffing and inefficient support processes contribute to long wait times and decreased customer satisfaction.
* Competition from better-maintained and more innovative apps: Users may be drawn to competitors offering superior features, better performance, and more reliable support.

Data Points to Support Analysis:

* Customer support ticket volume: Track the number of support tickets received, categorize them (e.g., video calls, screen sharing, general app issues), and identify trends over time.
* Customer satisfaction scores: Regularly collect customer feedback through surveys and analyze trends in satisfaction levels.
* App usage data: Monitor key metrics like daily active users, session duration, and feature usage to identify areas of concern.
* Competitor analysis: Research competitor apps, analyze their features, performance, and customer reviews.
* Employee satisfaction data: Conduct surveys to assess employee morale, workload, and perceived support from management.

New Perspective and Recommendations:

To improve customer retention and address the underlying issues:

1. Prioritize app quality and innovation:
   * Invest in app development and maintenance: Allocate sufficient resources, establish a clear roadmap, and streamline decision-making processes.
   * Regularly update the app with bug fixes, performance improvements, and new features: Focus on enhancing core features like video calls and screen sharing.
   * Conduct thorough testing and quality assurance: Minimize the occurrence of bugs and ensure a stable user experience.
2. Enhance customer support:
   * Increase staffing levels: Hire additional customer support representatives to handle increased call volumes.
   * Improve support processes: Implement efficient workflows, utilize AI-powered chatbots, and provide self-service options to reduce reliance on human agents.
   * Invest in employee training and development: Equip support representatives with the knowledge and skills to effectively resolve customer issues.
3. Re-evaluate pricing and value proposition:
   * Conduct market research to understand competitor pricing and offerings.
   * Adjust pricing to reflect the app's value proposition and competitive landscape.
   * Continuously improve the app's features and functionality to justify the price point.

Effectively Articulated Analysis and Recommendations:

This analysis reveals that the root cause of customer dissatisfaction stems from the app's declining quality, inadequate support, and insufficient investment in its development and maintenance. To address these issues, the company must prioritize app quality, enhance customer support, and re-evaluate its pricing strategy. By implementing these recommendations and continuously monitoring key metrics, the company can improve customer retention, regain user trust, and ensure the long-term success of the app.