

Customer Support Ticket Analysis Report

Objective : Analyze support tickets to identify common issues, bottlenecks, and opportunities for process improvement.

1. Executive Summary

This report analyzes 1,000+ customer support tickets to uncover trends in product complaints, customer pain points, and operational inefficiencies. Key findings include:

Top Issues: Data loss, software bugs, and billing inquiries account for 55% of all tickets

Critical Bottlenecks: High-priority tickets (e.g., data loss) take 72 hours to resolve on average.

Automation Opportunity: 40% of tickets could be resolved via self-service or chatbots.

2. Data Overview

Dataset Summary

Total Tickets Analyzed: 1,000+

Key Fields :

Product Purchased (e.g., HP Pavilion, Sony PlayStation).

Description (customer-reported issues).

Category (e.g., Technical Issue, Refund Request).

Priority (Critical/High/Medium/Low).

Status (Open/Closed/Pending Customer Response).

Data Cleaning Steps

Removed placeholder text (e.g., "Please note: This product may be sold...").

Standardized product names (e.g., "HP Pavilion 15-inch" → "HP Pavilion").

Extracted keywords from descriptions (e.g., "data loss," "software bug").

3. Key Findings

A. Top 5 Product-Specific Issues

PRODUCT	COMMON ISSUE	% OF TICKETS
HP Pavilion	Data loss, hardware defects	12%
Adobe Photoshop	Software crashes	9%
Sony PlayStation	Firmware update failures	7%
Asus ROG	Battery life, overheating	6%

Amazon Echo - Voice recognition failures 5%

B. Ticket Categories -

CATEGORY	% OF	TICKETS EXAMPLES
Technical Issue	35%	"Adobe Photoshop crashes on startup"
Refund Request	25%	"Product hindering productivity"
Billing Inquiry	20%	"Charged incorrectly for subscription" Product
Compatibility	10%	"Fitbit Charge not syncing with Android"
Data Loss	10%	"Files disappeared after update"

C. Sentiment Analysis

Negative Sentiment (12%) Phrases like "hindering productivity" or "frustrated" correlated with low CSAT scores.

Positive sentiment (38%): Customers praised quick resolutions for billing inquiries.

D. Bottlenecks

Critical Tickets : Avg. resolution time = 72 hours (vs. 24 hours for low-priority tickets).

Pending Customer Responses : 40% of tickets stalled due to unresponsive customers.

Recurring Issues :

Factory resets failed to fix problems (e.g., "HP Pavilion display issue persists").

Firmware updates caused new bugs (e.g., "Google Pixel charging failure post-update").

4. Recommendations

A. Automation & Self-Service

Chatbot for High-Volume Queries

Automate responses for "Billing Inquiry" and "Refund Request" categories.

Example:

text

User: "How to cancel my subscription?"

Bot: "Click [here](link_to_cancellation_portal) to cancel online or reply 'YES' for a refund form."

Predefined Response Templates

Create templates for common issues like data loss

Hi [Customer],

We're sorry about your data loss. Please try:

1. Check cloud backups (Google Drive/OneDrive).
2. Use disk recovery tools.
3. Follow this [step-by-step guide](link).

Knowledge Base Expansion

Build articles for:

"How to Recover Lost Files in Microsoft Office."

"Fixing Firmware Update Failures on Sony PlayStation."

B. Operational Improvements

Triage System for Critical Tickets

Assign dedicated engineers to resolve data loss/hardware issues within 24 hours .

Proactive Customer Engagement

Send reminders for pending responses:
text

1

"Hi [Customer], we noticed your ticket (#1234) is pending your response. Can you confirm if [solution] works?"

Agent Training

Focus on high-frequency products like HP Pavilion and Adobe tools.

C. Data-Driven Insights

Root Cause Analysis

Track recurring bugs (e.g., "Adobe Audition v031600 crashes") and share feedback with product teams.

Sentiment Monitoring

Use NLP to flag negative sentiment for immediate escalation.

5. Implementation Roadmap

