Customer Support Ticket Dashboard Insights

1. Escalation Rate - Needs Improvement

A high escalation rate (47.3%) suggests dissatisfaction or poor first-level resolution.

Key issues like 'Payment Failure' or 'Login Issue' may contribute.

Recommendation: Analyze root causes, train agents on frequent escalations, and deploy bots for common FAQs.

2. Average Resolution Time - Moderate, Room to Improve

Average resolution time is around 39.3 hours. Some agents exceed 40 hours frequently.

This affects overall SLA compliance and customer satisfaction.

Recommendation: Provide coaching to slow performers and implement real-time SLA tracking dashboards.

3. Customer Satisfaction Score - Below Ideal (3.05/5)

Satisfaction scores are low, often tied to high resolution times or recurring escalations.

Recommendation: Send follow-up surveys, improve agent empathy, and analyze feedback regularly.

4. Heatmap Trends - Monthly Ticket Spikes

High volumes for 'Bug Reports' and 'Login Issues' in January, April, and June.

Recommendation: Anticipate spikes, staff up accordingly, and send proactive customer communications.

5. Channel Distribution - Phone May Be Weak

Email, Chat, and Phone are balanced, but Phone could be dragging down satisfaction.

Recommendation: Improve phone scripts and promote live chat or in-app support.

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6. Top Issue Types - Bug Report, Account Suspension

These are the most frequent issues. High volume can lead to agent overload and missed SLAs.

Recommendation: Set automated categorization, fast-routing workflows, and flag for product investigation.

Summary Table

Area	Recommendation
High Escalation	Train agents, use bots for common issues
Long Resolution	Track SLAs, mentor underperforming agents
Low Satisfaction	Improve scripts, follow-up surveys, empathy training
Issue Spikes	Prepare in advance, analyze product issues
Phone Channel Weak	Enhance scripts, push for Chat support