# Device Deactivation Crisis Management

## Challenge

Legacy McAfee users experienced device deactivation failures due to a database migration error. This resulted in:

- •Increased customer dissatisfaction.

- •A surge in support tickets and call volumes.

## Solution

A cross-functional crisis response team was formed to manage the issue effectively over a six-month resolution period. Key actions included:

- •Kanban Workflow: Implemented for incident management with defined Work-In-Progress (WIP) limits.

- •Daily Stand-Ups: Facilitated communication between engineering, support, and product teams.

- •Real-Time Escalation Matrix: Created using Smartsheet to track issues efficiently.

- •Documentation: Developed internal and external guides to streamline troubleshooting.

## Key Results

- •Over 10,000 service requests were processed during the migration period.

- •Customer satisfaction (CSAT) scores were maintained despite technical challenges.

- •First-Call Resolution (FCR) rates improved due to enhanced escalation processes.

This structured approach ensured service continuity while addressing customer concerns effectively.

### McAfee™

## CST 2.0 Assistance Needed

This form is used only for the scenarios listed below. Please don't log any other issues into this form aside from the following requests.

- ● Unable to process. Use old CS tool to handle this customer query.
- ● Customer accounts with an invalid email domain format.
- ● Assistance with WSS device deactivation/reactivation.

If you have any of the issues listed above follow the process in Doc ID 0002508 - CST Tool Issues

Submit

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| Task Name | Description | Status | Priority | Assignee | Due Date | Notes |
|---|---|---|---|---|---|---|
| Stakeholder Identification | Identify all stakeholders (e.g., engineering, support, product teams) | In Progress | High | Project Manager | Date | Use RACI matrix to clarify roles and responsibilities. |
| Kick-off Meeting | Conduct initial meeting to set expectations and communication cadence | Not Started | High | Project Manager | Date | Share project roadmap and escalation matrix. |
| Kanban Workflow Setup | Implement Kanban workflow for incident tracking with WIP limits | Not Started | High | Engineering Lead | Date | Ensure clear task ownership and visibility. |
| Escalation Matrix Creation | Develop real-time escalation tracking using Smartsheet | Not Started | High | Support Lead | Date | Include escalation tiers and response times. |
| Create KB Articles | Create internal and external troubleshooting guides | Completed | High | KM Team | Date | Ensure clarity for both users and support teams. |
| Oracle CRM Integration | Collaborate with Dev team to integrate device deactivation requests via Oracle CRM backend systems | Not Started | High | Dev Team | Date | Map fields between Oracle CRM and existing systems; test integration thoroughly. |
| Daily Stand-ups | Schedule daily meetings to review progress and address blockers | Not Started | High | Project Manager | Daily | Include representatives from all key teams (engineering, support, product). |
| Customer Support Training | Train support teams on new processes/workarounds | Not Started | High | Support Lead | Date | Provide training materials based on updated documentation. |
| Issue Tracking & Reporting | Monitor service requests and report progress | Not Started | High | Engineering Lead | Weekly | Use Smartsheet or similar tools for real-time updates. |
| Resolution Testing | Test final resolution for device deactivation issues | Not Started | High | | | |

## Key Metrics for Reporting

1.**Customer Satisfaction (CSAT):** Measure customer satisfaction levels throughout the migration period.

2.**First-Call Resolution (FCR)**: Track improvements in resolving issues on the first call.

3.**Service Requests Processed**: Report the total number of requests handled during the migration.

4.**Escalation Efficiency**: Highlight improvements in issue resolution times due to Smartsheet tracking.

5.**Documentation Impact**: Assess how internal/external guides contributed to smoother operations.

## Tools used in the Device Deactivation Crisis Management project:

| Tool | Purpose |
|---|---|
| Smartsheet | Real-time escalation matrix, project management and tracking. |
| Oracle CRM | Integrate and manage device deactivation requests. |
| Old CS Tool | Customer support tool. |
| Power BI (or similar) | Data visualization. |
| Zapier | Automate reports. |
| Customer Support Tools | Used by the support team for service requests. |
| Analytics Tools | Used by the analytics team for data visualization. |