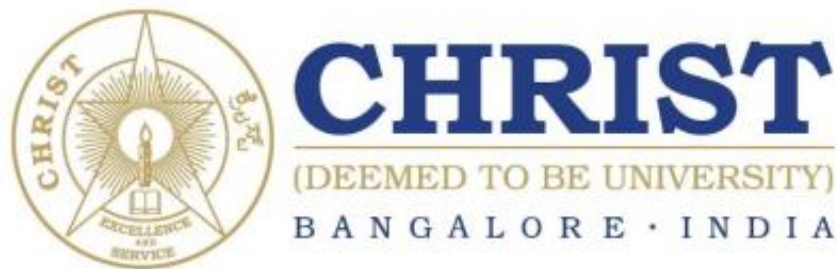


MDS681 - PROJECT (INDUSTRY PROJECT)

SYNOPSIS

**ENHANCING CUSTOMER SATISFACTION: DATA-DRIVEN
INSIGHTS FOR OPTIMIZING SUPPORT TEAM PERFORMANCE**



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SYNOPSIS

ENHANCING CUSTOMER SATISFACTION: DATA-DRIVEN INSIGHTS FOR OPTIMIZING SUPPORT TEAM PERFORMANCE

Customer Satisfaction (CSAT) is a key indicator of a company's success, influencing customer loyalty and overall reputation. Currently, the organization holds a CSAT score of 88% in 2024, surpassing the industry benchmark of 85%. While the score is already above industry standards, the objective is to push beyond 88% by 2025 while understanding the factors contributing to the remaining 12% gap in satisfaction from the previous year.

CSAT is measured as the percentage of positive ratings received from customers, calculated using the formula:

$$\text{CSAT} = \frac{\text{Number of "Good" Rated Ratings}}{\text{Total No. of Rated Tickets}} * 100$$

To achieve this goal, a structured CSAT analysis and enhancement plan has been developed. This includes examining customer feedback, ticket resolution efficiency, agent performance, and operational factors that influence satisfaction. Tracking CSAT trends over time—daily, weekly, and monthly—will help identify specific periods of lower satisfaction. Ticket-level data analysis will further evaluate agent performance, resolution times, first-contact resolution (FCR) rates, and escalation patterns.

A key part of the study involves leveraging **Natural Language Processing (NLP)** to analyze customer sentiment. Feedback comments will be categorized to identify major themes in dissatisfaction, such as long wait times, unresolved issues, or ineffective communication. Additional analysis will assess how ticket volume impacts agent performance, customer wait times, and whether ticket prioritization affects overall satisfaction. Escalation and reopen rates will also be examined to understand how unresolved issues contribute to negative customer experiences, alongside a **touchpoint analysis** to determine if customers prefer single-touch resolutions over multiple interactions.

The project follows a **structured data-driven approach**, starting with **data collection and preprocessing** from customer feedback channels, ticketing systems, and CRM platforms. Ensuring data accuracy through cleaning and standardization is a priority before conducting CSAT trend analysis. Sentiment analysis using NLP will categorize feedback into positive, neutral, and negative sentiments, identifying key drivers of dissatisfaction. Simultaneously, **agent performance analysis** will compare CSAT scores across different agents, evaluating their efficiency in resolving tickets, adherence to FCR standards, and responsiveness.

Further, **resolution time and wait time analysis** will assess whether faster responses correlate with higher CSAT scores, while **ticket volume analysis** will determine if an agent's workload impacts service quality. Additionally, investigating **escalation and reopen rates** will reveal how unresolved issues influence customer perception and highlight areas for improvement.

Using these insights, **key improvement strategies** will be designed to refine workflows, enhance agent training, and implement **AI-driven chatbots, predictive analytics, and automated prioritization techniques** for improved efficiency. A **pilot implementation** will be carried out on a smaller subset of the support team to measure effectiveness before full-scale deployment. Real-time **performance monitoring and adjustments** will ensure continuous optimization based on emerging trends.

The final stage of the project will involve a **comprehensive review** to measure the impact of implemented strategies, track post-implementation CSAT trends, and refine long-term service improvement plans. The goal is not only to **achieve but sustain** a CSAT score above 90% by 2025, reinforcing the organization's commitment to delivering exceptional customer service.

By integrating **advanced analytics, sentiment analysis, and continuous performance tracking**, this initiative establishes a **data-driven foundation** for optimizing customer support operations. This strategic approach will help exceed customer expectations, strengthening brand trust, increasing customer retention, and ensuring long-term success.