Oasis Customer Support Analysis

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Introduction

OBJECTIVE:

Analyze Oasis customer support team's productivity, performance, and customer characteristics to identify bottlenecks, understand customer trends, and improve overall service quality.

DATA CONTEXT:

1. Dataset covers synthetically generated historical customer support tickets from 2020-2023
2. Date Gaps: **Purchase dates** span 2020-2021, while **Resolution times** are from 2023, limiting us to analyze trends correctly
3. Key field **Ticket Created Time** is not present in the dataset.

KEY ASSUMPTIONS & LIMITATIONS:

1. "**First Response Time** " and "**Time to Resolution**" as used to calculate the metric "**Average Ticket Resolution Time**" since a critical field "**Ticket Created Time**" is not present.
2. "**First Contact Resolution**" is calculated when the "**Time To Resolution**" is before is before "**First Response Time**"

Oasis Systems

8469	3.0 / 5	2819	7.60	16.14%
Total Tickets	**Satisfaction Score (CSAT)**	**Open Tickets**	**Avg Resolution Time (Hrs)**	**First Contact Resolution**

Product Category

All ▼

Ticket Priority

Select all	Critical	High	Low	Medium

Current Ticket Status 2020 - 2023

Pending Customer Response 2.88K (34.02%)

Open 2.82K (33.29%)

Closed 2.77K (32.7%)
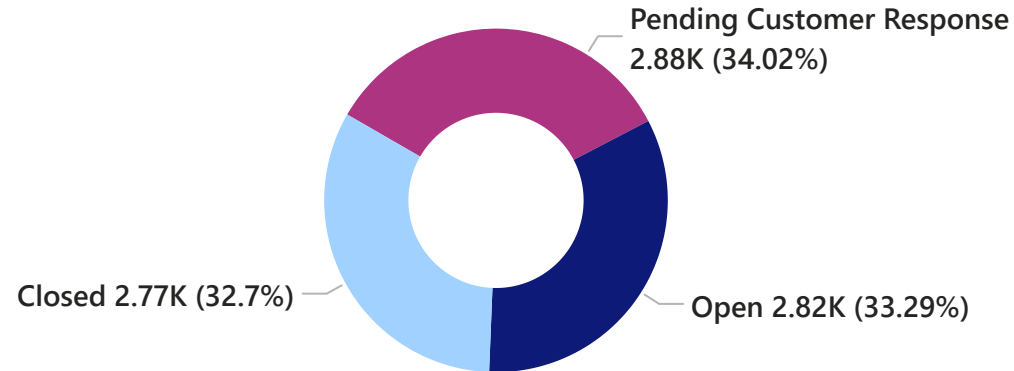
Customer Characteristics : Age Groups

Ticket Priority ● Critical ● High ● Low ● Medium

Age Group					
18-34	654	671	682	722	2729
35-49	612	592	558	578	2340
50+	863	822	823	892	3400

Number of Tickets by Priority
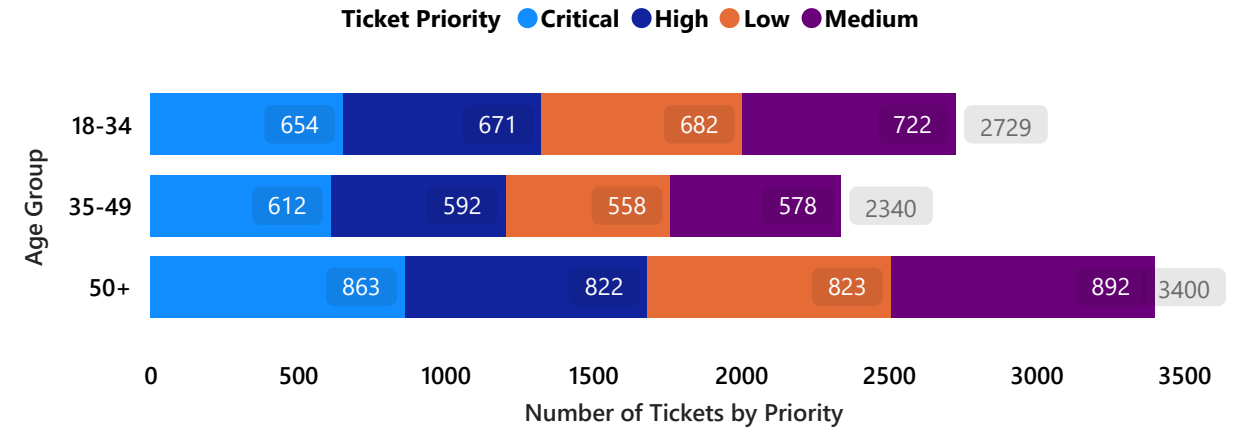
Performance Analysis

Ticket Channel	Total Tickets	Resolution Rate	Channel CSAT
Chat	2073	32.51%	3.08
Email	2143	33.60%	2.96
Phone	2132	32.41%	2.95
Social media	2121	32.25%	2.97

Product and Issue Analysis: Top Products Requiring Support

Product	Number of Tickets
Canon EOS	240
GoPro Hero	228
Nest Thermostat	225
Amazon Echo	221
Philips Hue Lights	221

Executive Dashboard

Avg Customer Age

0   44   88

1087
Highly Satisfied Customers

32.70%
Customers Rated
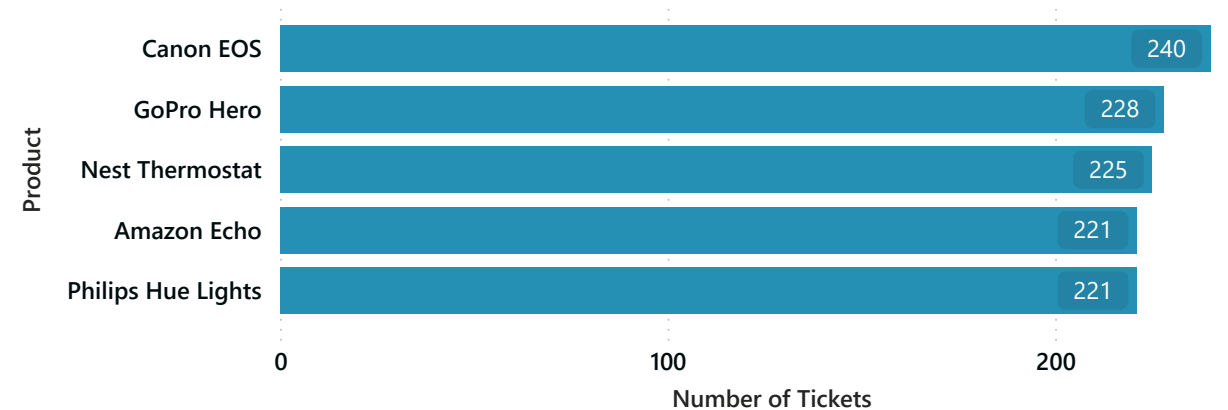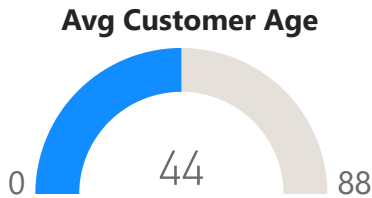
Customer Gender Distribution Across Age Groups

Age Group ● 18-34 ● 35-49 ● 50+

Gender Distribution

	Male	Female	Other
Total	2.90K	2.89K	2.69K
50+	1.1K	1.1K	1.1K
35-49	0.8K	0.8K	0.7K
18-34	0.9K	0.9K	0.8K

Customer Gender
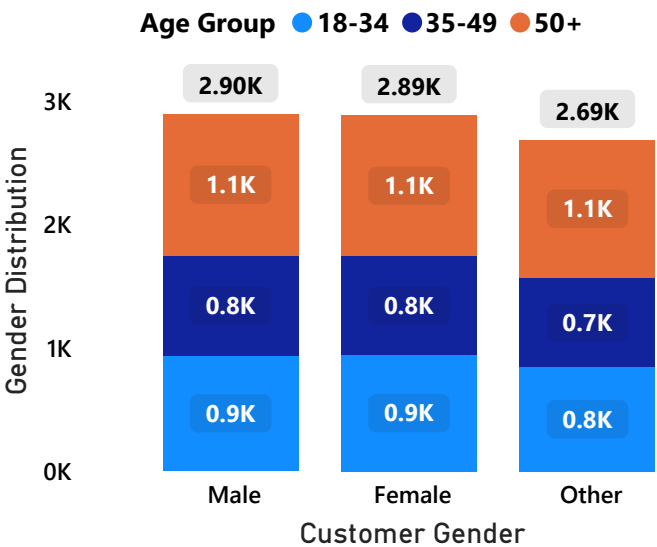
Ticket Volume by Channel and Inquiry Type

Ticket Type	Chat	Email	Phone	Social media	Total
Refund request	426	455	427	444	1752
Technical issue	453	408	421	465	1747
Cancellation request	408	448	426	413	1695
Product inquiry	388	427	424	402	1641
Billing inquiry	398	405	434	397	1634
Total	2073	2143	2132	2121	8469

Customer Satisfaction by Age Group

CSAT

3.026
2.987
2.961

| 18-34 | 50+ | 35-49 |
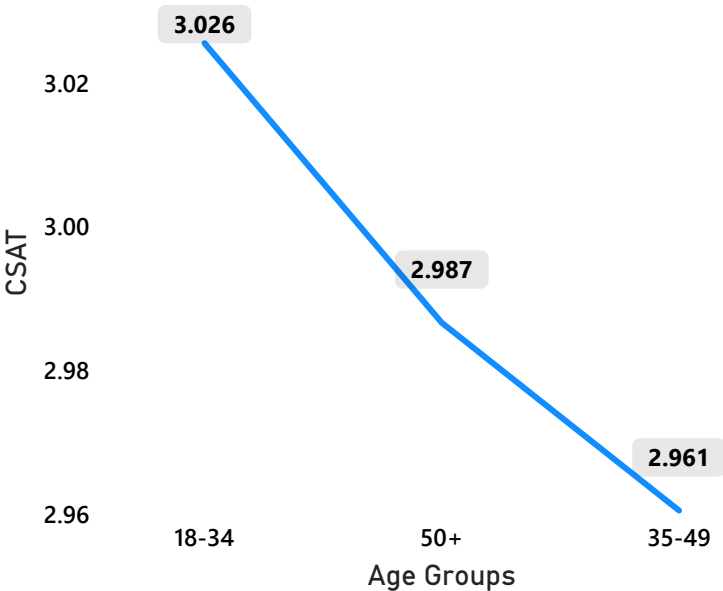
Age Groups

Ticket Volume by Product Category and Age Group

Age Group	Audio Equipment	Computers and Electronics	Gaming Consoles	Home Appliances	Mobile Devices	Photography	Smart Home Devices	Software	Wearable Technology	Total
18-34	204	671	368	214	266	338	282	193	193	2729
35-49	151	588	332	172	220	298	245	163	171	2340
50+	220	925	458	236	340	425	338	221	237	3400
Total	575	2184	1158	622	826	1061	865	577	601	8469

Performance Analysis

8469
Total Tickets

3.0 / 5
Customer Satisfaction

7.60
Avg Resolution Time (Hrs)

Ticket Priority
All ▾

Channel-Wise Customer Satisfaction

● Channel CSAT ● Resolution Time in Hours

CSAT (left axis) vs Ticket Channel (Chat, Social media, Email, Phone); Resolution Time in Hours (right axis)

Data labels:
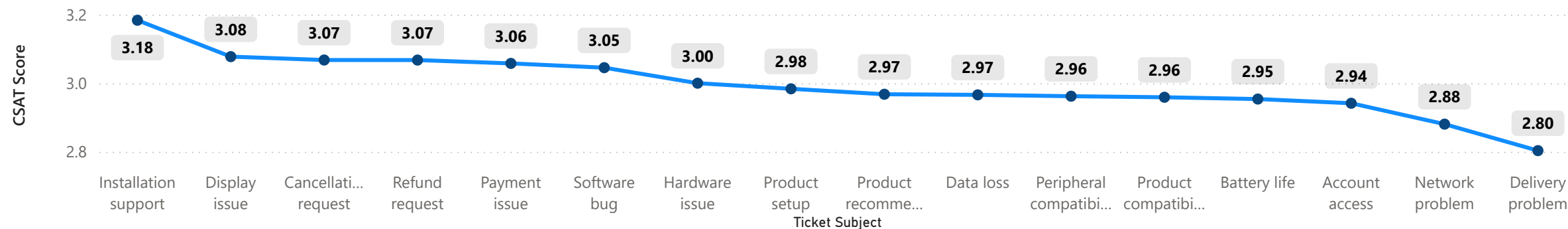- Chat: 3.08 / 7.54
- Social media: 2.97 / 7.93
- Email: 2.96 / 7.66
- Phone: 2.95 / 7.31
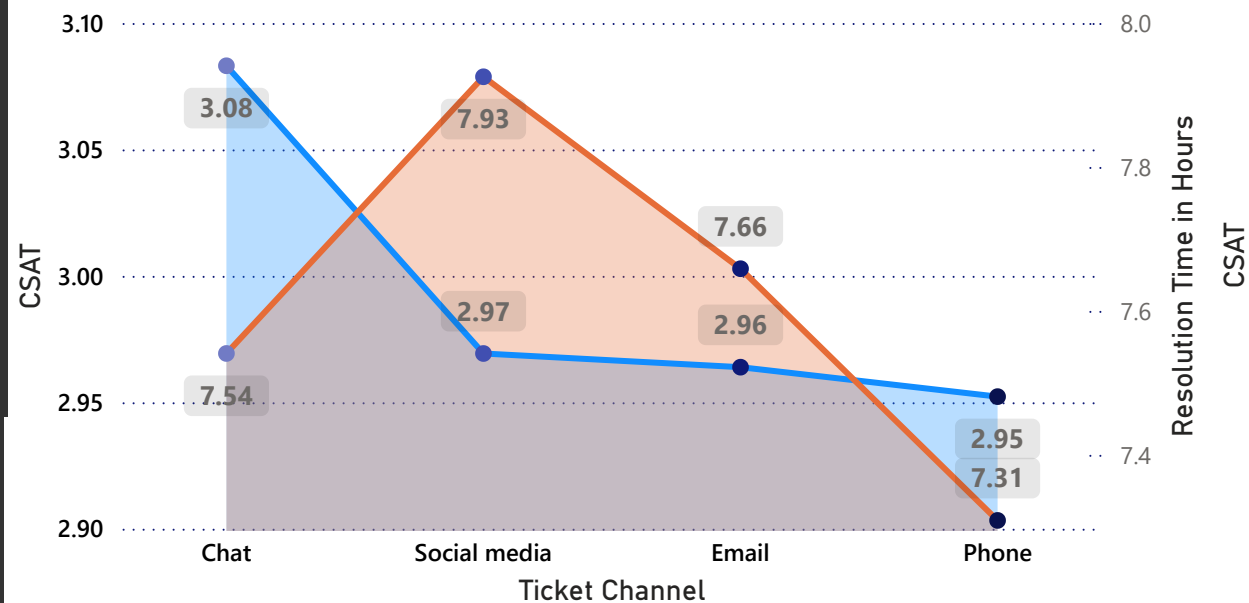
Channel-Wise Customer Satisfaction

● Overall CSAT ● Resolution Time in Hours

CSAT vs Ticket Type; Resolution Time in Hours

Data labels:
- Cancellation request: 3.03 / 7.71
- Billing inquiry: 3.03 / 7.07
- Product inquiry: 3.02 / 7.75
- Technical issue: 2.96 / 7.40
- Refund request: 2.93 / 8.12
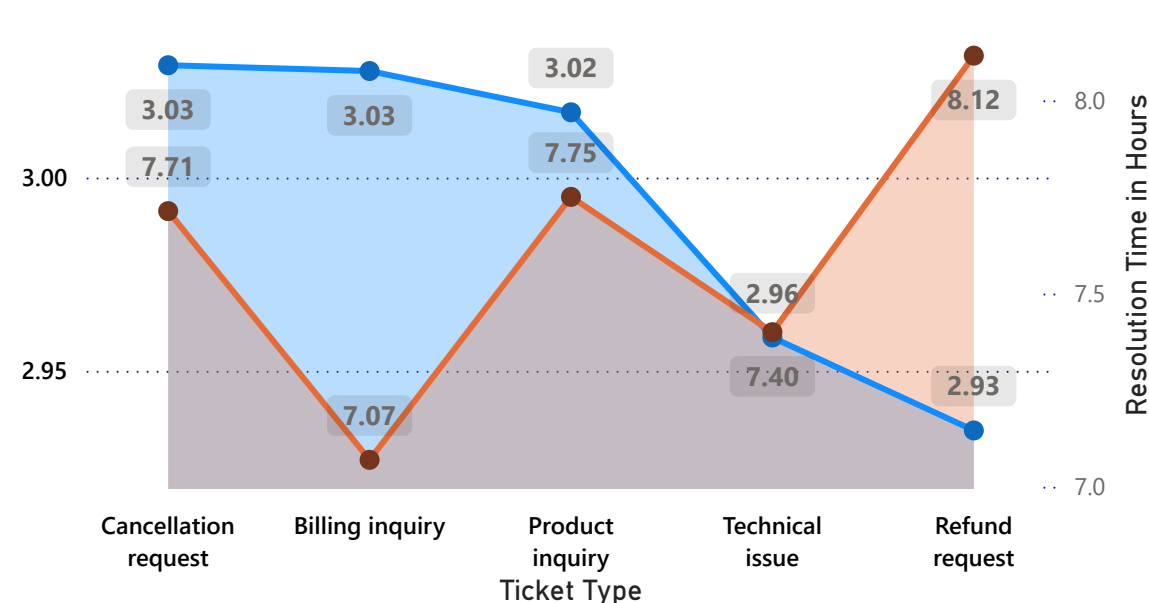
Avg CSAT score by Ticket Subject

CSAT Score vs Ticket Subject

Data labels:
- Installation support: 3.18
- Display issue: 3.08
- Cancellation request: 3.07
- Refund request: 3.07
- Payment issue: 3.06
- Software bug: 3.05
- Hardware issue: 3.00
- Product setup: 2.98
- Product recomme...: 2.97
- Data loss: 2.97
- Peripheral compatibi...: 2.96
- Product compatibi...: 2.96
- Battery life: 2.95
- Account access: 2.94
- Network problem: 2.88
- Delivery problem: 2.80

Product and Issue Analysis

Refund request
Top Issue Type

Canon EOS
Most Problematic Product

Products and Total Tickets in each Issue Category

Product Purchased	Billing inquiry	Cancellation request	Product inquiry	Refund request	Technical issue	Total
Canon EOS	46	44	52	50	48	240
GoPro Hero	38	42	41	50	57	228
Nest Thermostat	38	43	50	49	45	225
Amazon Echo	43	40	39	51	48	221
Philips Hue Lights	45	49	41	41	45	221
LG Smart TV	37	53	49	38	42	219
Sony Xperia	45	48	32	52	40	217
Roomba Robot Vacuum	45	35	44	48	44	216
Apple AirPods	55	39	40	33	46	213
LG OLED	43	52	40	41	37	213
iPhone	51	45	31	42	43	212
Sony 4K HDR TV	45	34	45	44	42	210
Garmin Forerunner	45	36	36	43	48	208
LG Washing Machine	37	40	42	43	46	208
Canon DSLR Camera	41	41	35	50	39	206
Nikon D	37	35	37	51	44	204
Google Pixel	32	50	48	36	37	203
Nintendo Switch Pro Controller	32	42	46	40	43	203
Fitbit Charge	32	41	40	46	43	202
Total	1634	1695	1641	1752	1747	8469

Total Tickets by Priority

- Low 2.1K (24.36%)
- Medium 2.2K (25.88%)
- High 2.1K (24.62%)
- Critical 2.1K (25.14%)
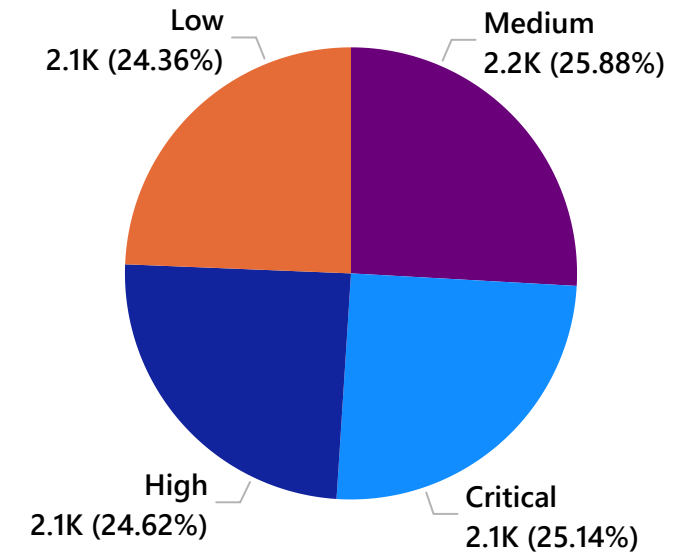
Recommendations

OPERATIONAL EXCELLENCE:

Launch a comprehensive First Contact Resolution (FCR) improvement program:

Target: Increase FCR from 16.14% to industry standard (70-75%)
1. Implement specialized training for Computers & Electronics (highest volume category)
2. Create dedicated support teams for top 3 products with the most tickets (Canon EOS, GoPro Hero, Nest Thermostat)

CHANNEL STRATEGY OPTIMIZATION:

Maximize high-performing channels:
- Expand chat support resources (highest CSAT: 3.08/5)
- Implement AI-powered chat assistance for common issues

Address underperforming channels:
- Establish 30-minute response protocol for social media (currently slowest at 7.93 hours) as it will help us against negative publicity
- Launch phone support quality program (lowest CSAT: 2.95/5)
- Implement regular call audits and standardized scripts

Recommendations

CUSTOMER-CENTRIC IMPROVEMENTS:

Age-specific support enhancement:
1. Develop specialized support protocols for 50+ age group (highest ticket volume: 3,400)
2. Create dedicated knowledge base for Computers & Electronics by age segment

Process streamlining:
1. Fast-track system for billing inquiries (current longest resolution: 8.12 hours)
2. Enhance installation support resources (highest CSAT: 3.18/5)
3. Standardize resolution processes across all channels

QUALITY AND MONITORING:

Implement comprehensive quality assurance:
1. Real-time social media monitoring and response system
2. Monthly quality audits across all channels
3. Regular customer service training program

Performance tracking:
1. Channel-specific CSAT targets
2. Resolution time monitoring by product category
3. Customer feedback analysis by age group

Potential Impact and Implementation Timeline

EXPECTED IMPACT (6 Months):

1. First contact resolution improvement from 16.14% to minimum 50%
2. Reduction in pending response rate from 34.02% to below 25%
3. CSAT improvement from 3.0 to 3.5
4. 20% reduction in resolution time for billing inquiries
5. Improve phone support CSAT from 2.95 to minimum 3.2 within 3 months
6. Reduce social media response time by 50%
7. Achieve 90% positive or neutral social media sentiment

IMPLEMENTATION TIMELINE:

1. Month 1: Launch call audits and social media monitoring
2. Month 2: Roll out channel-specific training programs
3. Month 3-4: Process standardization across channels
4. Month 5-6: Quality improvement initiatives