Business Requirements Document (BRD)

Project: Escalation Workflow Optimization (Contact Center Domain)
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1. Project Overview

This project addresses rising escalation rates in a customer support environment and proposes workflow enhancements designed to reduce resolution time, improve customer satisfaction, and streamline operational handoffs.

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2. Business Problem

Current escalation processing involves multiple approval layers, unclear routing logic, and outdated decision content. This results in:

- Increased customer frustration
- Longer handling time
- Higher operational cost
- Reduced first-touch resolution

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3. Project Goals

Goal	KPI Impact
Reduce escalation rate	From 11.8% → <5%
Improve resolution time	9.1 min → ~7.2 min
Improve CSAT	3.6/5 → ≥4.2/5
Improve FTR (First Touch Resolution)	61% → 75–80%

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4. Stakeholders

Role	Responsibility
Customer Support Agents	First-level handling
Specialists	Technical or policy-sensitive resolution
Supervisors	Edge-case support and compliance
Reporting & QA Team	Metric monitoring
Operations Manager	Approval authority

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5. Current Process Summary

- Manual routing
- Approval hierarchy across 3 layers
- No automation
- Repeated customer clarification attempts

(Attach Current_Workflow.png here)

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6. Proposed Future Process

- Smart triage bot routes cases dynamically
- Specialist queues by category
- Integrated knowledge base update triggers

(Attach Future_Workflow.png here)

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7. Functional Requirements

Requirement ID	Requirement	Priority
FR-001	Automated triage rules based on category	High
FR-002	Single-level approval for refunds	Medium
FR-003	Knowledge base update flagging	Medium
FR-004	Routing dashboard visibility	High
FR-005	SLA-based escalation triggers	High

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8. Non-Functional Requirements (NFR)

Requirement	Definition
Reliability	Workflow must auto-route without error
Performance	Triage must process in under 1 second
Usability	Agents must require <30 min training
Scalability	Must support volume growth 30–50%

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9. Risks & Mitigation

Risk	Likelihood	Mitigation
Agent resistance to change	Medium	Training + support
Routing logic errors	Low	QA testing sandbox
Incorrect automation flags	Medium	Knowledge updates + audit

10. Acceptance Criteria

- Routing accuracy ≥ 90%
- Escalation rate trend reduction within 30 days
- User feedback score ≥ 4.0/5 during pilot

11. Success Metrics

Use KPI model projections already uploaded.