

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.

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Current escalation processing involves multiple approval layers, unclear routing logic, and outdated decision content.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

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%

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

5. Current Process Summary

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

(Attach Current_Workflow.png here)

6. Proposed Future Process

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

(Attach Future_Workflow.png here)

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

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%

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 $\geq 90\%$
- Escalation rate trend reduction within 30 days
- User feedback score $\geq 4.0/5$ during pilot

11. Success Metrics

Success will be measured against the improvement targets defined in the KPI Impact Model. These include:

- Reduction of escalation rate to below 5%
- Reduction of average resolution time to approximately 7.2 minutes
- Improvement of first-touch resolution to 75–80%
- Increase in CSAT to 4.2 or higher

Detailed projections and calculations are documented in the file:

03_Impact_and_Insights/KPI_Impact_Model.xlsx

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