

Escalation Workflow Optimization Using Root Cause Analysis Contact Center Environment

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Escalation Problem Summary

Escalation rates increased from 4.2% → 11.8% over 7 weeks.

Identified issues:

- Manual routing and delayed approvals
- Customer repeating information multiple times
- No clear triage or prioritization rules



Root Cause Analysis Summary

Primary contributing factors:

- Multiple handoffs and approval layers
- Outdated knowledge content leading to inconsistent responses
- Lack of automated routing based on case type

Methods applied:

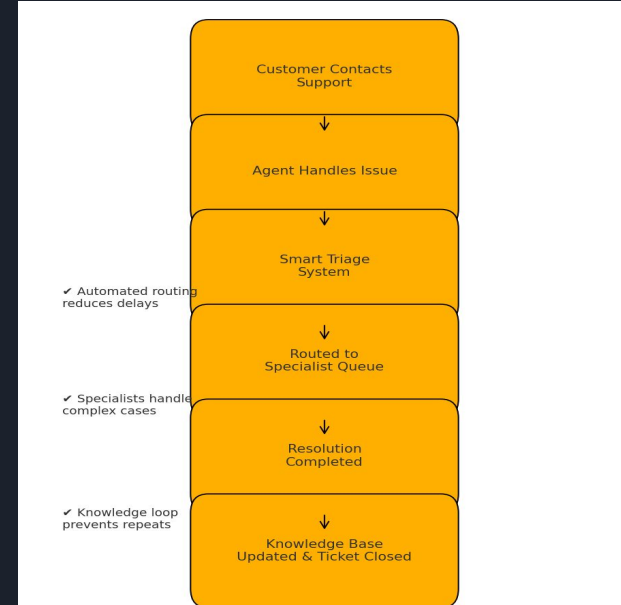
- Fishbone Diagram
- 5 Whys

Current Workflow (AS-IS)

Existing escalation workflow relies heavily on manual routing and supervisor intervention.

Key pain points:

- Slow routing
- Bottlenecks at supervisor/manager level
- No automation or logic-based assignment





Future Workflow (TO-BE)

Redesigned workflow introduces automation and logic-driven routing to reduce dependency on manual escalation.

Key improvements:

- Smart triage automation
- Specialist routing based on issue type
- Knowledge base update trigger loop



Expected KPI Impact

Projected improvements:

- Escalation Rate: 11.8% \rightarrow <5%
- Resolution Time: 9.1 min \rightarrow ~7.2 min
- First Touch Resolution: 61% \rightarrow 75-80%
- CSAT: 3.6 \rightarrow \geq 4.2



Conclusion

The new workflow shifts from reactive escalation management to proactive escalation prevention.

Outcome:

- Faster handling
- Reduced friction
- Improved customer experience
- More efficient routing and decision-making