



Help Center Analysis By Alexandra George

Agenda

- Introduction
- Part A - Analysis & Presentation
- Part B - Metric Decomposition
- Insights & Interpretation
- Summary & Next Steps

Introduction

This presentation seeks to deliver an in-depth analysis of trends in escalation rates, highlighting significant insights and practical recommendations.

It aims to provide a clear understanding of the factors influencing escalation rates and offer practical solutions to enhance user experience and support efficiency.

Help Center Escalation Rate Over Time

General Trend:

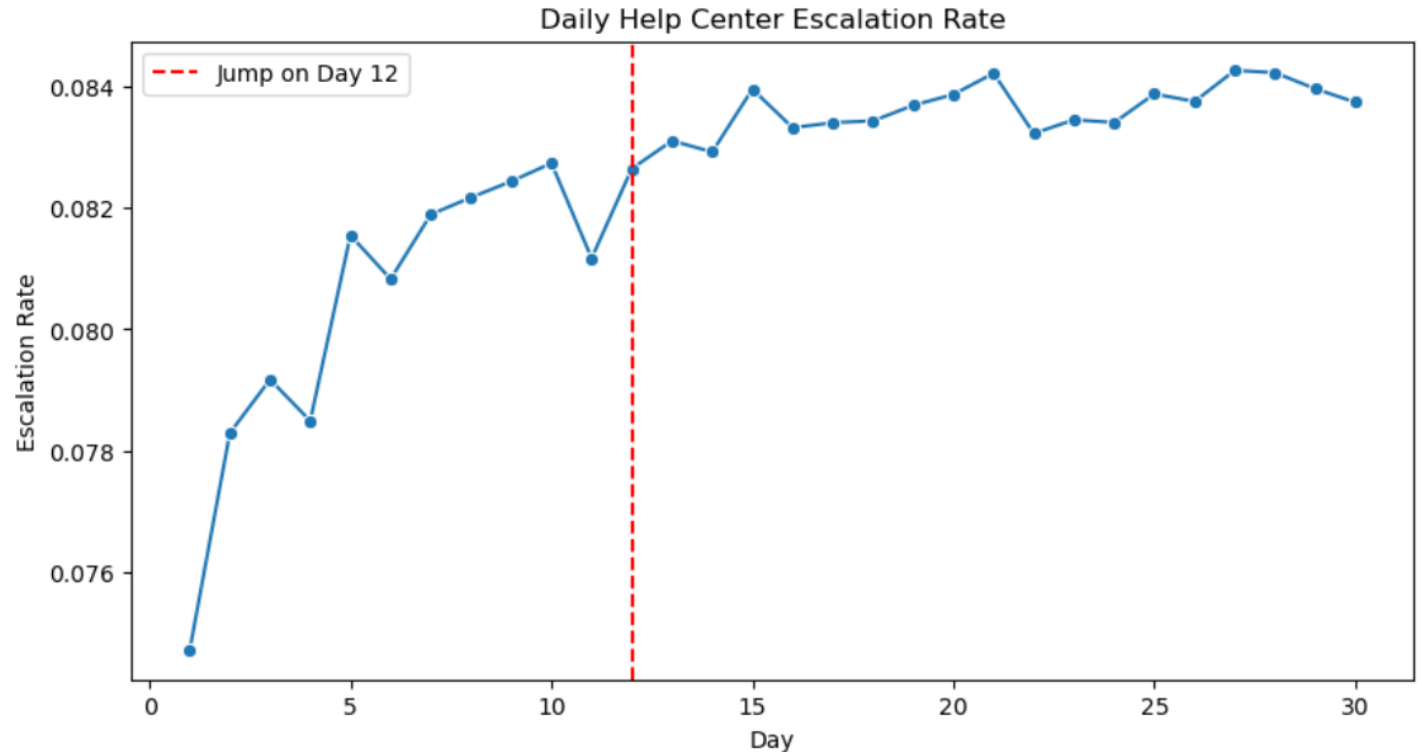
The escalation rate shows fluctuations during the initial 11 days, with minor variations in the percentage of sessions leading to a support case.

These changes seem to fall within a typical range of variation.

Significant Increase on Day 12:

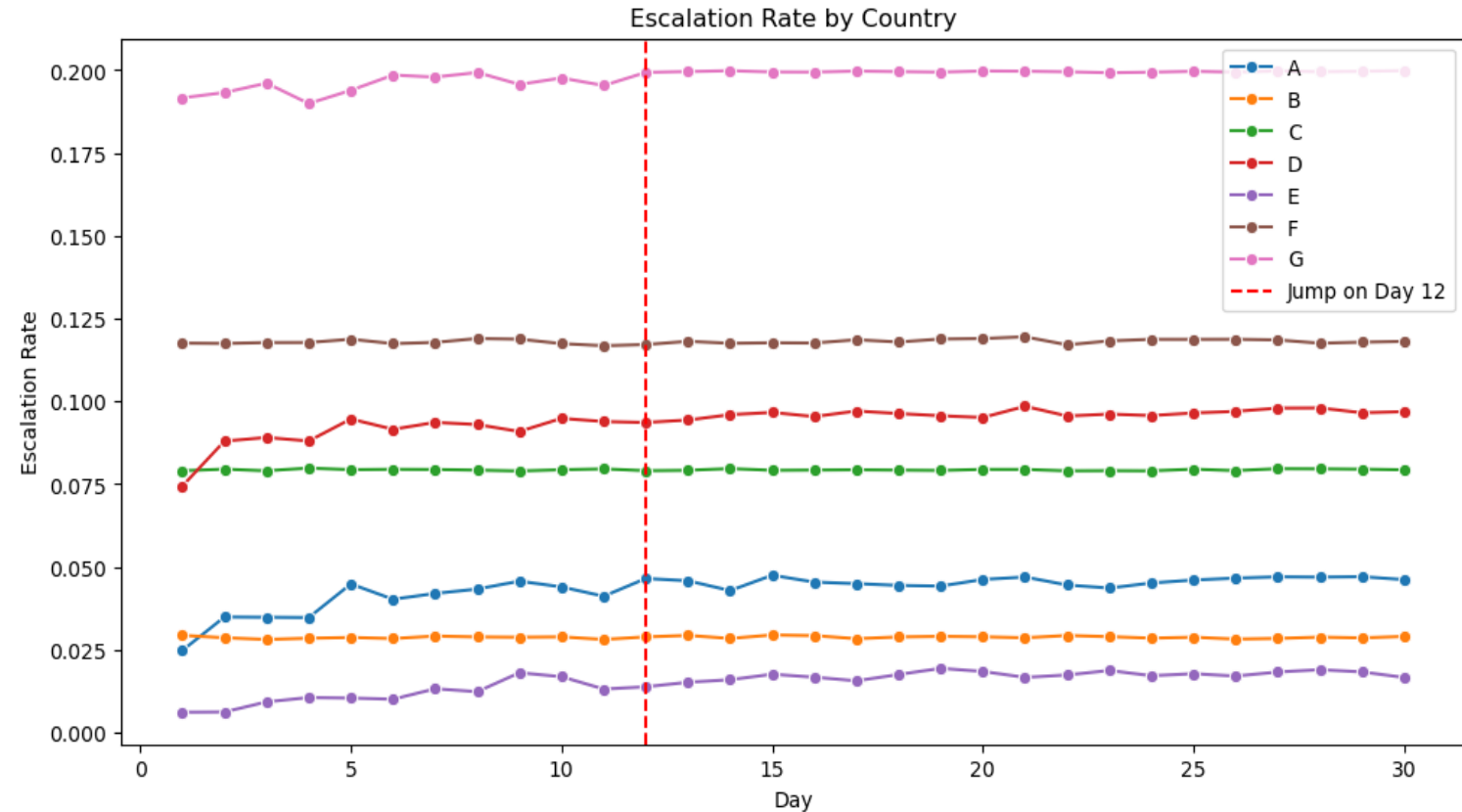
On the 12th day, there is a notable spike in the escalation rate, indicating a considerably higher proportion of Help Center users opted to escalate their issues to a support case instead of resolving them through the Help Center.

This unusual surge points to a possible issue that may have suddenly increased the need for direct support among users.



Breakdown By Country

- An analysis of session proportions by country was conducted to assess whether changes in traffic contributed to the rise in escalation rates.
- Notably, several countries saw a marked increase in their session proportions around Day 12, implying that an influx of users from these areas may have impacted the overall escalation surge.
- Certain countries consistently exhibited above-average escalation rates, indicating that even a minor uptick in their traffic could significantly elevate the overall escalation rate for the Help Center.
- These results suggest that user behavior at the country level, along with regional challenges, likely influenced the trends observed.



Part A - Analysis & Presentation

Possible Reasons for the Increase:

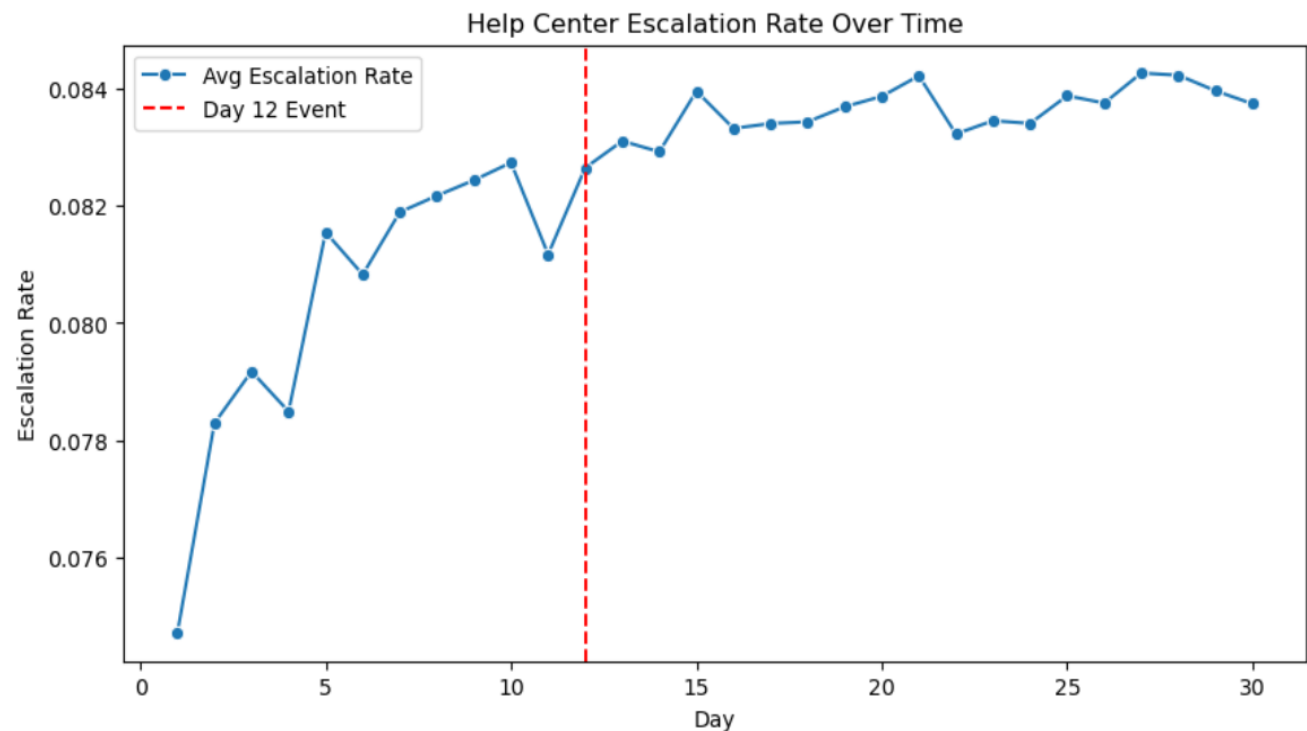
1. **Content Gap:** Users may have sought solutions not found in the Help Center, resulting in escalations.
2. **Technical Issues:** Bugs, outages, or broken links could have hindered user access to helpful resources.
3. **Product Changes:** Updates or policy changes might have confused users and increased cases.
4. **Geographic or Browser Factors:** Issues might be related to specific regions or browsers facing difficulties.

Key Insights from the Analysis

1. **Review Day 12 events** by analyzing Help Center search queries, customer feedback, and system logs.
2. **Organize data by country and browser** to determine if specific demographics were more affected.
3. **Improve Help Center resources** based on frequent escalations to prevent future issues.
4. **Monitor escalation rates** to detect and address anomalies in real-time.

Part B - Metric Decomposition

- Trends at the country level indicate a **decreasing** escalation rate, signifying that **on average**, there is a reduction in escalation rates across all users and browsers.
- The proportion effect demonstrated that variations in session distribution had a significant influence on escalation trends.
- However, when we consider different browsers, we observe that **certain segments (specifically Chrome users) show increases**, which implies:
 - Other browsers or user segments must be experiencing even steeper declines to balance out the rise observed among Chrome users.
 - The overall findings presented in the first table may obscure the variations within subgroups, indicating that different browsers have varying impacts on the general trend.
 - Analyzing other browsers such as Safari, Firefox, or Edge could reveal that they play a more substantial role in the negative total change reflected in the first table.



	day		rate_effect	proportion_effect	total_change
0	2		-0.004645	-0.006083	-0.010728
1	3		-0.006691	-0.004585	-0.011275
2	4		-0.006234	-0.005666	-0.011901
3	5		-0.004007	-0.005886	-0.009894
4	6		-0.006121	-0.003381	-0.009502
	day	browser	rate_effect	proportion_effect	total_change
0	2	Chrome	0.000206	0.000353	0.000559
1	3	Chrome	0.000006	0.000361	0.000367
2	4	Chrome	0.000091	0.000410	0.000501
3	5	Chrome	0.000151	0.000331	0.000483
4	6	Chrome	-0.000021	0.000348	0.000327

Summary & Recommendations

Practical suggestions derived from the findings:

- Enhancing the effectiveness of Help Center articles
- Tackling user experience challenges specific to different countries
- Enhancing browser compatibility and implementing technical improvements

Next Steps



REVIEW FINDINGS WITH
SENIOR LEADER



IMPLEMENT CHANGES TO HELP
CENTER RESOURCES BASED ON
RESULTS



MONITOR FUTURE TRENDS AND
REFINE THE ESCALATION RATE
TRACKING APPROACH



Thank you
