

Project Charter

Project Title: UrbanTel Customer Support Workflow Optimization

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Note: This project was independently conducted with curated analytical support from ChatGPT. The AI was used as a collaborative assistant to simulate real-world Business Analyst mentorship, helping structure the workflow, validate analytical approaches, and refine business communication throughout the project.

1. Business Context

UrbanTel is a mid-sized telecom provider serving over 500,000 customers across multiple regions. As the company has grown, so have its inbound support requests – ranging from technical issues and billing disputes to service interruptions and account changes. The customer support team currently handles these requests via phone, email, and a basic ticketing system. However, resolution times have lengthened, and customer satisfaction scores (CSAT) have dropped below acceptable threshold.

2. Problem Statement

UrbanTel's current support process is inefficient and poorly structured. Support agents often manually escalate cases without standardized criteria. Tickets are sometimes misrouted or duplicated, follow-ups are delayed, and communication between technical teams and customer service lacks clarity. These issues result in long average resolution times, increased workload on senior staff, and dissatisfied customers – increasing the risk of churn.

3. Project Objectives

This Business Analyst project aims to:

- Map the current (AS-IS) customer support workflow
- Identify key pain points and inefficiencies

- Design an optimized (TO-BE) process that reduces resolution time and improves communication
- Recommend process automation and standardization improvements
- Define measurable KPIs for success
- Document business and functional requirements in a formalized brief

4. Scope of Work

In Scope:

- Support ticket handling (from creation to resolution)
- Roles: Customer Support Agents, Team Leads, IT Escalation, Customers
- Channels: Phone, email, ticketing system
- KPIs: Resolution time, CSAT, agent load

Out of Scope:

- Technical infrastructure upgrades
- Marketing/customer acquisition
- HR/staffing changes

5. Stakeholders

Role	Interest
Customer Support Manager	Wants faster, more consistent resolution workflow
IT Operations Lead	Interested in reducing internal miscommunication
COO / Project Sponsor	Expects higher CSAT scores and reduced churn
Support Agents	Need clearer protocols and fewer escalations

6. Expected Deliverables

Deliverable	Format
Stakeholder Interviews Summary	PDF or Word
AS-IS Workflow Diagram	draw.io / PNG
Pain Point Analysis	PDF / Table
TO-BE Workflow Design	draw.io / PNG
Business Requirements Document	Word / PDF
KPI Measurement Plan	Table or Excel
Business Value Justification	Slide or document
Final Case Report	PDF

7. Collaboration Note

This project was independently conducted with simulated stakeholder inputs and guidance from ChatGPT, serving as an analytical mentor and business writing assistant. All workflow designs and decisions were made using real-world BA methodologies.