

Presentation Script

Project Title: UrbanTel Customer Support Workflow Optimization

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Tools Used: Interview Simulation, BA Process Thinking, ChatGPT-curated guidance

Version: 1.0

Slide 1: Title

Hello, my name is Arsen Tagibekov, and this is a business process optimization case study I conducted for a fictional telecom company called *UrbanTel*. This project simulates a real-world scenario in which I was brought in as a Business Analyst to improve the company's customer support workflow.

Slide 2: Contents

Here is the list of points that this presentation covers; from Project Background to Business Impact and Conclusion that also provides information on the next steps to enhance the way UrbanTel's customer support operates.

Slide 3: Project Background

UrbanTel is a mid-sized telecom provider with over half a million customers. As the company grew, so did the volume and complexity of its customer support requests. Their current support system relied on manual processes—mainly phone calls and emails—which led to longer resolution times and a noticeable decline in customer satisfaction scores.

Slide 4: Business Problem

The company faced critical inefficiencies: tickets were often escalated to the wrong team, agents had limited visibility into past cases, and customers had to repeat their issues multiple

times. There was no tracking of service-level agreements, and escalations were inconsistent and manual. These pain points created internal stress and a frustrating customer experience.

Slide 5: Project Objectives

My role was to analyze the current process, identify root issues, design a more efficient future-state workflow, and produce key deliverables including stakeholder analysis, process diagrams, a business requirements document, and KPI definitions to measure success.

Slide 6: Stakeholder Inputs

I conducted simulated stakeholder interviews with agents, leads, IT, and a customer persona. Each revealed unique insights—for example, agents noted ticket duplication and poor routing logic, while IT pointed out that tickets lacked sufficient context. The customer highlighted the lack of updates and unclear ownership of their cases.

Slide 7: AS-IS Workflow

This diagram outlines the existing workflow. You'll see the entire ticket lifecycle, from the moment a customer submits a request, to manual agent handling, escalation delays, and lack of real-time updates. Key issues include looping behavior, no SLA timers, and inconsistent resolution tracking. (Tip: Point to boxes like "Escalation Rejected" or "Customer Follows Up" as major bottlenecks)

Slide 8: Pain Point Summary

Summarizing the feedback, we categorized the core issues into five themes: lack of automation, disorganized escalation flow, disconnected systems, poor visibility, and inconsistent communication. These were cross-cutting concerns shared by both frontline staff and leadership.

Slide 9: TO-BE Workflow

In the redesigned process, we implement automation and structure. The system uses keyword triage to auto-assign tickets, a chatbot handles simple queries, SLA timers are introduced, and all activity is tracked in real time. The process includes checkpoints for proactive communication and better IT collaboration.

Slide 10: Proposed Solution Features

Some of the improvements include: structured escalation menus, customer status trackers, CRM integration for history visibility, and real-time dashboards for support leads. The workflow is built around ownership, speed, and data visibility.

Slide 11: KPIs & Success Metrics

We defined six KPIs to track performance. For example, we expect a 40% reduction in average resolution time, a 50% drop in misrouted escalations, and a CSAT score of at least 85%. These metrics are designed to show measurable value across the support ecosystem.

Slide 12: Business Impact

Beyond improving workflow, the business value is significant. Automation saves time for agents and team leads, while real-time dashboards reduce missed SLAs. Better communication means fewer callbacks and higher retention. Overall, this redesign not only improves efficiency but also enhances the customer experience.

Slide 13: Conclusion & Next Steps

To conclude, this project demonstrates how structured process thinking, stakeholder input, and smart automation can transform customer support. The next logical steps would include aligning with the technical team on implementation and launching a pilot version of the TO-BE workflow.”

Slide 14: Closing

Thank you for reviewing this case. I'd be happy to discuss the process, logic, or tools I used in more detail.