Simulated Stakeholder Interviews and Pain Point Summary

Project Title: UrbanTel Customer Support Workflow Optimization

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Responses from the following 4 stakeholders were simulated by ChatGPT:

Stakeholder	Role
1) Support Agent	Frontline worker handling calls and tickets
2) Support Team Lead	Manage agents and escalations
3) IT Operations Lead	Responsible for system integrations and workflows
4) Customer	Represents the end-user experience

Format:

Each "interview" will include:

- 3-4 targeted questions
- Realistic answers written in their voice
- Business-Analyst-style takeaways *(useful insights)*

Interview 1: Support Agent

Q1: Can you describe your typical day handling customer tickets?

A1: I usually start by checking the queue in our ticketing system. Most cases come from phone calls, some from email. I read the issue, reply if it's simple, or escalate to Level 2 if it's technical. I handle around 30-40 tickets daily. Sometimes the same issue gets submitted twice by a customer. And sometimes tickets bounce back because they were escalated to the wrong team.

Q2: What's the most time-consuming part of your process?

A2: Escalating. We don't have a proper system for flagging which department it should go to, so I send it by guesswork. Sometimes I wait hours or even a day to hear back if it was the wrong team.

Q3: Do you feel you have the tools to do your job efficiently?

A3: Not really. Our system doesn't show the full history of past tickets by default, and sometimes I have to ask customers to explain the same problem again.

Takeaways:

- No intelligent ticket routing
- Agents manually escalate without context
- Ticket duplication exists
- Poor visibility into customer ticket history

Interview 2: Support Team Lead

Q1: What are the most common challenges your team faces during ticket resolution?

A1: First, tickets are often misrouted. Agents escalate technical cases to the wrong IT subgroup, and we lose a day before rerouting it. Second, some tickets get escalated prematurely because agents don't have time to troubleshoot first. That increases load on Level 2 unnecessarily.

Q2: How do you monitor or prioritize support requests?

A2: We don't have SLAs (Service Level Agreement, formal, often contractual, commitment between a service provider and its customer) built into the system – so there's no timer or auto-flag. We sort tickets manually and follow up with agents individually. It's inefficient, especially during peak days.

Q3: Are there any process gaps that slow down your team's work?

A3: Yes – there's no standardized checklist or decision tree for escalation. Every agent uses their own judgment. Also, agents don't always update tickets properly, so tracking status is difficult for me and IT.

Q4: How do you currently report on performance?

A4: I manually export data from the system and build weekly summaries in Excel. It's time-consuming and doesn't reflect real-time performance.

Takeaways:

- No SLA tracking or auto-prioritizing
- Manual supervision and sorting
- Escalation rules are not standardized
- Reporting is manual, not real-time
- Status tracking is inconsistent

Interview 3: IT Operations Lead

Q1: From an IT perspective, what are the biggest workflow issues in Customer Support?

A1: The current system wasn't designed for scale. It lacks dynamic routing logic, so all escalations are manual. There's no integration with our knowledge base or internal communication tools. Also, we don't have API-based syncing with the CRM (Customer Relationship Management), so customer context is often missing when tickets come in.

Q2: Are there any automation opportunities you see but haven't implemented?

A2: Absolutely. We could add smart ticket classification using keywords, and auto-assign issues to teams based on issue type or product. But we need business input to define the rules. We've also discussed implementing a chatbot for basic FAQs – that could reduce volume on human agents.

Q3: What's missing from a system-level tracking and visibility standpoint?

A3: There's no live dashboard. We can't monitor ticket flow, SLA breaches, or resolution bottlenecks in real time. Data is scattered – reporting is mostly pulled manually.

Q4: Are technical teams engaged in the resolution process efficiently?

A4: Not really. Once we receive a ticket, there's often back-and-forth for clarification. We don't get full logs or customer notes, so resolution delays are common.

Takeaways:

- No smart routing, no automation
- CRM and support systems are not integrated
- No live dashboard for ticket tracking or SLAs
- Opportunity for chatbot and keyword-based triage
- Support-to-technical team handoff is unclear and inefficient

Interview 4: Customer (End-User)

Q1: Can you describe your experience with UrbanTel's customer support?

A1: I've had to contact support three times in the last six months – once for a billing error, twice for internet outages. Every time I call, I have to explain the entire issue from scratch. They don't seem to have a record of my previous cases unless I reference them.

Q2: How quickly was your issue resolved, and how did that impact your satisfaction?

A2: For billing, it was solved in 3 days – not bad. For tech issues, I waited 5 days once, and I had to call twice to check on the status. That was frustrating. I didn't get updates unless I followed up.

Q3: Was it easy to know who was handling your case or what step it was at?

A3: Not at all. I wasn't told if it was escalated, or to whom. I just received generic responses. It didn't feel like anyone was truly "owning" my issue.

Q4: If you could change one thing about the experience, what would it be?

A4: Better communication. I want updates and transparency – even if the issue takes time, I want to know what's happening without chasing them.

Takeaways:

- No ticket ownership perception
- Lack of proactive status updates
- Repetition: customer must re-explain issue
- Long delays and unclear handoffs
- Communication is reactive, not structured

Pain Point Summary

Support Agent Perspective

- Tickets are often duplicated due to repeated customer submissions
- Manual escalations frequently go to the wrong department
- No visibility into customer ticket history
- Time wasted waiting for clarification or rerouted cases
- No decision logic or support for escalation flow

Support Team Lead Perspective

- No SLA tracking; agents manually sort and prioritize tickets
- Escalations are inconsistent – agents rely on guesswork
- No checklist or standardized protocol for ticket handling
- Poor ticket status updates make management oversight difficult
- Weekly reporting is manual and time-consuming

IT Operations Lead Perspective

- No dynamic routing or ticket classification in current system
- CRM and ticketing system are not integrated (lack of customer context)
- Lack of automation (e.g., keyword triage, chatbots, rules-based workflows)
- No live dashboard to monitor SLA breaches or ticket flow
- Technical teams lack sufficient context for incoming tickets

Customer Perspective

- Must re-explain issue each time; no visible ticket continuity
- No proactive communication or real-time updates
- Unclear ownership of the case – feels impersonal
- Resolution delays (3-5 days+) and poor transparency
- Follow-ups are reactive and frustrating

Cross-Cutting Issues (Observed Across Stakeholders)

- Lack of automation and intelligent routing
- No standardized workflows or escalation criteria
- Disconnected systems (CRM, ticketing, reporting)
- Manual workarounds increase delays and workload
- Poor communication and visibility for both staff and customers