

KPI Success Metrics & Business Value Justification

Project Title: UrbanTel Customer Support Workflow Optimization

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1. KPI Tracking Plan

KPI	Definition	Goal	Tracking Method
Average Resolution Time	Total time from ticket creation to closure	40% decrease	SLA timers in system + dashboard
First Contact Resolution (FCR)	% of tickets resolved in first agent interaction	More or equal to 60%	Auto-flag if no escalation
SLA Breach Rate	% of tickets not resolved within SLA	Less or equal to 5%	Tracked via system alerts
Customer Satisfaction (CSAT)	Average score from post-resolution surveys	More or equal to 85%	Triggered survey after closure
Agent Touch Time	Average minutes agent spends per ticket	30% decrease	Tracked in ticket log
Re-routing Rate	% of escalations that bounce to wrong team	50% decrease	Escalation path audit

2. Business Value Justification

Time & Cost Savings

- Reducing agent time per ticket by 30% at ~40 tickets/day = **12 FTE hours saved daily**
- Automating weekly reporting and routing saves **~6-8 hours/week/lead**

Productivity Gains

- Agents resolve more tickets per shift due to structured flows

- IT receives better-prepared tickets, reducing clarification loops

Customer Retention & Experience

- Live ticket tracking and updates reduce repeat contacts and frustration
- 85% + CSAT = higher NPS and lower churn

Risk Reduction

- SLA timers and dashboards reduce missed obligations
- Escalation logic cuts rework loops, which will lead to fewer delays

Management Visibility

- Real-time metrics enable proactive coaching
- Reporting becomes data-driven, not anecdotal.

Summary

This redesign doesn't just optimize workflow – it unlocks tangible ROI, boosts customer loyalty, and gives leaders real-time visibility.