Customer Support System Transformation

Organization: Walmart
Framework: Traditional / Waterfall
Sponsor: VP, Customer Experience

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1. Document Purpose

This document defines the **project goals** and **measurable success criteria** for the Customer Support System Transformation initiative. It establishes a clear understanding of what the project aims to achieve and how success will be evaluated upon completion.

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2. Project Goals

2.1 Primary Goals

1. **Reduce Customer Issue Resolution Time**
   Streamline support workflows and eliminate tool fragmentation to significantly reduce the time required to resolve customer issues related to returns, refunds, and complaints.

2. **Improve Customer Experience and Satisfaction**
   Deliver faster, more consistent, and more transparent customer support interactions across all channels.

3. **Standardize Customer Support Operations**
   Implement standardized workflows, SLAs, and escalation paths across customer-facing support teams.

4. **Increase Operational Efficiency**
   Reduce manual effort, rework, and escalations through automation and improved system integration.

2.2 Secondary Goals

1. Improve support agent productivity and job satisfaction

2. Reduce support-related operational costs

3. Enable better visibility and reporting for leadership

4. Establish a scalable platform to support future growth

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3. Success Criteria

3.1 Customer Experience Metrics

Metric	Baseline (Assumed)	Target Outcome
Average Resolution Time	High	**30–40% reduction**
First Contact Resolution Rate	Medium	**Increase by 20%**
Customer Satisfaction (CSAT)	Medium	**Increase by 15–20%**
Complaint Escalation Rate	High	**Reduce by 25%**

3.2 Operational Metrics

Metric	Baseline (Assumed)	Target Outcome
Agent Productivity	Medium	**Increase by 20%**
Cost per Support Ticket	High	**Reduce by 15%**
SLA Compliance Rate	Medium	**>95% compliance**

3.3 Delivery & Governance Metrics

Metric	Success Indicator
Schedule Performance	Project delivered within approved timeline
Budget Performance	Project delivered within approved budget
Scope Control	All changes managed via formal change control
Platform Adoption	>90% agent adoption within 60 days

4. Measurement Approach

- Metrics will be measured using platform dashboards and operational reports
- Baseline data will be validated during the Planning phase
- Performance will be tracked during post-implementation review
- Benefits realization will be reviewed 3–6 months after go-live

5. Alignment with Business Objectives

The project goals directly support:

- Customer-first strategy
- Operational excellence initiatives
- Cost optimization objectives
- Digital transformation roadmap

6. Approval (Portfolio Simulation)

Role	Name	Signature	Date
Executive Sponsor	VP, Customer Experience		
Project Manager	Asvin Pradeep		

✅ **Status**

Goals & Success Criteria: Approved (Simulated)