RESOLUTION DELAYS & CLIENT RISK — SAAS SUPPORT ANALYTICS REPORT

AGENDA

- The Problem
- Objective
- Methodology - Data Preparation
- Key Performance Indicators
- Key Insights
- Observations
- Recommendation
- Conclusion

THE PROBLEM

The core problem identified is that currently pending P3 Normal priority tickets are taking longer to resolve compared to similar P3 tickets that were resolved in the past. This is unusual, as the current workflow should ideally support quicker resolution over time, not delays.

More importantly, this delay in resolution is strongly linked to churn risk. A significant number of churned clients experienced prolonged resolution times for their P3 Normal tickets, and a similar pattern is now emerging among potential churn clients, where their open P3 tickets are also seeing extended delays.

Given that 82% of all tickets received by Company A fall under the P3 Normal category, they are often deprioritized or overlooked. While individually these tickets may seem less urgent, the high volume creates a compounding effect, potentially leading to deteriorating customer satisfaction and increased churn risk if not addressed proactively.

OBJECTIVE

The objective of this analysis is to identify the root causes behind delays in resolving P3 Normal priority tickets and evaluate their impact on client churn risk and satisfaction. By understanding resolution patterns, team-level performance, and client ticket history, the goal is to provide data-driven recommendations to improve support operations and proactively mitigate potential churn, especially among high-ARR clients.

METHODOLOGY – DATA PREPARATION

- Missing Due Dates were imputed based on standard durations for each ticket priority to ensure consistency.
- Response Time gaps were filled with 0 to avoid skewed averages, especially where no human response was logged.
- Ticket Tags with missing values were labeled as “Non-Escalated”.
- Query Level was filled using the most frequent value (mode).
- Duplicate records were removed, and fully null column dropped.
- The ARR column was cleaned by removing symbols for accurate analysis and fully null columns dropped.

KEY PERFORMANCE INDICATORS

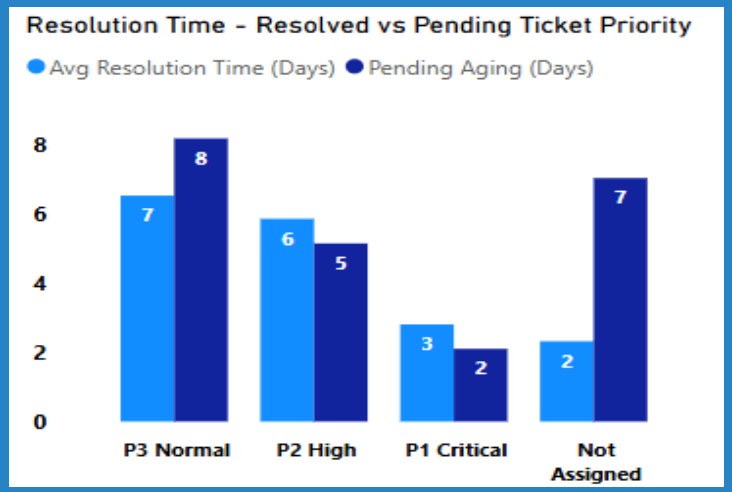
Metric	Current Status
Total Tickets Raised	17K
Ticket Closure Rate	97%
% Tickets Resolved within Due Date	70%
Average Resolution Time (Days)	6 Days
Average First Response Time	21 Hrs
ARR at Risk	$ 330K

KEY INSIGHTS

- **Ticket volume** peaked in **Jan–Feb 2024 (over 50%),** with Feb alone contributing 25%. Volume declined steadily from March onward.
- While Feb maintained 99.6% **closure rates,** May saw a sharp drop to 78.6%
- **70% of tickets resolved within due dates,** 25% of late resolutions were for P3 Normal. Feb lagged at 67% (mostly P3s), while May improved to 84% despite more Critical tickets.
- 82% of tickets are **P3 Normal,** took **7 days average to resolve before,** now **average 8 days aging in current pending** pool.
- **Tickets on hold (27 days Aging) and with CS team (24 days Aging) show high aging,** indicating delays due to external dependencies or pending approvals on P3 Normal tickets.
- **$3.3L ARR at risk** from potential churn clients with delayed P3 resolutions.
- **Top 5 ARR clients not at churn risk,** but **3 of them face avg 6.5-day delays** in P3 Normal ticket resolution — risking satisfaction.

OBSERVATIONS

Breakdown of Resolution/Aging Time by Ticket Priority



P3 Ticket Status vs Pending Days to Resolve

Ticket Status	Pending Aging (Days)
On Hold	36
Open with CSD	24
Open with Product	14
Pending for clarification from Client	14
Reopened	17

- **Previously, P3 Normal tickets were resolved in an average of 7 days (for closed tickets). However, current pending P3 tickets now show an increased aging time of 8 days — indicating a recent slowdown in resolution**
- A key contributor to these delays is the **Customer Success (CS) team**, where **P3 Normal pending tickets show an average aging of 24+ days**, and **most delayed tickets sit either with CS or are on hold.** This points to **internal process bottlenecks or approval dependencies**
- **Churn risk linked to delays: $3.3L ARR at risk; 29% churned and 27% potential churn clients had late P3 resolutions.**

RECOMMENDATIONS

Streamline CS Process Flow : Customer Success Team surely needs to streamline their process flows to reduce high aging tickets (24-27 Days), since resolution time is getting impacted due to requirement of special approvals from CSD.

Investigate and clear on-hold tickets, which show the highest aging, to prevent long-standing delays.

Re-prioritize P3 Normal tickets : Even lower-priority (P3 Normal) tickets, if delayed consistently, can negatively impact client satisfaction and contribute to churn — especially for high-value clients. Ensuring timely resolution, regardless of priority, is key to retention.

Do not deprioritize P3 Normal tickets for high ARR Clients because even a normal delays can harm client satisfaction and retention.

CONCLUSION

Company A is heavily impacted by delays in resolving P3 Normal priority tickets, which make up 82% of all tickets. These tickets show higher resolution and aging times, frequently missing due dates, and are strongly linked to client churn risk — with 29% of churned and 27% of potential churn clients affected.

A key contributor to these delays is the Customer Success (CS) team, where P3 Normal pending tickets show an average aging of 24+ days, and most delayed tickets sit either with CS or are on hold. This points to internal process bottlenecks or approval dependencies.

While Critical tickets are well-handled, consistent delays in P3 Normal resolutions — especially for high-value clients — underscore the need to re-prioritize and streamline CS team workflows to improve overall client experience and retention.