
Customer Support Data Analysis – Summary Report

Objective

The goal of this analysis was to understand recurring problems reported in customer support tickets and suggest improvements to reduce resolution time and enhance customer satisfaction.

Key Observations

1. Common Issues:

- A large chunk of tickets revolved around **login and authentication problems**, including password resets and account lockouts.
- **Payment failures** and **delayed refunds** were also frequent pain points.
- Some users faced issues with **product delivery delays** or incorrect items being shipped.
- There were multiple tickets flagged as **duplicate queries** or **non-actionable**, which points to possible gaps in the support form or customer awareness.

2. Response Time Patterns:

- Tickets tagged as “urgent” or marked with keywords like “not working” or “immediate help” generally had faster responses.
- However, low-priority tickets — especially refund follow-ups — often showed delayed responses or no follow-up at all.

3. Tone & Sentiment:

- Many tickets were written in a neutral or polite tone, but there were a few instances of frustrated or angry language, particularly in cases where a customer had contacted support multiple times with no resolution.

4. Internal Gaps:

- Some tickets were marked “resolved” but showed signs that the actual issue hadn’t been addressed — suggesting either miscommunication or premature closure.

- Repetition of the same issue by different users hints at underlying bugs or unclear processes on the platform.

Recommendations

1. **Introduce a Self-Service FAQ or Chatbot** for common issues like login troubles, payment confirmations, and tracking orders — this could reduce ticket volume significantly.
2. **Automate Ticket Categorization** using simple keyword rules or a tagging system to help agents prioritize more effectively.
3. **Improve Follow-Up Processes** especially for refund-related queries to avoid customers having to repeatedly reach out.
4. **Feedback Collection After Resolution** to make sure the issue was actually solved — not just closed from the system's end.

Conclusion

The current support system is functional but could benefit from better automation, smarter triaging, and a focus on first-time resolution. With a few small process tweaks and better resource visibility, both support efficiency and customer trust can improve meaningfully.

Let me know if you want a short version too, or if you're making this into a PDF/presentation — I can help stylize it.