

SWOT ANALYSIS REVOLUT'S OPERATIONS



LOK VERMA



Strengthening Revolut's Operations

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STRENGTHS

- Tech-driven operational systems
- Data visibility into performance
- Agile, experiment-driven company culture
- Strong brand credibility and customer base
- Strong executive support for innovation

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WEAKNESSES

- Inconsistent handling of issues
- Limited cross-training across functions
- Dependency on downstream teams
- Limited SLA visibility
- Reactive rather than preventive issue handling

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OPPORTUNITIES

- Standardize support workflows
- Develop ops training programs
- Automating ticket classification
- Self-serve FAQ workflows
- Unified SLA dashboards

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THREATS

- Extended issue TATs affect churn
- Errors lead to reputational damage
- Competitors with superior customer support experience
- Tighter regulatory oversight
- Ops burnout high backlog



Developing Strategies

Strength-Opportunity

Use agile ops teams
Internal tools to build AI-powered triage workflows

Strength-Threat

Leverage agile culture to roll out pilot fixes in high-risk regulatory zones

Weakness-Opportunity

Fix manual gaps by introducing SLA dashboards
Automation for ticket routing

Weakness-Threat

Cross-train teams to reduce dependency on downstream functions



Let's Discuss – My SWOT for Revolut

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Structure

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Workflow

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Optimization

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Transformation