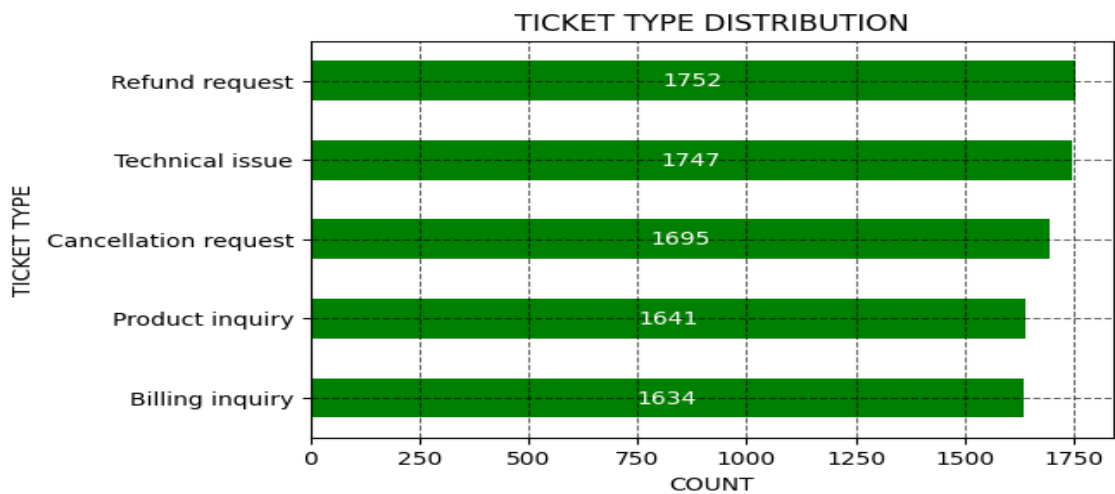


Customer Support Ticket Analysis

Objective: To analyze customer support ticket data to identify recurring issues, assess resolution efficiency, and recommend data-driven strategies to reduce response time and improve overall customer satisfaction.

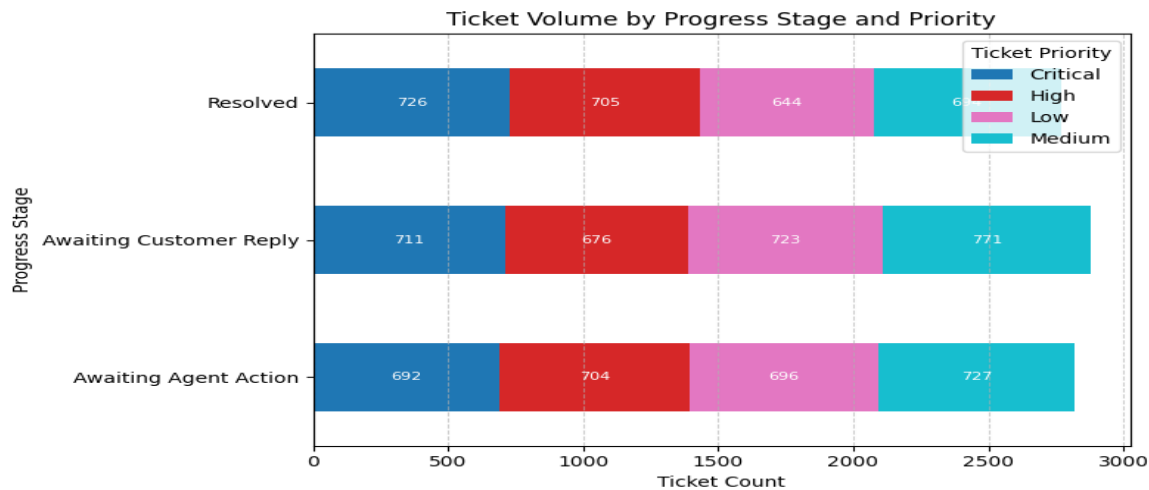
Top Issues Reported

- Most tickets are about Refund Requests and Technical Issues, showing that customers often face problems after buying or using the product.
- These areas need better support, faster refunds, and clearer help to reduce complaints.



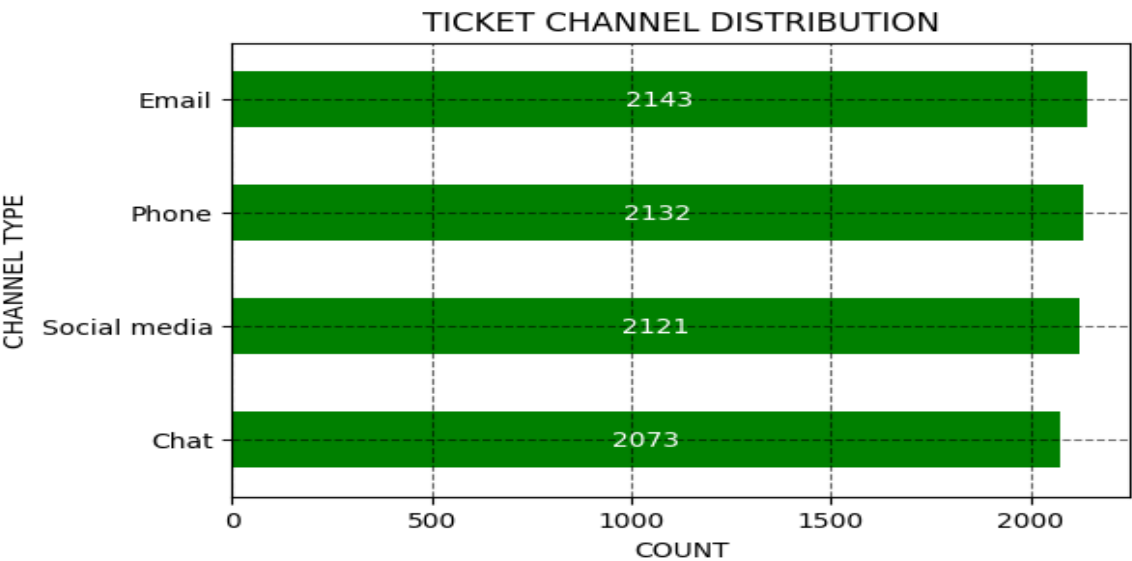
Delays in High-Priority Tickets

- Many High and Critical priority tickets are still not resolved.
- This shows that urgent issues are not being handled fast enough and need better follow-up by support agents.



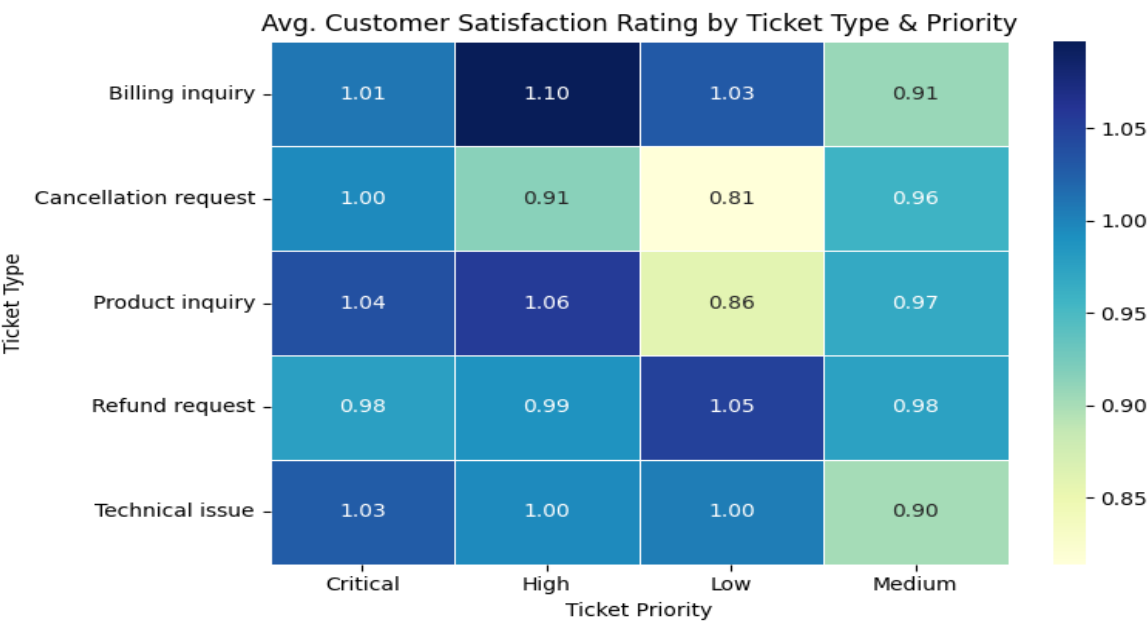
Preferred Support Channels

- Customers mainly use Email and Phone, followed by Chat and Social Media.
- This shows Support teams should ensure equal attention across all channels.



Low Satisfaction in Cancellations

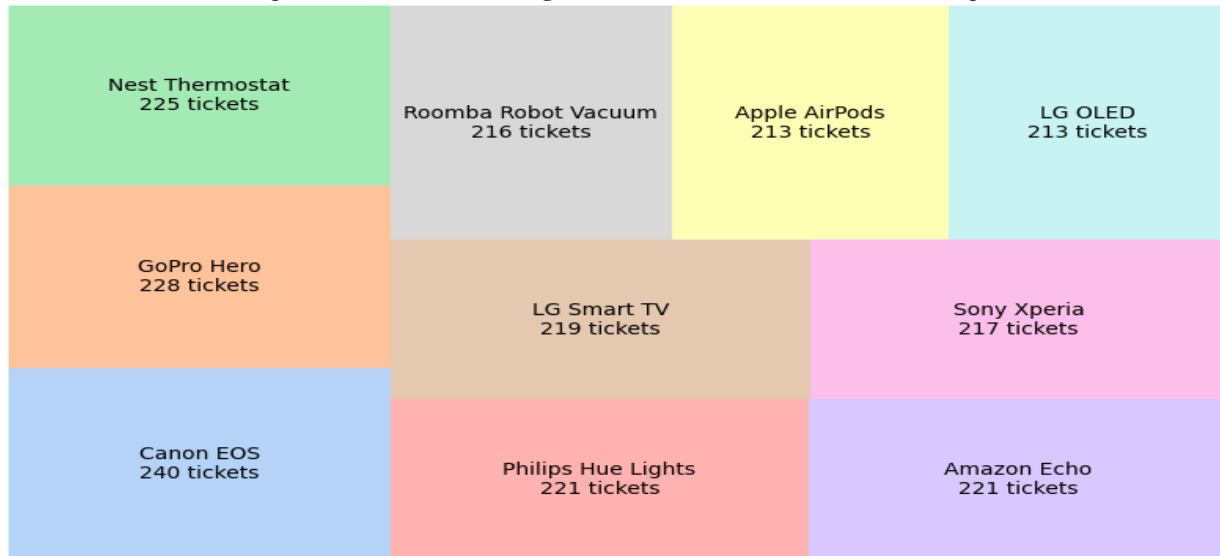
- Cancellation Requests with high priority have the lowest customer satisfaction.
- This suggests customers are unhappy with the cancellation process and expect it to be faster and clearer.



Products Causing Most Complaints

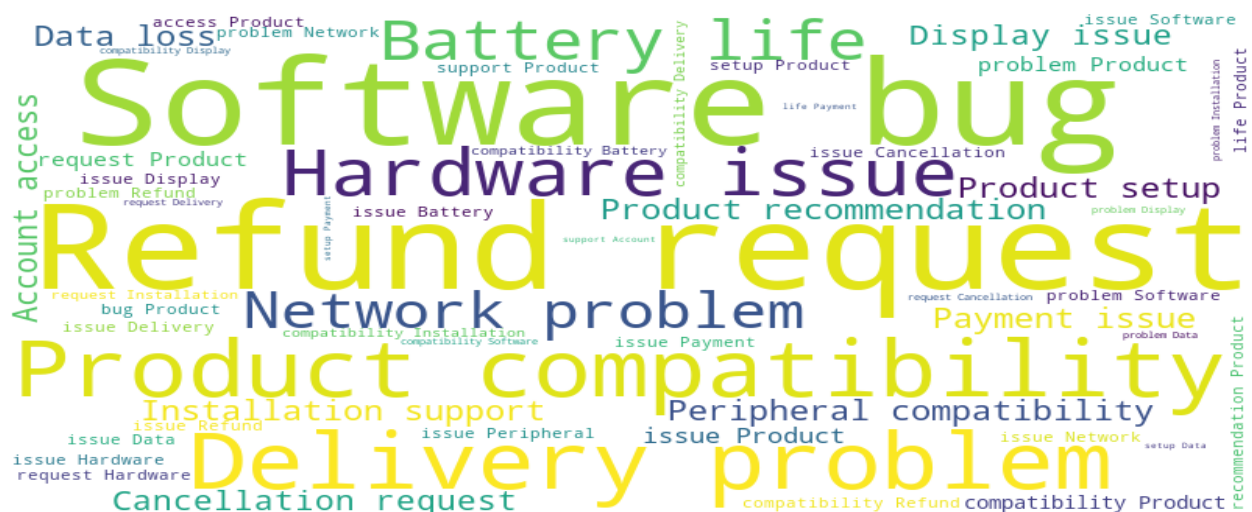
- Products like Canon EOS, GoPro Hero, and Nest Thermostat have the highest number of issues.
- These may need better guides or more helpful customer documentation.

Top 10 Products by Ticket Volume (Treemap)



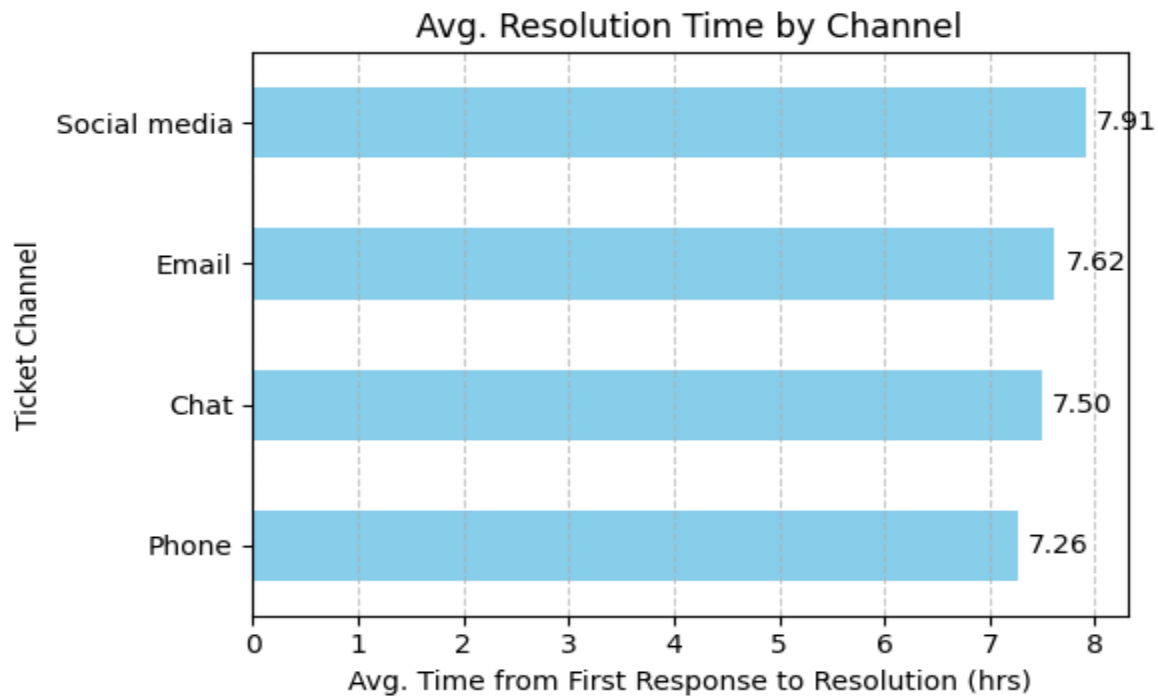
Common Topics from Customers

- Word cloud analysis revealed frequent mentions of bugs, refunds, delivery delays, network issues, product compatibility, and hardware problems highlighting the most common themes in customer complaints.
- These insights help prioritize fixes by spotlighting recurring pain points that require urgent product or process improvements.



Resolution Time by Channel

- Phone support resolves the fastest (avg. 7.26 hrs), while Social Media takes the longest (avg. 7.91 hrs).
- To reduce delays, customers should be encouraged to use faster channels like Phone or Chat for urgent support.



Recommendations

- Make refund and cancellation processes faster and easier, especially for urgent cases.
- Add reminders or escalation steps for unresolved high-priority tickets.
- Guide customers toward faster channels (like Phone or Chat) for urgent help.
- Improve product help materials for frequently reported items (e.g., Canon, GoPro).
- Train agents to handle cancellations more clearly and quickly.
- Monitor satisfaction regularly to catch problem areas early.
- Add a chatbot so people can get quick answers to common questions about products or billing, without waiting for an agent.
- Collect the questions that come up most often and make a clear FAQ page on the website, so people can find answers on their own.