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Business Requirements Document (BRD)

Customer Support
Ticketing Dashboard

Project Title: Customer Support Ticketing Dashboard

Date:

Prepared By: Shruti Chavan

Executive Summary:

This document outlines the business requirements for developing a Customer Support Ticketing Dashboard. The goal is to create a centralized reporting solution that captures customer service KPIs, visualizes performance trends, and enables operational insights for improved decision-making. The dashboard will pull ticketing data from tools like Zendesk or Freshdesk, and offer real-time insights into ticket volumes, resolution times, backlog, and SLA compliance.

Business Objectives:

- ✓ Track and analyze customer service performance in real-time.
- ✓ Improve SLA adherence and reduce average resolution time.
- ✓ Identify recurring customer issues and support trends.
- ✓ Enable leadership to make informed decisions using data-driven insights.
- ✓ Provide transparency and accountability across support teams.

Scope of Work:

In Scope:

- ✓ Integration with ticketing systems (e.g., Zendesk, Freshdesk).
- ✓ Data extraction, cleaning, and transformation.
- ✓ Dashboard creation using BI tools (e.g., QuickSight, Tableau, Power BI).
- ✓ User access setup and role-based permissions.
- ✓ Basic training for business users on dashboard usage.

Out of Scope:

- ✓ Manual data entry or ticket creation.
- ✓ CRM system enhancements.
- ✓ Third-party tool licensing and procurement.

Functional Requirements:

Feature	Description
Ticket Volume Trends	View daily/weekly/monthly count of tickets created, resolved, and reopened.
SLA Breach Reporting	Identify tickets that have breached SLA response or resolution times.
Backlog Tracker	Monitor the count of pending/open tickets across categories.
Agent Performance	Report resolution time and ticket closure rate by agent.
Customer Satisfaction	Visualize CSAT scores and trends (if available from source).
Drill-down Views	Enable users to filter by team, agent, issue type, and priority.

Non-Functional Requirements:

- ✓ Dashboard should refresh at least once per hour.
- ✓ Access should be role-based and secured via authentication.
- ✓ System should handle high data volumes without performance degradation.
- ✓ Visuals must be clear and optimized for both desktop and mobile views.

Assumptions:

- ✓ Access to the ticketing system and relevant APIs is available.
- ✓ Stakeholders will define SLA policies and performance thresholds.
- ✓ Data will be available in a structured format (JSON, CSV, etc.).
- ✓ BI tool licenses are already available or planned for procurement.

Stakeholders:

Role	Name	Responsibility
Support Manager	[Support Lead Name]	Define metrics and performance thresholds.
Business Analyst	Geetanjali Dhoke	Requirements gathering, documentation, coordination.
Data Engineer	[Engineer Name]	Extract, transform, and load ticket data.
BI Developer	[Developer Name]	Design and build dashboard visuals.

Timeline:

Phase	Duration
Requirements Gathering	3 days
Data Integration Setup	4 days
Dashboard Development	6 days
Testing & Feedback	3 days
Go Live	1 day

Risks & Mitigation:

Risk	Impact	Mitigation
API Limitations or Downtime	High	Use retry logic and fallback mechanisms.
Data Inconsistency	Medium	Include validation rules and exception logging.
User Resistance	Medium	Provide training and onboarding sessions.
Scope Creep	High	Freeze scope and track change requests formally.

Approval:

Name	Role	Signature
[Client Name]	Support Manager	
Shruti Chavan	Business Analyst	