

Support Ops: Accountability Framework

Metrics, Monitoring, and Automation

The Core Challenge & Goal



Challenge

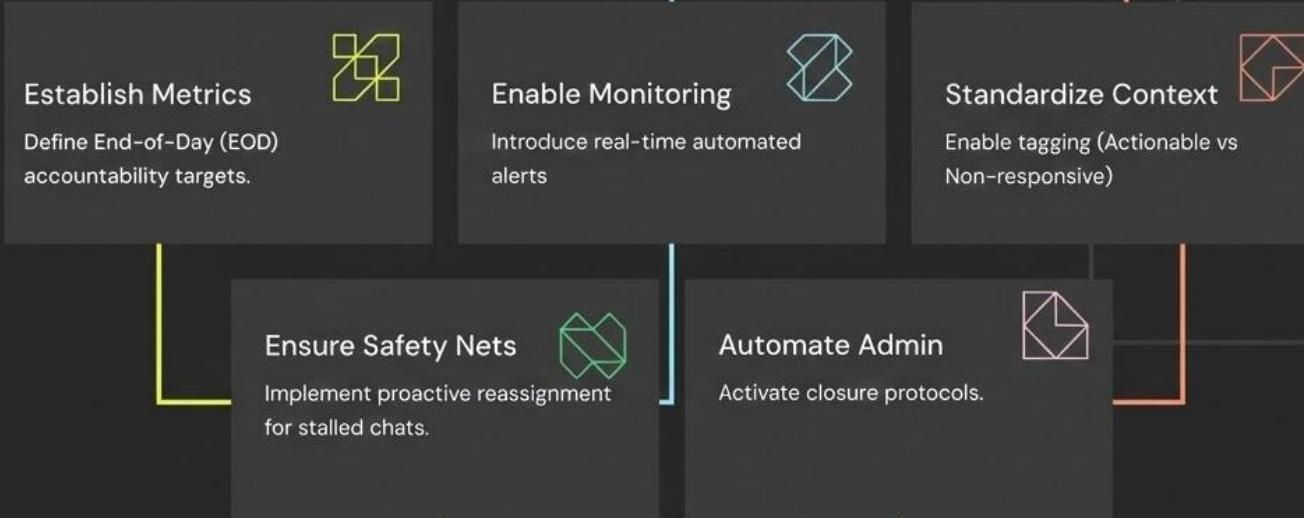
- Shift from good queue hygiene to measurable, accountable queue management.
- Evolve processes to provide clear data on queue health, individual capacity, and ticket lifecycle.



Goal

- Enhance processes through structured measurement, standardized tagging, and automation.

Implementation Roadmap: 5 Steps to Accountability



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Step 1: Establishing End-of-Day Accountability

The Improvement:



Define and enforce explicit mandatory targets for **maximum open** and **actionable snoozed** chats by the end of every shift.

High Wait Time Analysis (Chats > 10 min):

Hour	Average	Total
10:00 AM	17.57	123
9:00 AM	5.86	41
11:00 AM	4.29	30
8:00 AM	3.71	26
7:00 AM	3.00	21
12:00 PM	2.71	19

New EOD Metrics (The Targets):



Max Open Chats: 0 (Ideal). Exceptions require mandatory internal notes.



Max Actionable Snoozed (#snooze.waiting-on-tse) 5 (Soft Limit). For deep dives or awaiting 24/72-hour follow-up.



Max Snoozed (Waiting On Customer): No Hard Limit.



Daily Chat Target: Expectation is ~16 chats per agent per day.

Step 3: Standardized Categorization

The Improvement:

- Mandate the use of specific Intercom macros that apply an internal tag to categorize the reason for every snooze.

The New Standard Macros:

- #snooze.waiting-on-tse:** Apply when snoozing for deep dives, filing bugs, or awaiting internal SME consultation.
- #snooze.waiting-on-customer-resolved:** Apply when a solution has been provided and the customer is unresponsive.
- #snooze.waiting-on-customer-unresolved:** Apply when the customers issue is not resolved yet, but is unresponsive.

Why?:

- Replaces ad-hoc text with structured tags, enabling automation.

Step 4: Proactive Reassignment (The Safety Net)

The Improvement:

- Automatically unassign and prioritize chats tagged **#snooze.waiting-on-tse** that remain untouched for 48 hours.



The Protocol:

- Trigger: Chat tagged **#Snooze.waiting-on-tse** AND continuously snoozed for 48 hours AND lacks recent internal notes.



- Action: Automatically unassigned, returned to Resolution Queue and marked as Priority.



Step 5: Intelligent Closure

The Improvement:



Implement automated closure for chats tagged with either **#Snooze.CustomerWait** or **#snooze.waiting-on-customer-resolved** once they have met the established follow-up cadence.

The Automation Rules:



Resolved, Non-Responsive:
System closes 24 hours after TSE's final EOD check-in.



Unresolved, Non-Responsive:
System closes EOD on Day 3 after TSE's final warning.