

# Support Ops: Accountability Framework

Metrics, Monitoring, and Automation

# The Core Challenge & Goal



## Challenge

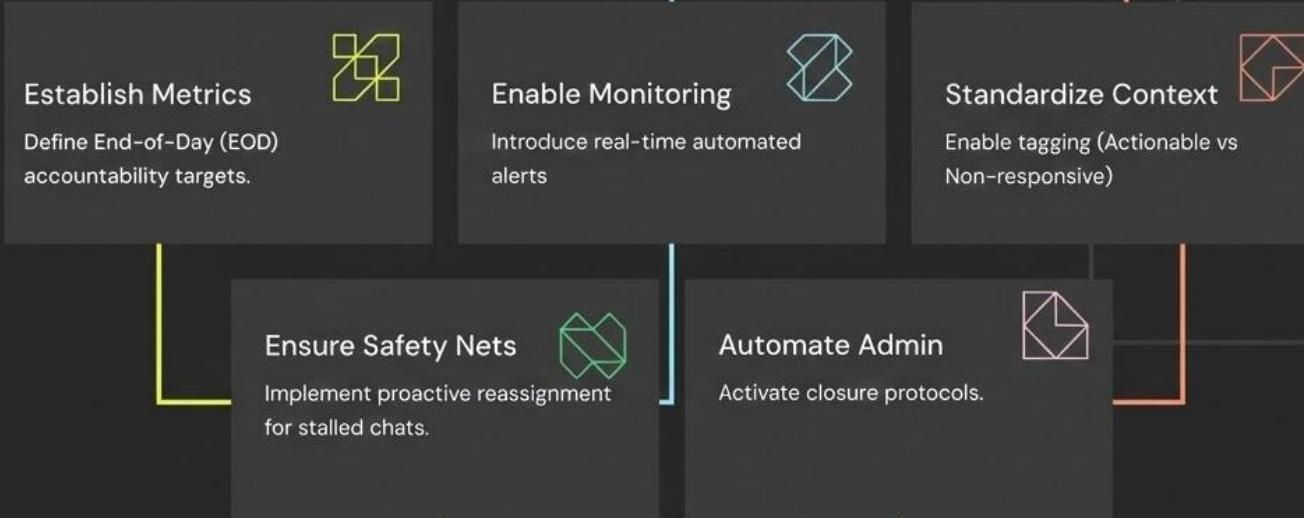
- Shift from good queue hygiene to measurable, accountable queue management.
- Evolve processes to provide clear data on queue health, individual capacity, and ticket lifecycle.



## Goal

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

# Implementation Roadmap: 5 Steps to Accountability



# 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.

## New EOD Metrics (The Targets):



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



**Max Actionable Snoozed:** 5 (Soft Limit). For deep dives or awaiting 24/72-hour follow-up.



**Max Snoozed (Awaiting Reply):** No Hard Limit.

## Step 2: Automated Queue Reporting

### The Improvement:



Introduce automated, real-time Slack alerts when a TSE's queue limits are exceeded.

### Notification Protocol:



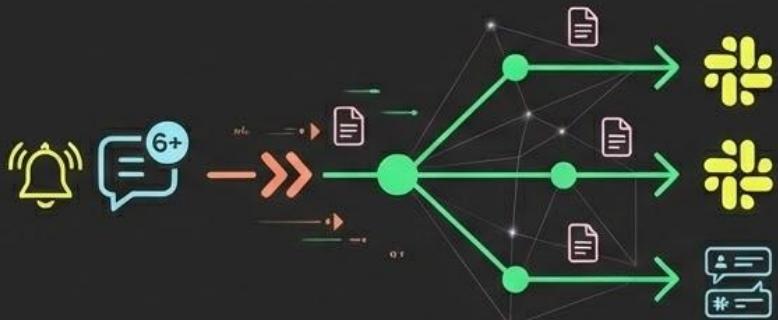
Triggers when active queue reaches 6+ chats  
OR Actionable Snoozed chats exceed 7.



### Action:



Automated Slack DM to the TSE and alert in a shared Slack channel for Manager visibility.



## 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.Investigation:**  
Apply when snoozing for deep dives, filing bugs, or awaiting internal SME consultation.
- #Snooze.CustomerWait:**  
Apply when a solution has been provided or check-in sent.

### 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.Investigation** that remain untouched for 48 hours.

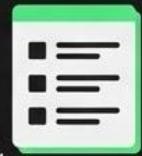


### The Protocol:

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



- Action: Automatically unassigned, returned to Resolution Queue (or SME), and marked as Priority.



- Notification: Alert sent to manager



# Step 5: Intelligent Closure

## The Improvement:



Implement automated closure for chats tagged **#Snooze.CustomerWait** once they have met the established follow-up cadence.

→ **#Snooze.CustomerWait**

## 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.

# Managing High-Volume Queues

# THE NEW PLAYBOOK: MANAGING HIGH-VOLUME QUEUES

## THE GOAL

- Maximize availability to maintain <= 5 open chats.
- Drive to Target: Rapidly reduce active queue to <= 2 open chats.



## THE AUTOMATION RULES



1. Immediate Backlog Scrub: Review queue to identify capacity opportunities.



2. Aggressive Snoozing:



Customer unresponsive (5–30m)? -> Send check-in & **#Snooze.CustomerWait.**



Deep dive (>30m)? -> Set expectations & **#Snooze.Investigation.**



3. Quick Closure: Immediately close any fully resolved conversations.



# Thank you