

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.

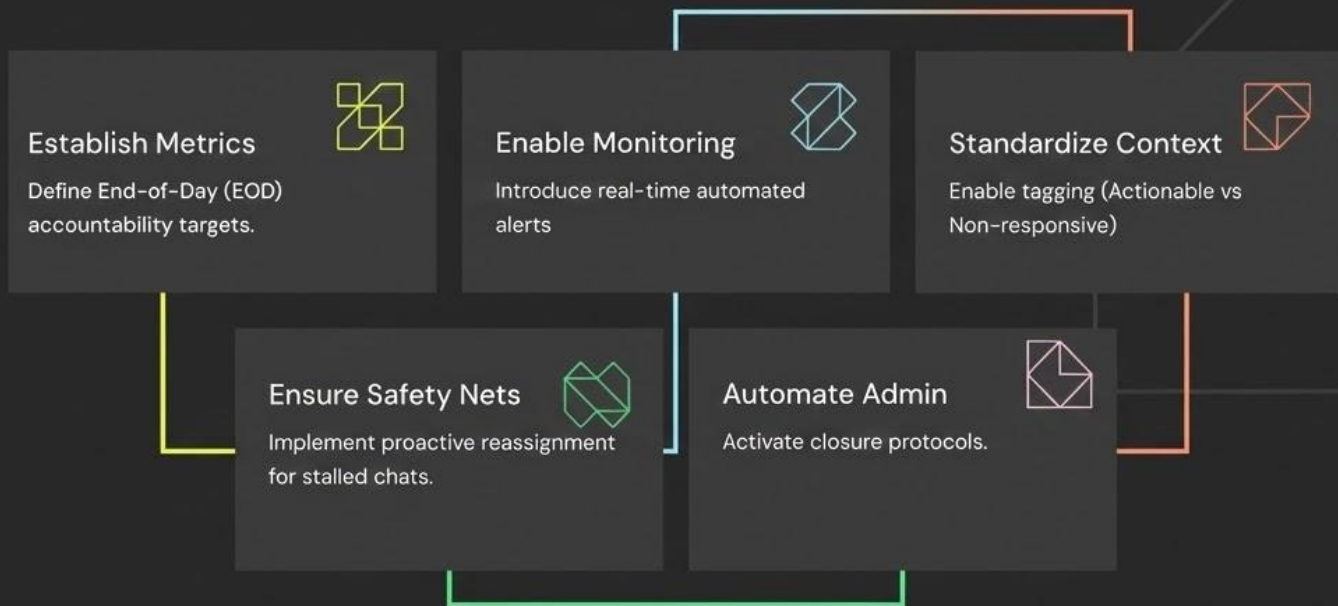


Goal

- 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)

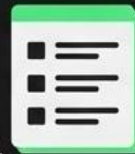
The Improvement:

- 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:



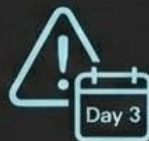
Implement automated closure for chats tagged **#Snooze.CustomerWait** once they have met the established follow-up cadence.

#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