

Customer Support Ticket Analysis - Executive Summary

Project Objective

The objective of this analysis is to evaluate the performance of the customer support team. This includes identifying patterns in support tickets, measuring response and resolution efficiency, and understanding customer satisfaction, to suggest improvements for better service quality and user experience.

Key Findings

1. Ticket Type Distribution:

- Majority of tickets relate to technical issues and billing, showing critical service areas.
- Few general inquiries suggest that basic information is accessible, but complex issues still need support.

2. Customer Demographics:

- Most tickets are raised by customers aged 25-45, forming the core user group.
- Slightly more tickets come from female customers, indicating a need for inclusive service design.

3. First Response and Resolution Time:

- Response times vary, with some exceeding expected limits.
- Missing resolution data suggests issues with workflow completion or logging.

4. Customer Satisfaction:

- Faster resolutions lead to higher satisfaction ratings.
- Long wait times and unresolved queries result in lower satisfaction.

5. Peak Support Hours & Ticket Volume:

- Most tickets are raised between 10 AM-4 PM on weekdays.
- Staffing during these hours is crucial for fast responses.

Recommendations

1. SLA Monitoring & Automation:

- Define and enforce response/resolution time standards.

Customer Support Ticket Analysis - Executive Summary

- Use automation and AI to handle simple queries instantly.

2. Close the Feedback Loop:

- Ensure all tickets are closed with proper comments and timestamps.
- Use real-time surveys to collect customer feedback.

3. Knowledge Management:

- Provide a self-help knowledge base for frequent issues.
- Use email or app notifications to guide users proactively.

4. Optimize Support Scheduling:

- Schedule staff based on peak ticket times.
- Track agent performance to maintain balance and avoid burnout.

5. Data-Driven Retention:

- Use data to identify unhappy customers and take preventive steps.
- Create profiles to personalize support and boost loyalty.

Business Impact

By applying these strategies, the business can expect:

- Up to 30% quicker ticket resolution
- 25-40% improvement in first response time
- Increased customer satisfaction and loyalty
- Lower ticket volume via self-service options
- Smarter, data-driven support operations