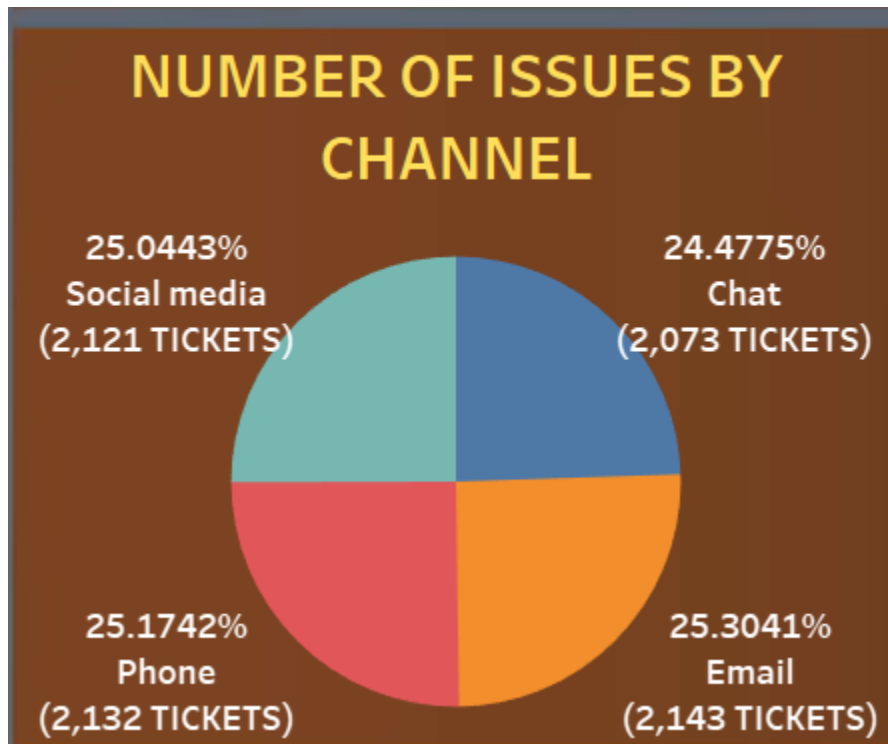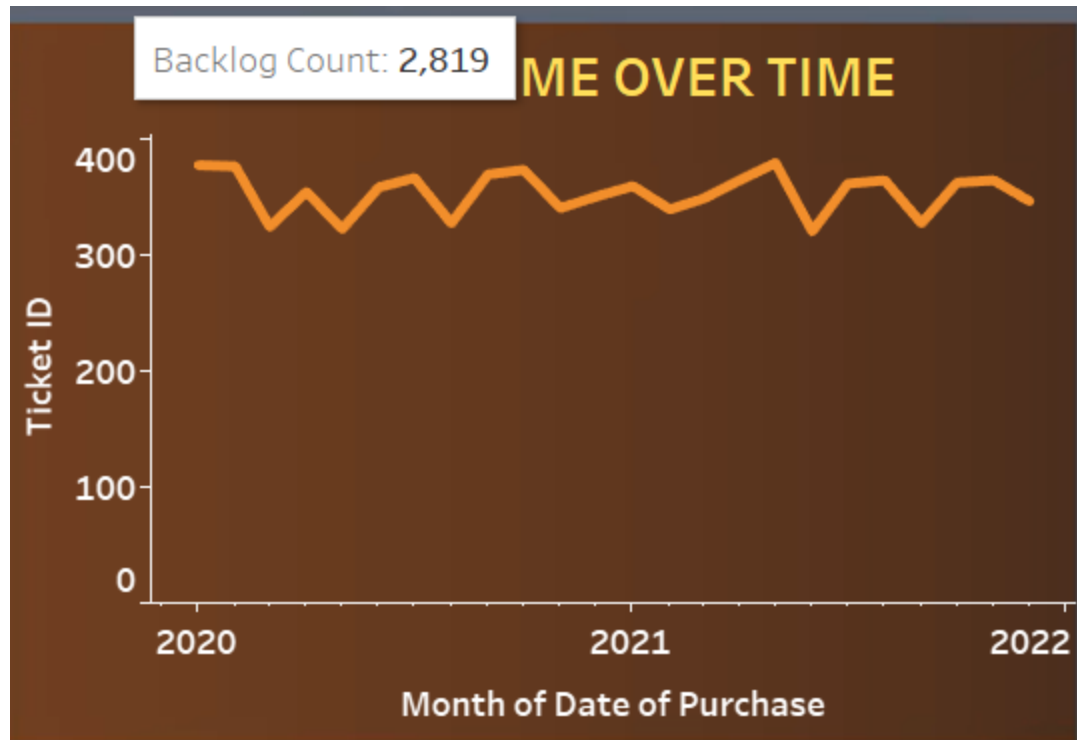# INSIGHTS & RESOLUTION

1. **INSIGHTS:**
- **Email is the most used channel (25.3%), while Chat is the least (24.48%).**
- **The difference between channels is minimal (~0.8%), showing a well-balanced support system.**
- **Slight variations suggest opportunities for efficiency tuning and optimized resource allocation, especially for chat support.**

SOLUTION:
- **Young customers value quick replies, especially on chat and social media.**
- **Deploy chatbots + human fallback for faster query handling.**

2. <u>Insights :</u>
- **Ticket volume remained consistently high (~350–400) from 2020 to 2022.**
- **No clear downward trend, indicating persistent workload.**
- **Backlog count is high (2,819) — suggests need for improved resolution efficiency or more support resources.**

<u>RESOLUTION:</u>
- **Use chatbots or rule-based systems for common queries (e.g., FAQs, status updates).**
- **This frees up human agents to tackle complex cases.**

AVG RESOLUTION TIME BY TICKET PRIORITY & TYPE
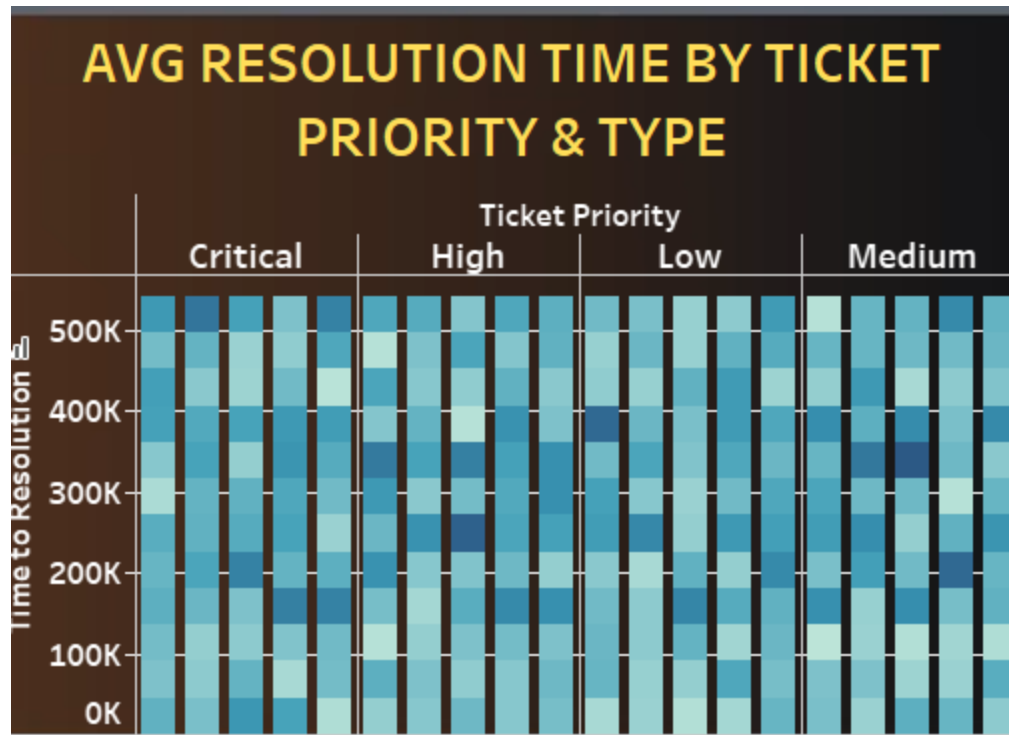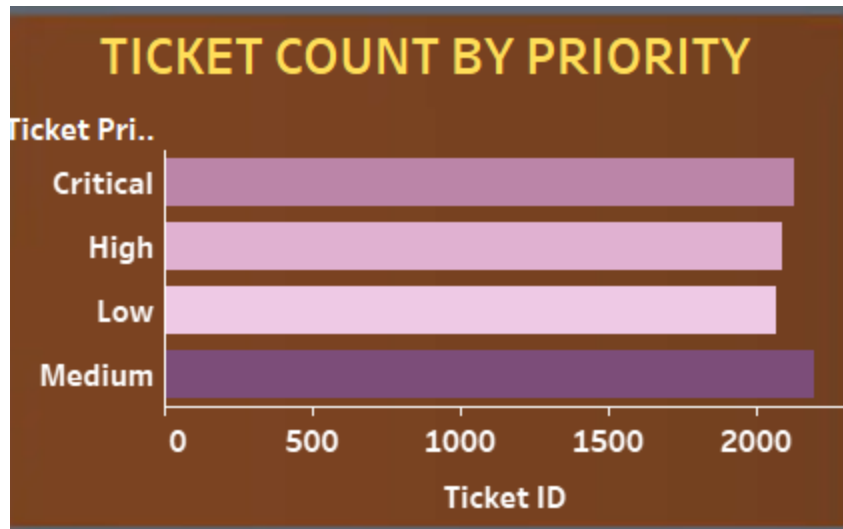
3. <u>INSIGHTS:</u>
- Critical and High priority tickets have longer average resolution times, often exceeding 400K ms.
- Low and Medium priority tickets show relatively faster resolution, mostly under 300K ms.
- Resolution time doesn't vary much by ticket type within each priority — indicating priority level is the key driver of resolution time

<u>RESOLUTION:</u>

- Use rules or AI to auto-route urgent tickets to top-tier support.
- Add SLA-based alerts to flag unresolved high-priority issues.

TICKET COUNT BY PRIORITY

4. **INSIGHTS:**
- **Medium-priority tickets have the highest count (>2200).**
- **Low, High, and Critical priorities have similar volumes (~2000 each).**
- **Suggests most issues are classified as medium, potentially indicating overuse — review priority assignment criteria**

RESOLUTION:

- **If using ticketing software, review and update rules that auto-assign priority.**
- **Use keywords, sentiment, and ticket type to intelligently assign the right priority.**

STATUS BY TICKET TYPE
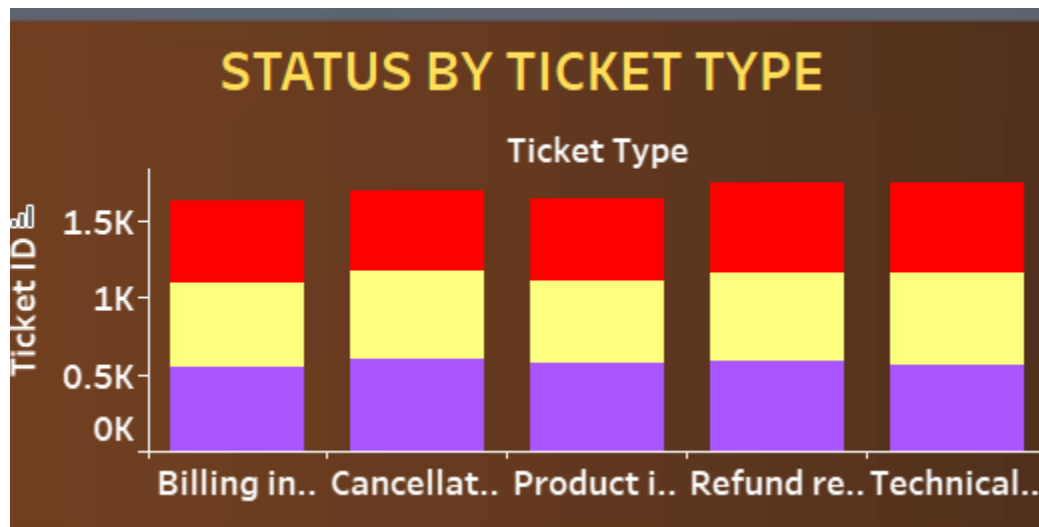
5. **INSIGHTS:**
- **All ticket types have similar volumes (~1.6K each).**

- **Refund and Technical issues show slightly higher ticket counts.**
- **Each category has a balanced distribution across statuses (likely open, pending, resolved), indicating consistent processing across types.**

RESOLUTION:

- **Refund Issues:**
  Investigate why customers are asking for refunds.
  → Fix upstream issues like quality control, shipping, or misleading descriptions.

- **Technical Issues:**
  Log recurring tech problems and escalate to product/IT teams.
  → Deploy patches, update FAQs, or offer self-help tools.
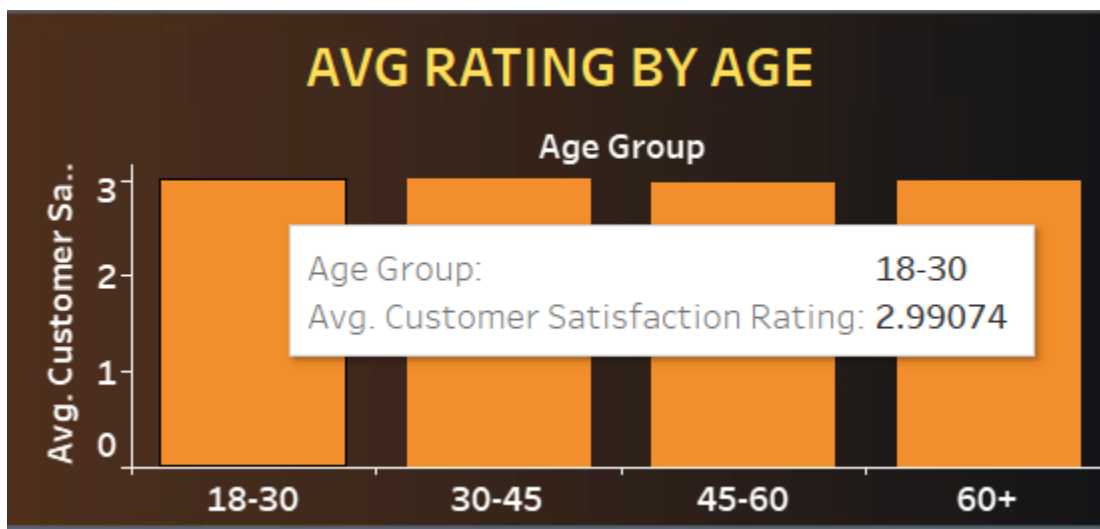
6. **INSIGHTS:**
   - **All age groups have similar average satisfaction ratings (~3).**
   - **The 18–30 group has the lowest rating (2.99) — slight dissatisfaction.**
   - **Suggests a need to enhance support or experience for younger customers.**

RESOLUTION:

- **Ensure support portals, ticketing, and feedback forms are mobile-friendly.**
- **Prioritize UX for mobile apps and responsive design.**
- **Run A/B tests on chat flow, language, or self-help tools with this group.**
- **Use their feedback to tailor the support journey.**