



DOMINICK BUI

Supervisor, Starlink Enterprise Customer Support

→ <https://starlink-puce.vercel.app/>

SPACEX STARLINK

Who I am



A Customer Experience leader with a background in building support teams and systems from the ground up.

I helped launch the U.S. support team at Back Market during peak COVID, scaled a LATAM call center, and led programs that drove operational excellence and improved customer outcomes.

I'm scrappy, thrive under pressure, and love collaborating cross-functionally to build systems that make life easier for both customers and support teams.

30—60-day Plan

Build trust and rapport with the team while gaining a deep understanding of existing Enterprise Support operations. Align with key stakeholders to prioritize meaningful reporting cadence, foster team chemistry, and gradually plan for impactful process improvements

Week 1

- Onboard with HR & IT, gain system access
- Intro meetings with leadership & team to build rapport
- Review Org structure and Enterprise Support Ops
- Deep-dive into ticketing, Knowledge Base, dashboards, SLAs, QA process

Week 2

- Continue 1:1s and meet cross-functional collaborators
- Shadow agents on common and complex tickets
- Continue review of Knowledge Base, dashboards, QA process, ISO 9001 & regulatory docs
- Begin resolving low-complexity tickets

Week 3

- Start weekly syncs with leadership & direct reports
- Analyze ticket flow, volume, and handoffs
- Identify top performers & coaching opportunities
- Review hand-offs, staffing, and Support coverage for holidays
- Continue resolving tickets

Week 4

- Continue 1:1s and establish reporting cadence with Enterprise Support team
- Begin team performance reviews
- Identify areas for improvement of onboarding docs for clarity & accuracy
- Investigate edge-case tickets
- Optimize staffing
- Continue resolving tickets

Week 5

- Begin structured performance coaching based on ticket data, CSAT, and peer feedback
- Use dashboards to spot bottlenecks or inconsistencies in processes
- Draft plan for streamlining high-friction workflows
- Align with leadership on Q3 Roadmap

Week 6

- Pilot small changes to workflows or QA process
- Continue coaching with low performers and highlight quick wins in team standups
- Host sessions with team to gather feedback on onboarding, tooling, and process friction

Week 7

- Begin shift audit-identify potential coverage gaps, idle time, or overcapacity
- Present summary findings and early wins to leadership
- Align with leadership + stakeholders on proposed improvements
- Revisit SLAs, internal playbooks, and shift coverage plans — propose draft updates based on observations and team input

Week 8

- Define a repeatable cadence for team reviews, stakeholder updates, and retros
- 1:1s with team to gather feedback on my leadership and impact so far
- Identify longer-term tooling or workflow gaps that require engineering or vendor input
- Prepare insights for performance calibration or promotion recommendations if applicable

A black and white photograph of a SpaceX Starlink rocket launching. The rocket is positioned vertically in the center, with a massive plume of white smoke and fire at its base. To the left, a service tower is visible. To the right, a water tower with the word 'SPACE' on it is visible. In the foreground, a long, straight road with a white dashed line down the center leads towards the launch site. The sky is dark.

Program Spotlight

PayPal Transformation

On the Path to Repairing a Legacy PayPal Integration

The Situation

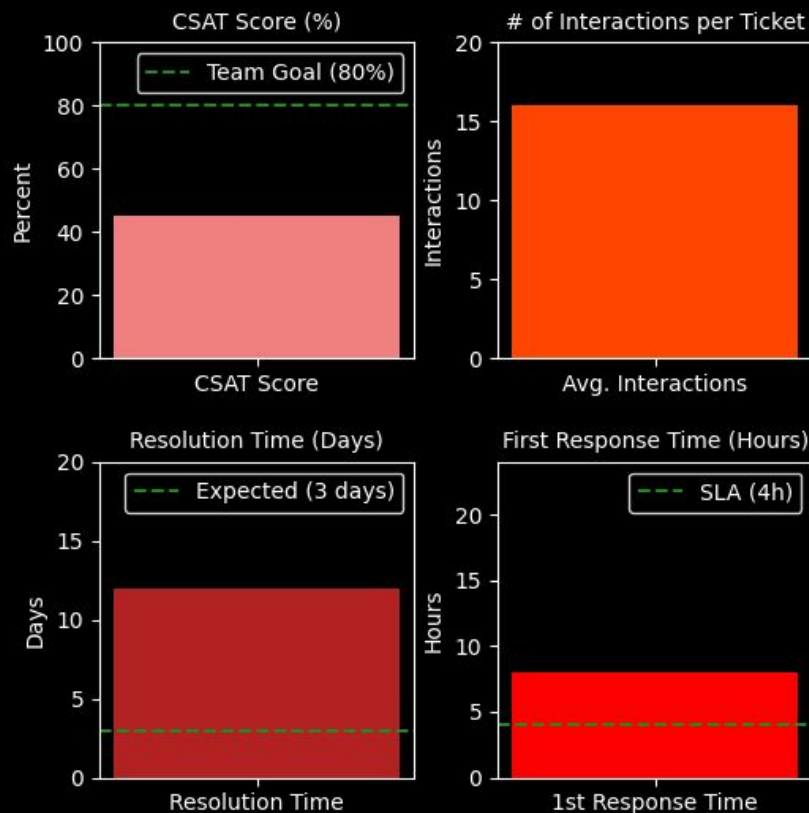
A legacy PayPal integration blocked refunds after 180 days—leaving customers waiting days, sometimes weeks, for their money back.

This support failure led to:

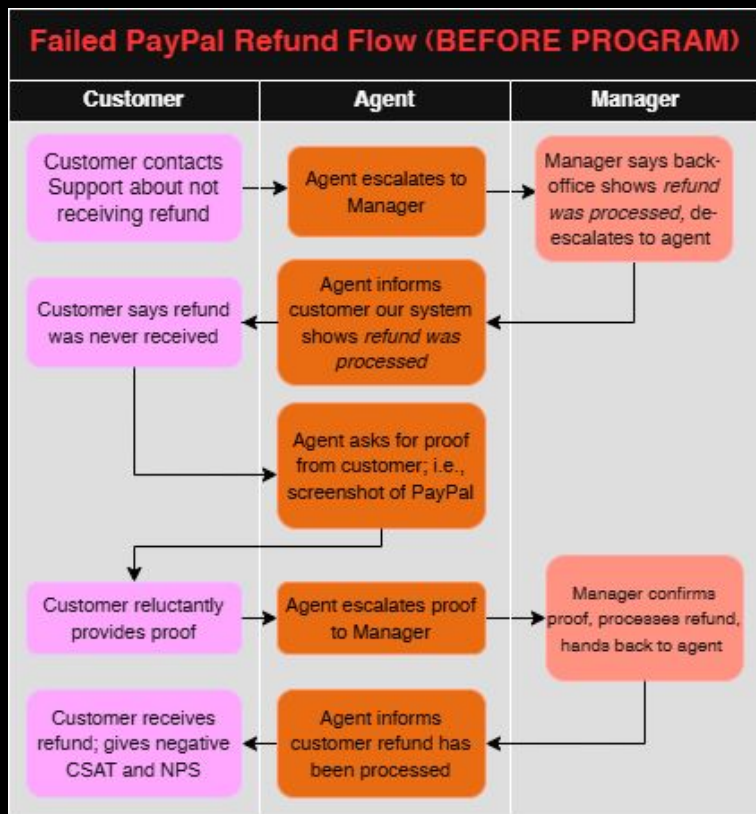
- Delayed resolutions (~7–14 days)
- Excessive agent touchpoints (~15+)
- Errors and inefficient escalations
- High customer frustration and churn risk
- Erosion of customer trust in support
- Reputational damage and revenue loss

The result: operational inefficiencies, diminished agent confidence, and lingering technical debt.

Key Metrics Before Program Launch



The Tasks



What needed to change

- Refund customers within 1 business day (instead of 7–16 days)
- Reduce resolution time from 1–2 weeks to < 2 hours
- Reduce # of interactions from 10-16 to < 4
- Eliminate manual errors and reduce unnecessary escalations
- Design a streamlined workflow
- Align with Finance to recover the refunds from vendors

Challenges

- (1) Agent Enablement, (2) Process Friction, (3) Customer Trust, (4) Cross-functional ambiguity, (5) Lack of Engineering resources, (6) Scalability, and (7) Delayed HyperWallet Rollout

The Actions

Discovery and Root Cause Analysis

- Analyzed tickets and system logs to confirm refund failures rooted in PayPal API limitation

Design and Build

- Built a streamlined process for agents to that validate payment failures and to submit refunds via a form

Agent Enablement & Training

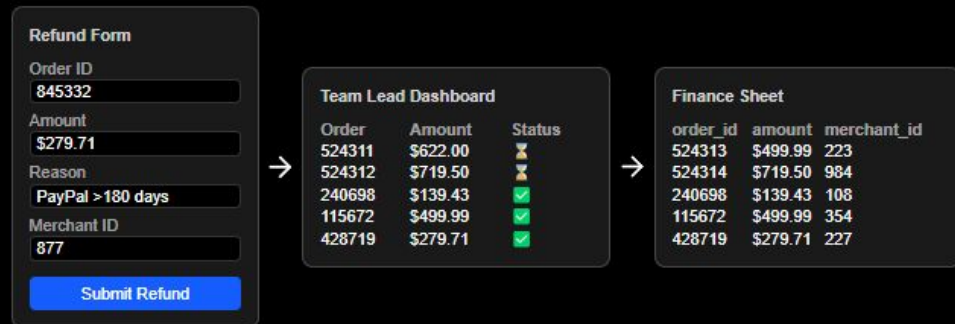
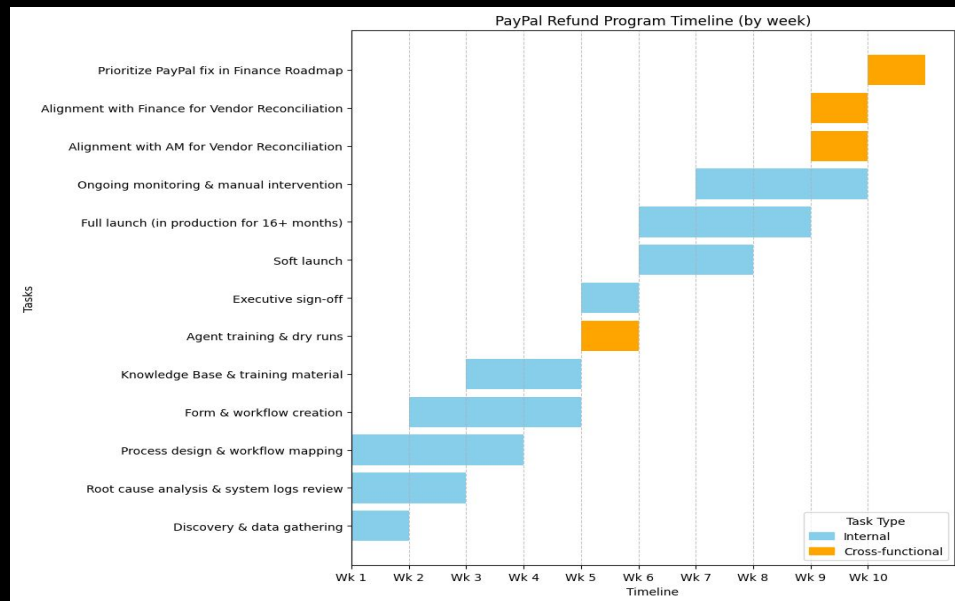
- Built SOPs, troubleshooting guides, and a training deck
- Led live sessions to ensure clarity and adoption across the team

Launch and Alignment

- Soft launch with pilot group, executive sign-off, and then company-wide full launch
- Alignment with Finance and Account Management

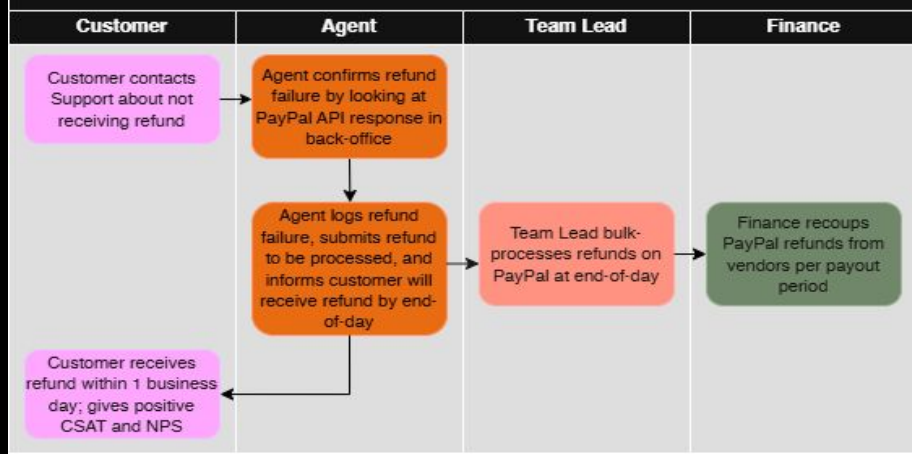
Ongoing Monitoring

- Continued alignment with Finance to ensure monthly vendor reconciliation and adoption of HyperWallet

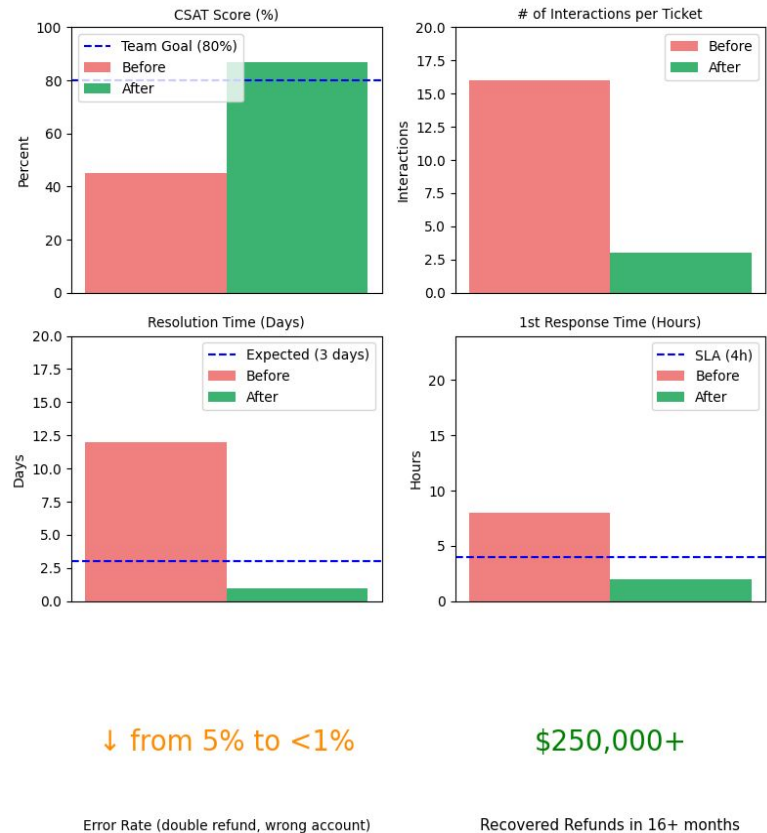


The Results

Failed PayPal Refund Flow (AFTER PROGRAM)



- **Customer Satisfaction** jumped from ~50% to over 85%
- **Resolution time** improved from 12 days to under 2 hours
- **Touchpoints per ticket** fell by over 95%, simplifying agent workflows
- **First response time** improved became over 70% faster
- **Error rate** reduced from 5% to < 1%
- **Recovered over \$250,000** from vendors
- **Influenced Finance roadmap** to implement enterprise-wide change to payment infrastructure (PayPal HyperWallet)



A black and white photograph of a SpaceX Starlink rocket launching. The rocket is positioned vertically in the center of the frame, ascending from a launch pad. A large, bright plume of fire and smoke is visible at the base of the rocket, indicating the point of liftoff. The background is a dark, cloudy sky. Overlaid on the image is the text "Thank you for listening!" in a large, bold, yellow font.

Thank you for listening!