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
→ Review 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

Program Spotlight

PayPal Transformation

On the Path to Repairing a Legacy PayPal Integration

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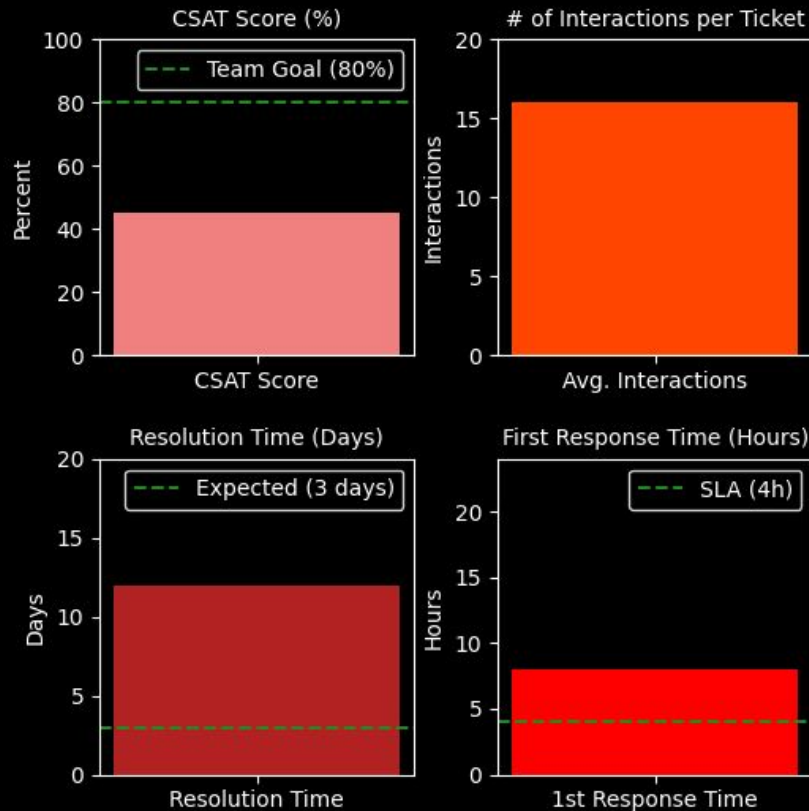https://starlink-puce.vercel.app/

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The Situation

A legacy PayPal integration blocked refunds after 180 days—leaving customers waiting days, sometimes weeks, for their money back.
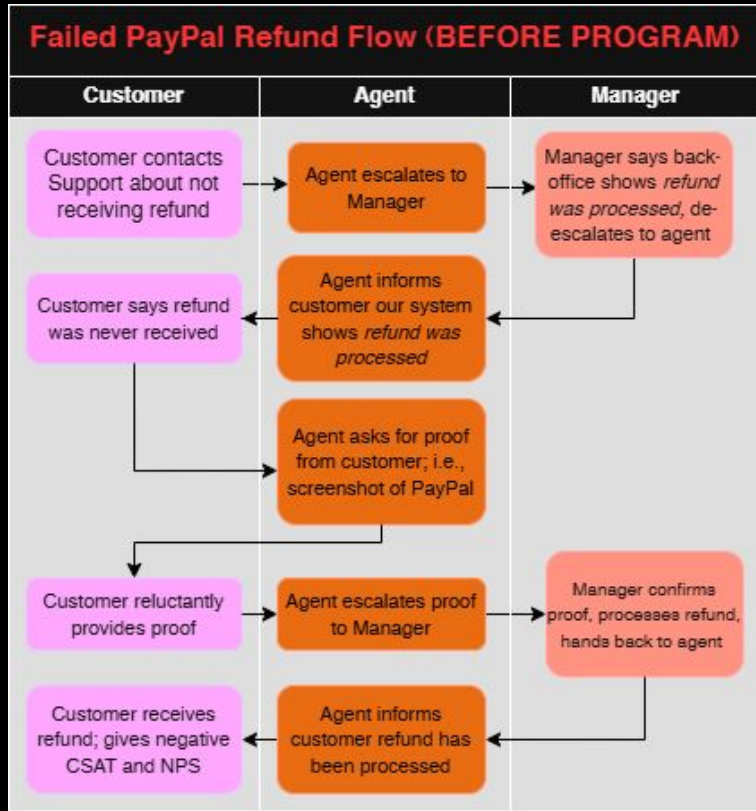
This support failure led to:
- Delayed resolutions (~7–16 days)
- Excessive agent touchpoints (~15+)
- Errors and inefficient escalations
- High customer frustration and churn risk
- Erosion of customer trust in support
- Reputational damage and revenue loss

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

Key Metrics Before Program Launch

The Tasks

Failed PayPal Refund Flow (BEFORE PROGRAM)

Customer	Agent	Manager
Customer contacts Support about not receiving refund	Agent escalates to Manager	Manager says back-office shows *refund was processed*, de-escalates to agent
Customer says refund was never received	Agent informs customer our system shows *refund was processed*	
	Agent asks for proof from customer; i.e., screenshot of PayPal	
Customer reluctantly provides proof	Agent escalates proof to Manager	Manager confirms proof, processes refund, hands back to agent
Customer receives refund; gives negative CSAT and NPS	Agent informs customer refund has been processed	

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 that:
  - Validates refund failure
  - Resolves the issue in one message
  - Logs and prepares the refund for same-day processing
- Align with Finance to recover the refunds from vendors, processed by Support

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
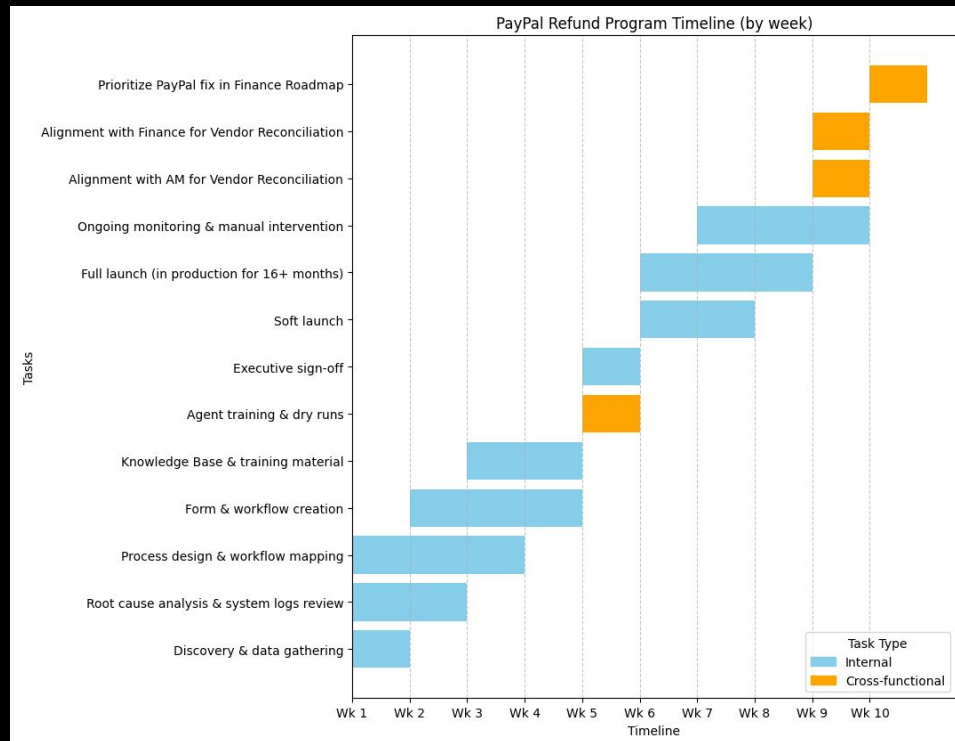
Agent Enablement & Training
- Built SOPs, troubleshooting guides, and a training deck
- Led live sessions to ensure clarity and adoption across the team
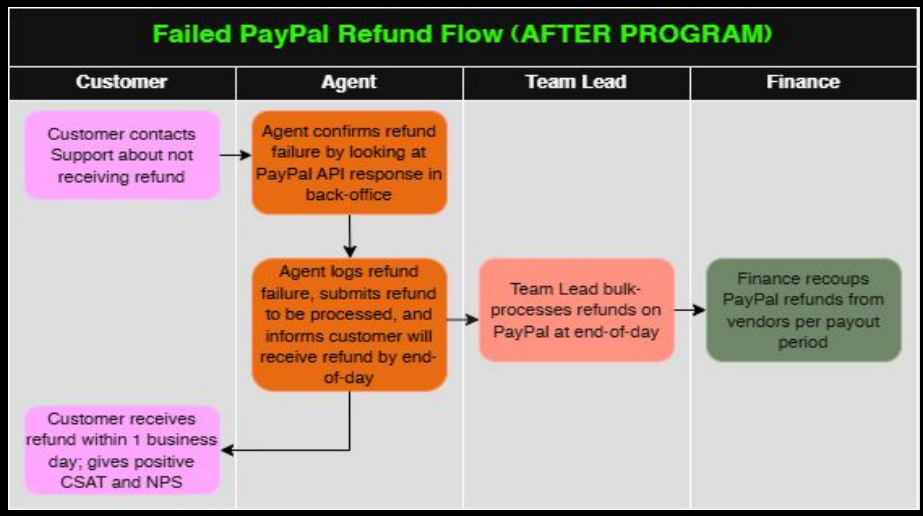
Launch and Alignment
- Soft launch with pilot group, executive sign-off, and then company-wide full launch
- Alignment with Finance and Account Management
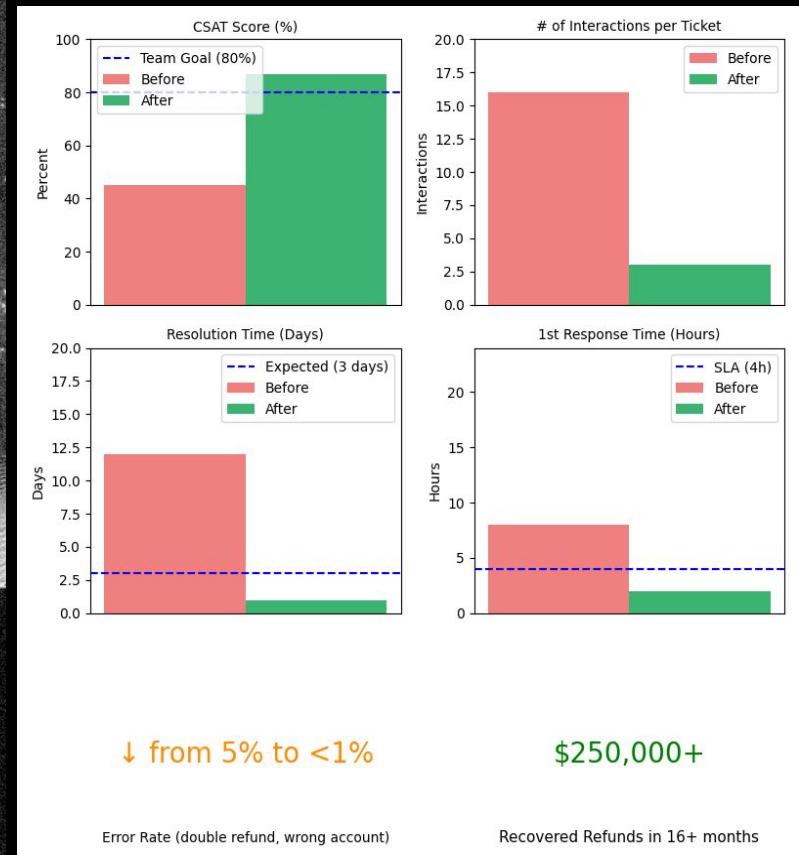
Ongoing Monitoring
- Continued alignment with Finance to ensure monthly vendor reconciliation and adoption of HyperWallet

PayPal Refund Program Timeline (by week)

The Results

Failed PayPal Refund Flow (AFTER PROGRAM)

Customer	Agent	Team Lead	Finance
Customer contacts Support about not receiving refund	Agent confirms refund failure by looking at PayPal API response in back-office	Team Lead bulk-processes refunds on PayPal at end-of-day	Finance recoups PayPal refunds from vendors per payout period
Customer receives refund within 1 business day; gives positive CSAT and NPS	Agent logs refund failure, submits refund to be processed, and informs customer will receive refund by end-of-day		

- **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)

↓ from 5% to <1%

$250,000+

Error Rate (double refund, wrong account)

Recovered Refunds in 16+ months

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Thank you for listening!