



# **UrbanTel Support Workflow Optimization**

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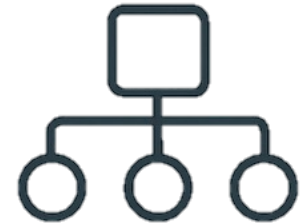
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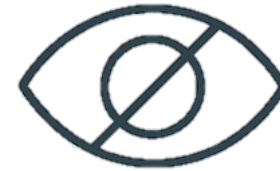
# Project Background

- UrbanTel s a mid-sized telecom provider (500k + customers)
- Facing increasing support requests
- Current process = phone, email, manual tickets
- CSAT (Customer Satisfaction) scores falling, resolution times increasing



# Business Problem

- Manual escalations that cause frequent misrouting
- No visibility leading to repeated customer complaints
- Poor SLA handling, no real-time updates
- Technical handoffs = delayed, unclear
- Key stakeholders frustrate



# Project Objectives



**Map AS-IS Process**



**Identify inefficiencies**



**Design optimized TO-BE Process**



**Recommend automation**



**Define KPIs**



**Deliver BRD & stakeholder-ready outputs**

# Stakeholder Inputs

## Support Agent

- No intelligent ticket routing
- Agents manually escalate without context
- Ticket duplication exists
- Poor visibility into customer ticket history

## Support Team Lead

- No SLA tracking or auto-prioritizing
- Manual supervision and sorting
- Escalation rules are not standardized
- Reporting is manual, not real-time
- Status tracking is inconsistent

## IT Operations Lead

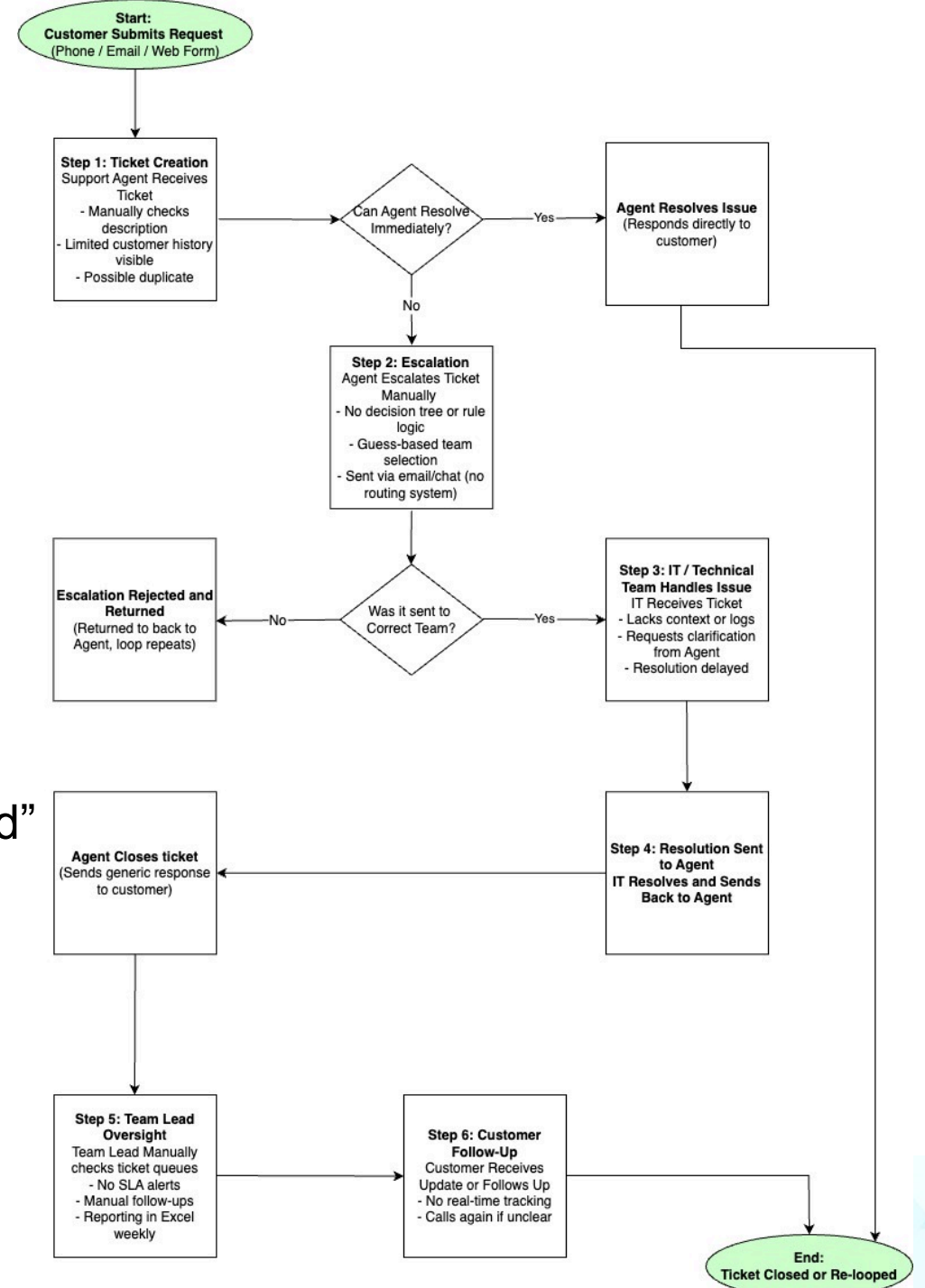
- No smart routing, no automation
- CRM and support systems are not integrated
- No live dashboard for ticket tracking or SLAs
- Opportunity for chatbot and keyword-based triage
- Support-to-technical team handoff is unclear and inefficient

## Customer

- No ticket ownership perception
- Lack of proactive status updates
- Repetition: customer must re-explain issue
- Long delays and unclear handoffs
- Communication is reactive, not structured

# AS-IS Workflow

- Entire ticket lifecycle
- Key issues: lopping behavior, no SLA timers, and inconsistent resolution tracking
- Major bottlenecks: “Escalation Rejected and Returned” box and “Step 6: Customer Follows Up”



# Pain Point Summary

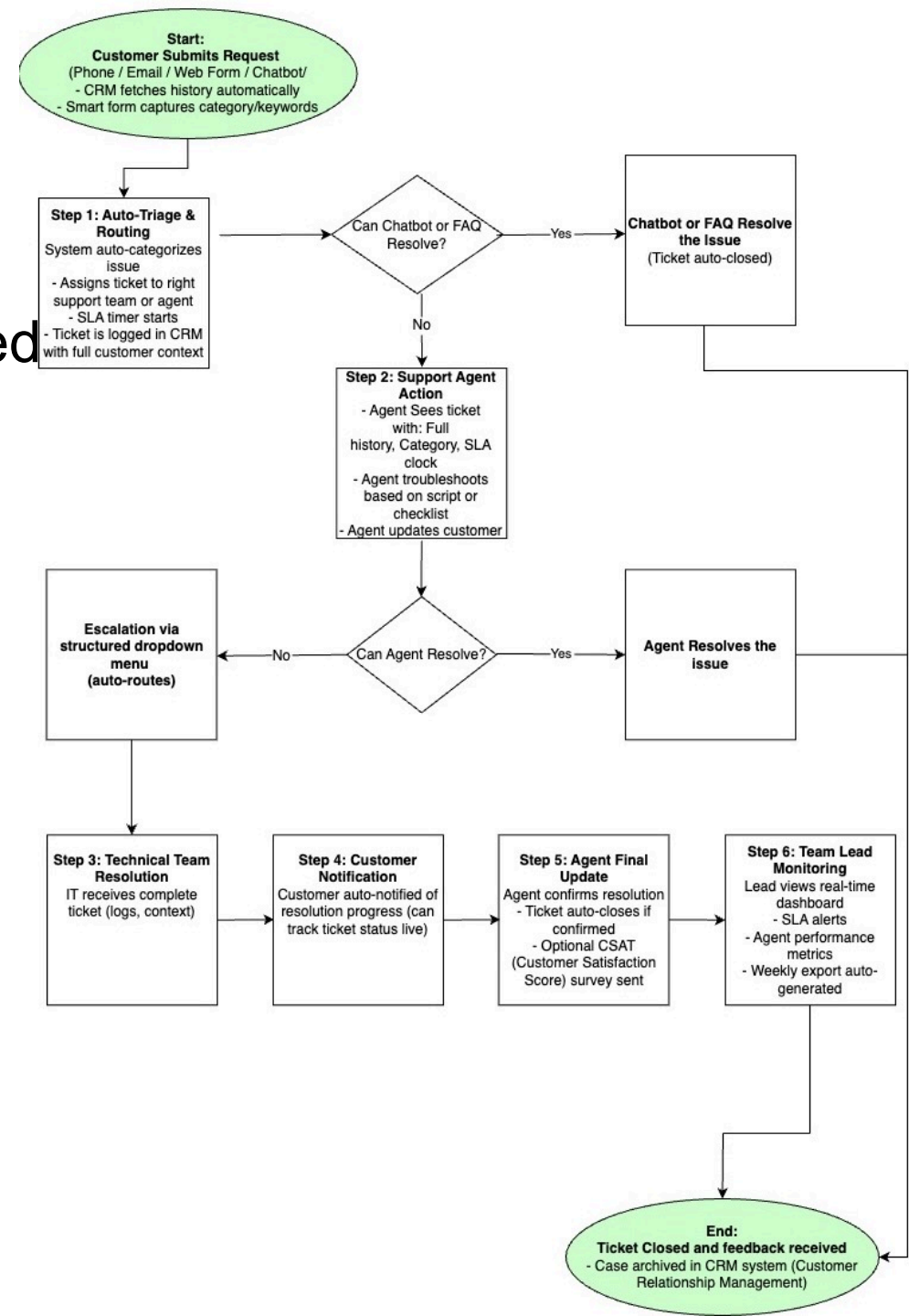
- Lack of automation and intelligent routing
- No standardized workflows or escalation criteria
- Disconnected systems (CRM, ticketing, reporting)
- Manual workarounds increase delays and workload
- Poor communication and visibility for both staff and customers





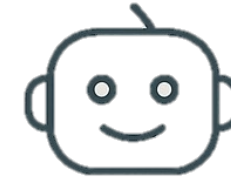
# TO-BE Workflow

- Automation and Structure are implemented
- Keyword triage to auto-assign tickets
- Chatbot handles simple queries
- SLA timers are introduced
- All activity is tracked in real time



# Proposed Solution Features

- Auto-routing by keyword
- CRM integration
- Chatbot for FAQs
- SLA countdowns & alerts
- Real-time dashboard & CSAT survey



# KPIs & Success Metrics

KPI	Definition	Goal	Tracking Method
<b>Average Resolution Time</b>	Total time from ticket creation to closure	40% decrease	SLA timers in system + dashboard
<b>First Contact Resolution (FCR)</b>	% of tickets resolved in first agent interaction	More or equal to 60%	Auto-flag if no escalation
<b>SLA Breach Rate</b>	% of tickets not resolved within SLA	Less or equal to 5%	Tracked via system alerts
<b>Customer Satisfaction (CSAT)</b>	Average score from post-resolution surveys	More or equal to 85%	Triggered survey after closure
<b>Agent Touch Time</b>	Average minutes agent spends per ticket	30% decrease	Tracked in ticket log
<b>Re-routing Rate</b>	% of escalations that bounce to wrong team	50% decrease	Escalation path audit

# Business Impact

- **Time savings:** 12 FTE hours/day
- **Cost savings:** 6-8 hours/week/lead
- **CSAT increased**, leading to customer retention, fewer callbacks
- **Fewer delays** that decrease churn
- **Real-time reporting** → faster management action



# Conclusion & Next Steps



Scalable, transparent support workflow



Better agent tools and team communication



Data-driven performance oversight



Next steps: stakeholder alignment & system planning



**Thank you  
for your  
attention !**