support ops

Customer Support Deflection

Ticket Volume Was Outpacing Headcount

Agenda

- The Problem

A Self-Serve Knowledge Base

Agenda

- The Problem
- The Fix

Expanding Coverage

Agenda

- The Problem
- The Fix
- What's Next

Chapter #0:
The Problem

Ticket Volume Was Outpacing Headcount

Support tickets grew 40% year over year while the team grew 8%. Response times slipped from four hours to over a day on the busiest queues.

Chapter #0:
The Fix

A Self-Serve Knowledge Base

We built a searchable help center covering the twenty most common ticket categories, surfaced directly in the product's help menu.

Deflection rate by category:

Billing questions: 61% deflected. Password resets: 74% deflected. Shipping status: 55% deflected.

Chapter #0:
What's Next

Expanding Coverage

Next quarter we add the ten next-most-common categories and start tracking deflection by individual article, not just by category.

Thank you