

Evaluate the customer experience of a fictional service business handling 800 monthly inquiries, 200 appointment requests, 150 completed boo

Executive Result

Completed analysis

- Funnel: 800 inquiries ? 200 appointment requests ? 150 bookings.
- Request-to-booking conversion: 75%
- Abandoned/uncompleted requests: 50 (25%)
- Inquiry-to-booking conversion: 18.75%
- Complaints: 60 monthly, equal to 7.5% of inquiries. The apparent 40% complaints-to-bookings ratio is not validated because complaint-to-booking attribution is unknown.
- Primary bottlenecks identified:
 1. Booking abandonment and response delays
 2. Unclear escalation ownership and deadlines
 3. Missing complaint and abandonment categorization
 4. Potential confusion around availability, policies, payment, and confirmations

21-day improvement plan

Days 1-7 - Establish control

- Define funnel stages and abandonment reasons.
- Categorize complaints by issue, channel, booking status, and severity.
- Assign every escalation an owner, next action, and due time.
- Begin daily monitoring of response, booking, complaint, and escalation backlogs.
- Standardize acknowledgement and booking-confirmation checklists.

Days 8-14 - Reduce friction

- Prioritize urgent, repeat, and appointment-impacting cases.
- Provide suitable availability options promptly using authoritative scheduling data.
- Use consistent messaging for policies, rescheduling, payment, and next steps.
- Review overdue escalations and incomplete requests twice daily.

Days 15-21 - Prevent recurrence

- Fix the highest-volume measured complaint or abandonment cause.
- Audit closed complaints for routing, timeliness, and resolution quality.
- Compare results by channel, service, response-time band, and booking stage.
- Evaluate eligible incomplete requests for recovery, subject to capacity and eligibility.

KPI targets

KPI	Target
Request-to-booking conversion	?85%
Request abandonment	?15%
Median first response during service hours	?15 minutes
First-response SLA attainment	?90%
Requests receiving availability options	?95%
Confirmation delivery success	?98%
Median complaint resolution	?24 hours
Escalations with owner and due time	?95%
Overdue escalations	<5%
Complaint categorization completeness	?95%
Repeat/reopened contacts	?10%
Complaint rate per inquiry	?6%

Achieving 85% conversion would produce approximately 170 bookings, potentially recovering up to 20 monthly bookings, subject to capacity and root-cause validation.

Assumptions and limitations

Staffing, capacity, channel mix, response times, complaint causes, and current SLAs were not provided. Targets are recommendations, not guaranteed outcomes. No bookings were created, customers contacted, or data modified.