

Analyze the customer experience and retention challenges of a fictional B2B SaaS company with 800 active customers, 180 monthly support tickets

AI Collaboration - Execution Report

Build customer experience action plan

Executive recommendation

Prioritize faster, risk-based support triage, then improve resolution quality and connect support signals to retention. The company has a material experience problem: 14-hour average first response, 76% CSAT, and 4% monthly churn-approximately 32 customers per month if measured against 800 customers.

Support dissatisfaction may contribute to churn, but causality is not proven. Validate this through ticket, segment, and churn linkage.

Prioritized 30-day recovery plan

1. Establish visibility and triage - Days 1-7

- Define severity levels and response targets.
- Categorize every ticket by issue, severity, repeat status, resolution, and escalation.
- Review overdue and high-severity tickets daily.
- Identify the top three recurring issue categories.

KPIs

- 100% of tickets tagged by Day 7.
- Establish baselines for backlog, median response, reopen rate, and resolution time.
- Reduce average first response from 14 hours to <10 hours by Day 7.

2. Reduce response delays - Days 8-14

- Align coverage with peak demand.
- Use approved responses for repeatable requests.

- Route urgent, blocked, and repeated issues to specialists.
- Track response performance by severity, not only overall average.

KPIs

- Average first response ?8 hours by Day 30.
- At least 90% of high-severity tickets meet the defined response target.
- Reduce overdue tickets by ?30% from the Day 1 baseline.

3. Improve resolution quality - Days 15-23

- Create guidance for the top recurring issues.
- Review low-CSAT and reopened tickets weekly.
- Add a resolution-quality check before closure.
- Escalate suspected product defects internally.

KPIs

- CSAT increases from 76% to ?82%.
- Reopened tickets decrease by ?15% from baseline.
- First-contact resolution improves by ?15%, once measured.

4. Link support to retention - Days 24-30

- Create a weekly at-risk account list using repeated tickets, overdue issues, low CSAT, escalations, and unresolved critical issues.
- Assign each identified account an owner and documented disposition.
- Compare risk cohorts with churn, plan, tenure, and issue history.
- Establish a churn baseline by segment and support experience.

KPIs

- 100% of identified high-risk accounts have an owner or documented disposition.
- Top three support drivers documented by Day 14.
- Churn measurement reconciled by Day 30; avoid claiming causal reduction within this period.

Facts vs. assumptions

Confirmed: 800 active customers, 180 monthly tickets, 14-hour average first response, 76% CSAT, and 4% monthly churn.

Assumptions requiring validation: slow response and inconsistent resolution are causing churn; churn is concentrated among dissatisfied or high-ticket customers; recurring product issues are driving repeat contacts.

Recommendation: Treat response-time stabilization and measurement discipline as the immediate

priorities. No customer contact, external integration, or business-data modification was performed.