

SUPPORT ANALYTICS & DECISION DASHBOARD

Executive brief | Conceptual operating blueprint

Purpose: Create one shared operating view that connects customer outcomes, service performance, workforce pressure, quality, knowledge, cost, and improvement priority.

WHY THIS IS NEEDED

Support organizations often have many reports but no shared decision system. Channel metrics, surveys, QA, workforce, cases, knowledge, and finance are reviewed separately. Leaders can see activity without consistently seeing the operating cause, risk, or next action.

DASHBOARD MODEL

Layer	Measures
Business outcomes	Retention, cost, revenue protection, risk, customer lifetime value
Customer outcomes	Effort, satisfaction, resolution, trust, repeat contact, escalation
Service outcomes	Access, timeliness, ownership, accuracy, consistency, completion
Operating drivers	Demand, workforce, workflow, knowledge, quality, tools, policy, product
Source systems	Amazon Connect, Salesforce, QA, surveys, workforce, knowledge, billing, finance

KEY EXECUTIVE VIEWS

Service health Service level, wait, abandonment, backlog, repeat contact, escalation, and resolution.	Customer risk Effort, satisfaction, repeat failure, high-risk journeys, complaints, and churn signals.
Workforce pressure Demand, forecast, schedule fit, occupancy, absence, skill coverage, and capacity constraints.	Improvement priority Ranked opportunities using impact, confidence, urgency, effort, and dependency risk.
Quality and knowledge Critical failures, repeat findings, coaching completion, search failure, content gaps, and action effectiveness.	Financial performance Cost per resolved case, avoidable handling, credits, repeat work, platform cost, and benefit realization.

PRIORITY SCORING

Factor	Weight	Question
Impact	35%	What customer, service, financial, and risk value could improve?
Confidence	25%	How strong and consistent is the supporting evidence?
Urgency	20%	How quickly is exposure or deterioration increasing?
Effort	15%	What time, cost, complexity, and organizational capacity are required?
Dependency risk	5%	Which system, policy, vendor, data, or cross-team constraints exist?

12-WEEK IMPLEMENTATION ROADMAP

Timing	Phase	Primary work
Weeks 1-2	Discover	Identify leadership decisions, source systems, current reports, definitions, pain points, and baseline trust
Weeks 3-4	Define	Create metric hierarchy, dictionary, ownership, audiences, thresholds, and priority logic
Weeks 5-7	Connect	Integrate source data, transformations, quality checks, access control, and lineage
Weeks 8-9	Design	Build executive, manager, analyst, and operational views around real decisions
Weeks 10-11	Pilot	Run operating reviews, validate definitions, refine alerts, and test action ownership
Week 12	Launch	Publish governance, review cadence, runbooks, ownership, backlog, and improvement process

GOVERNANCE REQUIREMENTS

Maintain a metric dictionary, source lineage, reconciliation process, data-quality checks, role-based access, threshold review cadence, and action ownership. Every improvement priority should have an owner, expected value, due date, validation measure, and status.

OPERATING REVIEW CADENCE

Daily: service control and emerging risk. **Weekly:** contact reasons, workforce pressure, quality, knowledge, and action status. **Monthly:** customer outcomes, cost, capacity, and benefit realization. **Quarterly:** demand trends, operating-model changes, technology investment, and workforce strategy.

PROJECTED OUTCOMES

Expected benefits include faster operating decisions, lower avoidable work, clearer accountability, stronger cross-functional alignment, and better technology, process, workforce, and enablement investment choices. These outcomes require pilot and production validation.