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Data Literacy for Customer Support & Service Operations Playbook

Reading support metrics well enough to know if faster is actually better

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy within customer support and service operations teams — resolution metric critical reading, ticket volume pattern analysis, and understanding the tension between speed and quality metrics — addressing the specific risk of support operations over-optimizing for easily measured speed metrics at the expense of genuine resolution quality.

Isn't faster resolution time straightforwardly better for customer

support? Not always — resolution time is easy to measure and optimize for, but over-optimizing for speed can produce rushed, lower-quality resolutions that generate repeat contacts, actually worsening the customer experience the speed metric was meant to improve.

What's the most common data literacy gap specifically in customer

support operations? Treating resolution time as a proxy for support quality without checking repeat contact rate or genuine customer satisfaction — a support team can show improving speed metrics while resolution quality is actually declining.

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