

Internal Corporate Presentation Script: Technical Support Problems

Slide 1: Introduction

Hello everyone, thank you for joining. I am James Choi from Customer Service Department, and today I will share about current technical support problems we are facing in our global software company. I will explain what is happening in support operation recently, what kind of issue is continuing, and what we think is needing attention from management side also.

As you know, our customers are located in many countries and time zones, and our product is not simple product, so support issue is not only about answering fast. Many times it includes account issue, integration problem, bug suspicion, and also communication difficulty because customers are using different English level and different business expectation. Because of this, support performance is connected not only to service quality but also to customer trust and retention.

So, the conclusion of today presentation is that support performance is improving in general, but some structural problems are still remaining, especially in APAC enterprise support and after-hours escalation handling.

Slide 2: Background of the Support Environment

Before talking about the specific problem, I want to explain little background. In our company, customer service team is handling incoming tickets from SMB and enterprise customers in several regions. Some cases can be solved by Tier 1 directly, but many technical cases are needing Tier 2 support, engineering check, or product team feedback. This is making our workflow longer than normal help desk style support.

Also, in international company, the support demand is not evenly coming. Sometimes North America and EMEA have more stable process because staffing and escalation route are more mature, but APAC side has more challenge in evening coverage and enterprise clients sometimes require more urgent and more detailed response. So even if total volume is not the biggest, the complexity can be higher than it looks in raw number.

So, the main conclusion in this background is that our support problem is not only ticket quantity issue. It is also regional timing issue, case complexity issue, and handoff issue between support levels.

Slide 3: Purpose of This Review

The reason we are doing this review is because in past months there were repeated comments about slow response, aging backlog, and some concern from internal teams that support quality may be dropping. At the same time, there were also process changes, such as routing rule adjustment, and we wanted to see if these changes are helping or not helping in practical result.

In addition, we need to understand not only what metric changed, but why it changed. Sometimes one metric improves but another hidden issue is still staying. For example, average time can look better, but some important segment can still be suffering. So we should not only see the overall average and feel safe too early. We need to look a little deeper into region and segment.

So the conclusion for this review purpose is that we are checking both surface performance and underlying operational causes, not only reporting numbers for reporting itself.

Slide 4: Main Support Problems We Have Seen

When we collect the situation from recent months, there are several support problems appearing again and again. First is longer resolution time for more complex cases. Second is backlog staying open too long in some queues. Third is the inconsistency between regions, especially when customer issue is raised near APAC evening time. Fourth is that enterprise customers often need escalation, so if handoff timing is not good, the case can stop moving for many hours.

There is also another softer problem, which is communication and expectation management. Sometimes customer is not only unhappy because the issue is unresolved, but because they do not understand what is happening or why they are waiting. In international environment, even a technically correct answer can feel not enough if the message is not clear or fast enough. This is not the biggest metric point in this presentation, but it is still affecting customer feeling.

So the conclusion of this slide is that the support problem is mixed: speed problem, backlog problem, escalation problem, and communication problem together.

Slide 5: Overall Metrics Snapshot

Now I will move to the overall metrics. In the period of April to September 2026, support performance shows some positive signal and also some remaining concern. According to the metrics, SLA met is 82 percent, CSAT is 4.4 out of 5, average resolution time is 41 hours, and open backlog is 186. Ticket volume also increased through the period, so this means the team was not working in an easy condition.

When we see only these top numbers, the result looks not too bad. CSAT stayed stable even with ticket growth, which means customers did not react very negatively overall. Also, 82 percent SLA is not ideal, but compared with a more difficult previous period, it shows that some process control is working better than before. Still, backlog of 186 and 41-hour average resolution time are telling us the operation is under pressure and not fully normalized yet.

So the conclusion here is that our support operation is improving at top level, but it is still carrying too much backlog and too much case age to say the problem is solved.

Slide 6: Trend Improvement After Routing Rule Change

Next, I want to explain the trend line more. The review slide shows that resolution time improved from 58 hours in April to 40 hours in September, which is 31 percent improvement. Also, SLA performance went up to 82 percent, compared to 71 percent before the change. One of the important actions in this period was

the launch of routing rules on July 15, and it seems this gave some positive effect to case movement and queue distribution.

But also, it is a little dangerous if we directly say routing rule solved everything. The timeline suggests correlation, yes, but the support environment also had other factors like staffing, seasonal volume differences, and queue prioritization. So maybe the routing rule helped, but maybe it helped only partly. The slide itself also says staffing remains constrained in APAC evenings, so even with smarter routing, if no one can receive or escalate at the needed time, then delay is still happening.

So the conclusion on this trend is that process improvement worked to some degree, especially after July, but operational capacity is still limiting the full benefit.

Slide 7: Remaining Bottleneck, APAC Enterprise

Now I think this is the most important slide in the presentation. Even though overall resolution time improved, APAC Enterprise is still driving backlog. The slide says APAC Enterprise is 33 percent of backlog, while it is only 11 percent of total volume, and it also causes 39 percent of SLA misses. This is showing a very strong imbalance, so the issue is not spread equally across all support work.

Why is this happening? The slide notes that staffing remains constrained in APAC evenings, and enterprise cases often require Tier 2 escalation. It also says most overdue cases stall at after-hours Tier 2 handoff. So what seems to happen is this: the customer opens or updates a serious issue, Tier 1 receives it, but the timing is bad, escalation is needed, and then the case waits across time boundaries. During this waiting, SLA risk grows very fast, and backlog also looks worse because these are more visible and older tickets.

So the conclusion here is that APAC Enterprise is the main bottleneck not because of volume alone, but because of timing mismatch and escalation dependency.

Slide 8: Impact on Customers and Business

If this situation continues, the impact is not only inside support team dashboard. Enterprise customers are usually high-value accounts, and they are more sensitive to delayed handling, especially when the issue is technical and blocking workflow. Even if CSAT remains stable overall, that average can hide dissatisfaction from an important account segment. A stable average score can be a little misleading in that case.

There is also internal business impact. When support cases stay open longer, other teams get pulled in with urgency, managers spend more time on escalations, and forecasting becomes less reliable. Also, support team morale can go down because people feel they are always catching up but not getting ahead. This is not directly written in the metric slide, but it is normal operational effect when backlog is concentrated in a difficult queue.

So the conclusion is that this is not only a customer service inconvenience. It can become a retention risk, a cross-functional productivity issue, and a repeated cost problem if not handled earlier.

Slide 9: Likely Causes and What We Should Do

When we summarize the likely causes, there are a few. One is queue design improved, but not enough for complex regional enterprise work. Another is staffing model may not match real demand timing, especially in APAC evening window. Another one is too many enterprise cases are depending on Tier 2, which means Tier 1 maybe lacks authority, tooling, or knowledge to close more issues earlier. And also queue priority logic may still not be separating high-risk cases in the best way.

For action, I think the first idea is to evaluate staffing model and queue priorities again, because that is already mentioned in the review note. Second, we need to fix APAC evening coverage in some form, maybe by direct staffing, staggered schedule, or clearer handoff ownership. Third, we should review which enterprise case types always go to Tier 2 and see if some can be reduced by playbook, training, or better internal documentation. These are not very exciting recommendations, but probably these are the practical ones.

So the conclusion is that the next step should focus on APAC evening coverage, escalation flow, and priority model, instead of making another broad process change for all regions.

Slide 10: Final Summary and Closing

To close, I want to summarize the situation simply. During April to September, support operation improved in overall performance. Resolution time got better from 58 hours to 40 hours, and SLA performance improved compared with pre-change period. Routing rule launch seems to help, and CSAT stayed stable even though ticket volume increased. These are positive signs, so I do not want to say the whole support operation is failing.

But at the same time, the remaining issue is now more concentrated, not disappeared. APAC Enterprise is still the biggest driver of backlog and SLA misses, mainly because of evening staffing constraint and after-hours Tier 2 handoff delay. If we only look at the overall average, we may miss the real operational weakness. So I think the company should treat this as a targeted support design problem, not only a general performance issue.

So my final conclusion is that we made progress, but not enough in the most sensitive area. We should now prioritize APAC enterprise coverage, improve escalation timing, and review queue priority before backlog becomes normal habit again.