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EUX & DELIVERY INSIGHTS

OBSERVATIONS, PRIORITIES & IMPROVEMENT ROADMAP

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OVERVIEW

Introduction

DataSet Overview

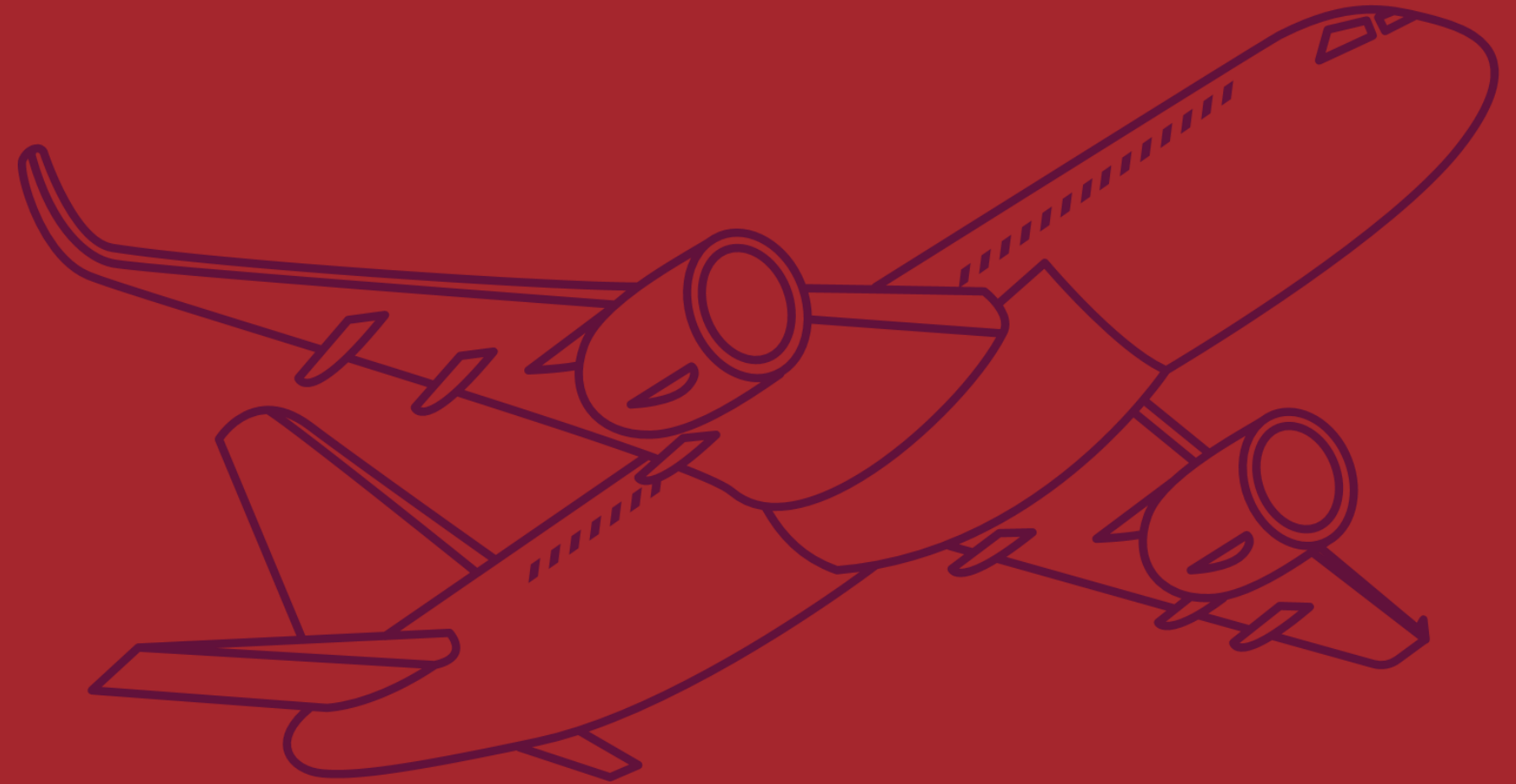
Key Insights from Analysis

Why These Areas Are a Priority

Proposed Improvements

Dashboard Proposal (Power BI)

Measuring Success & Continuous Improvement



INTRODUCTION

As an EUX & Delivery Analyst, my role is not just about data analysis, but about transforming raw feedback and performance metrics into actionable improvements.

Enhancing End-User Satisfaction

Ensuring employees/customers feel supported with faster, simpler service

Improving Quality & Reliability

Using data to proactively reduce service issues

Driving User-Centric Culture

Promoting decisions based on real feedback and experience data



DATASET OVERVIEW

INITIAL OBSERVATIONS

DATASET CONTAINS 100 RECORDS COVERING

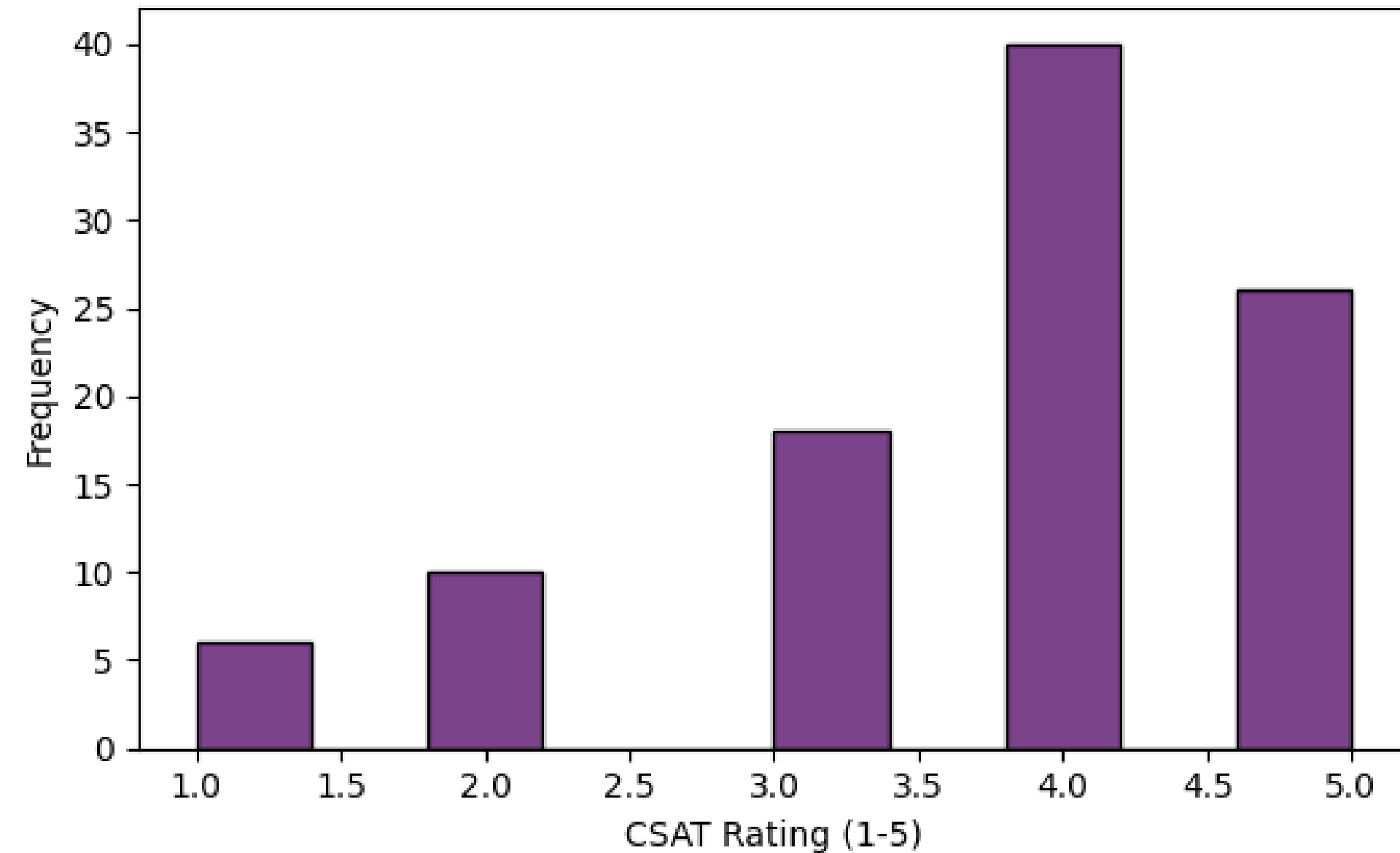
Department
Issue Type
Channel
CSAT Rating (1–5)
Resolution Time (hrs)
First Contact Resolution (Yes/No)
User Feedback (qualitative comments)

DATA QUALITY CHECKS COMPLETED

No missing values
No duplicate records
No Outliers
Appropriate data types
(numeric + categorical)

ANALYSIS

Distribution of CSAT Rating (1-5)



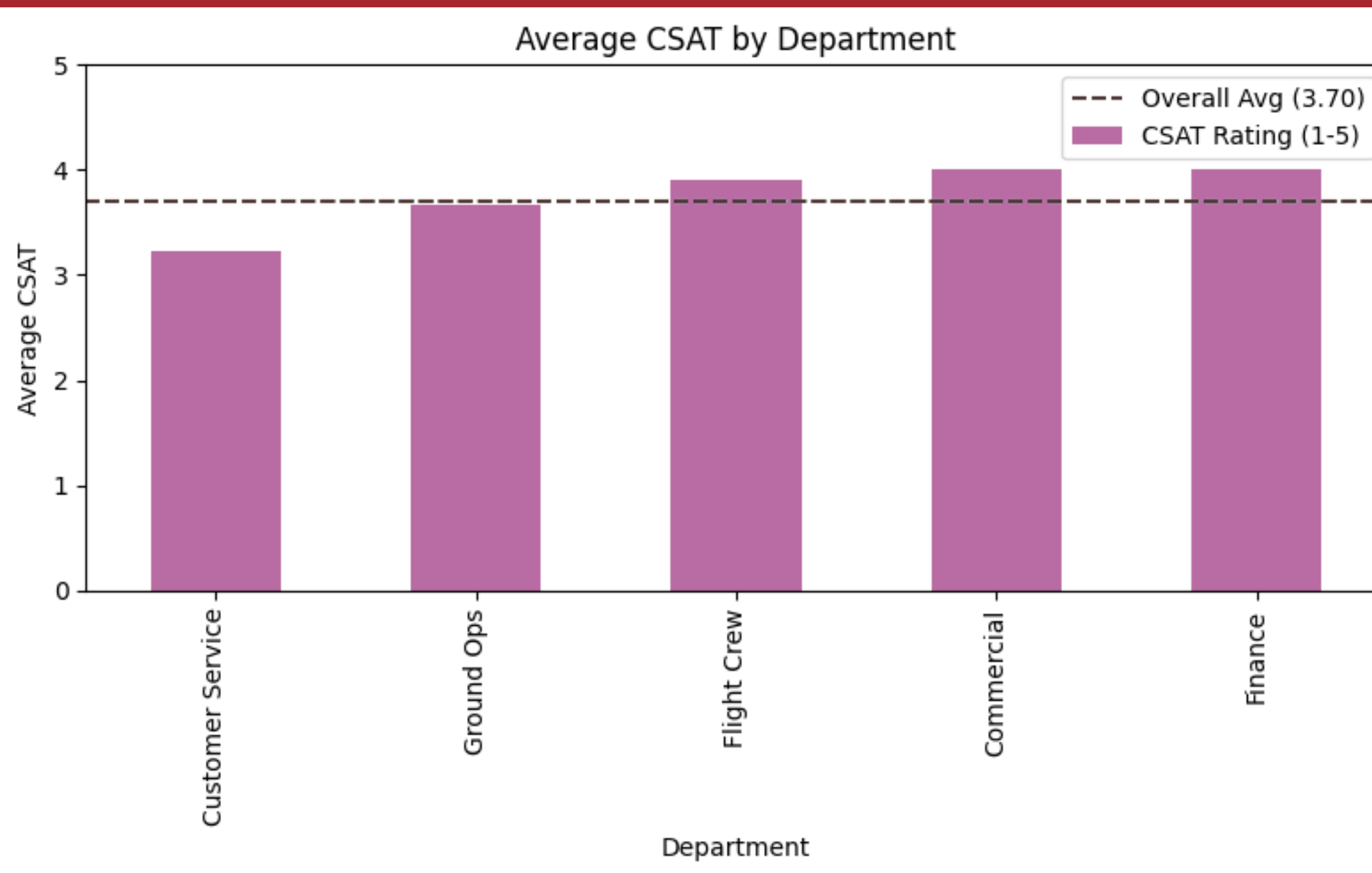
AVERAGE CSAT RATING = 3.7

Most ratings are clustered around 4, with the second highest at 5, meaning many customers are fairly satisfied.

However, there's also a long tail at 1, 2, and 3, indicating pockets of frustration or neutral experiences that pull the average CSAT down to **average 3.7**.

THIS CHART SHOWS DISTRIBUTION OF CSAT RATINGS

ANALYSIS



Customer Service and Ground Ops sit below the company average.

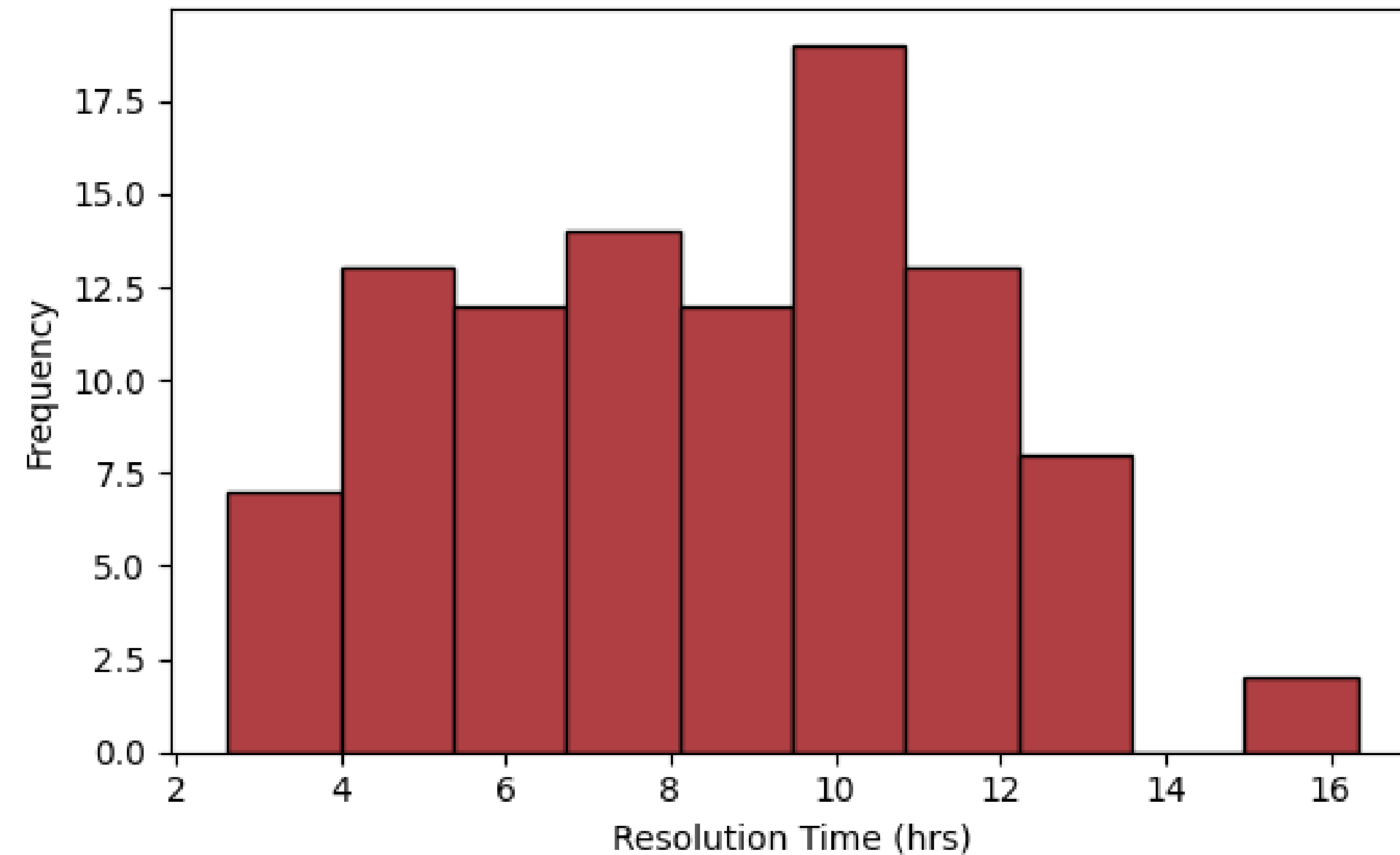
Customer Service ≈ 3.23 and **Ground Ops ≈ 3.67** are **below** the line (underperforming)

Finance, Commercial, Flight Crew sit **around/above** the overall average (**closer to 3.9–4.0**).

THIS CHART SHOWS AVERAGE CSAT BY DEPARTMENT WHERE SATISFACTION IS ACTUALLY BREAKING

ANALYSIS

Distribution of Resolution Time (hrs)



AVERAGE RESOLUTION TIME = 8.46 HR

KEY INSIGHT

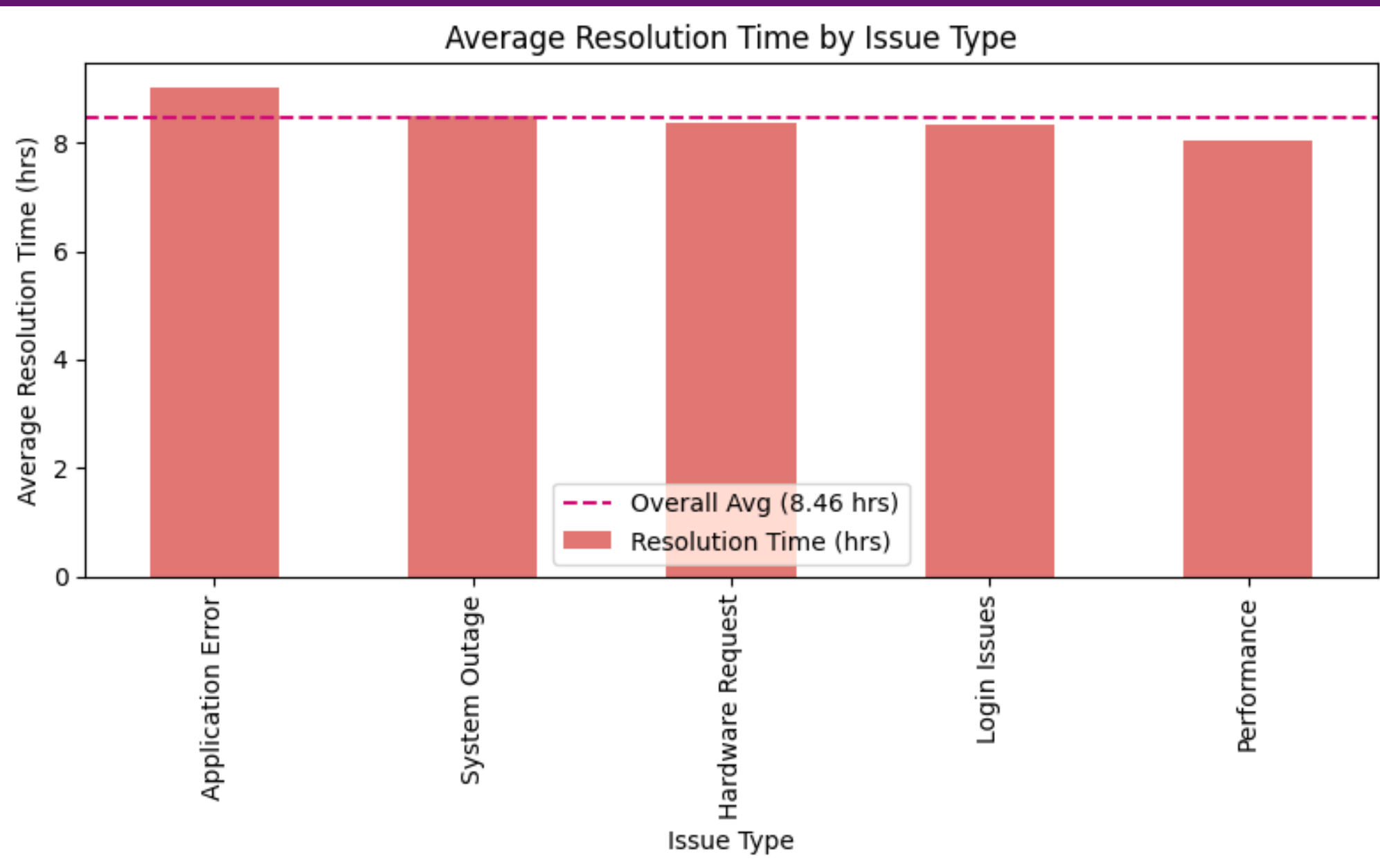
These delays occur in high-impact categories (**Application & System**) that affect large groups of users.

Prolonged resolution here means:

More SLA breaches (service-level agreements missed).

Greater end-user dissatisfaction, since these are critical issues.

ANALYSIS



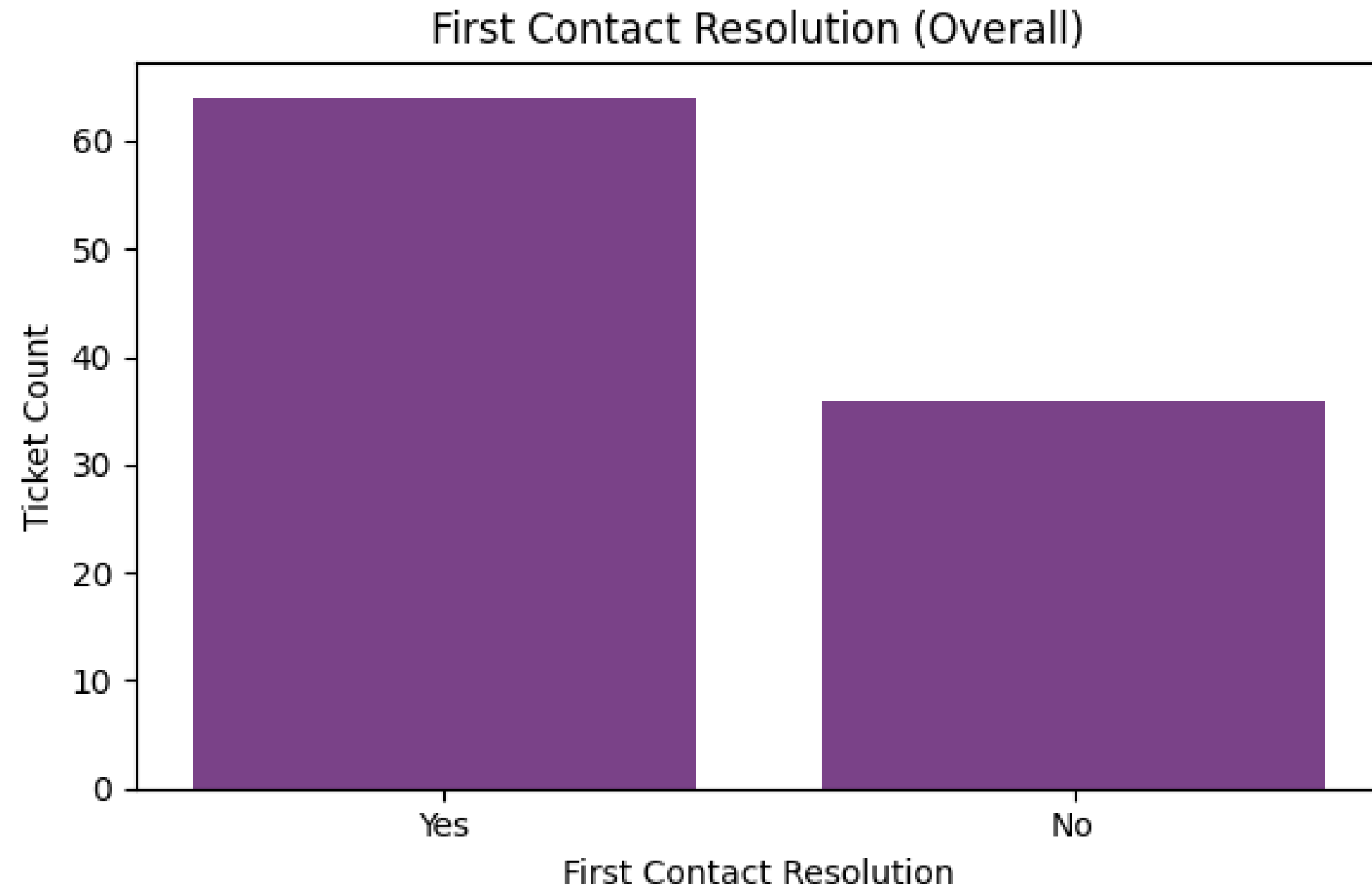
WHAT THIS GRAPH REPRESENTS

The average resolution time across all tickets is **8.5 hours**.

Issues specifically like **Application Errors** and **System Outages** take longer than **9 hours** on average, which is above the overall mean.

Other issue types like Performance and Login Issues are relatively quicker (closer to 8 hrs).

ANALYSIS



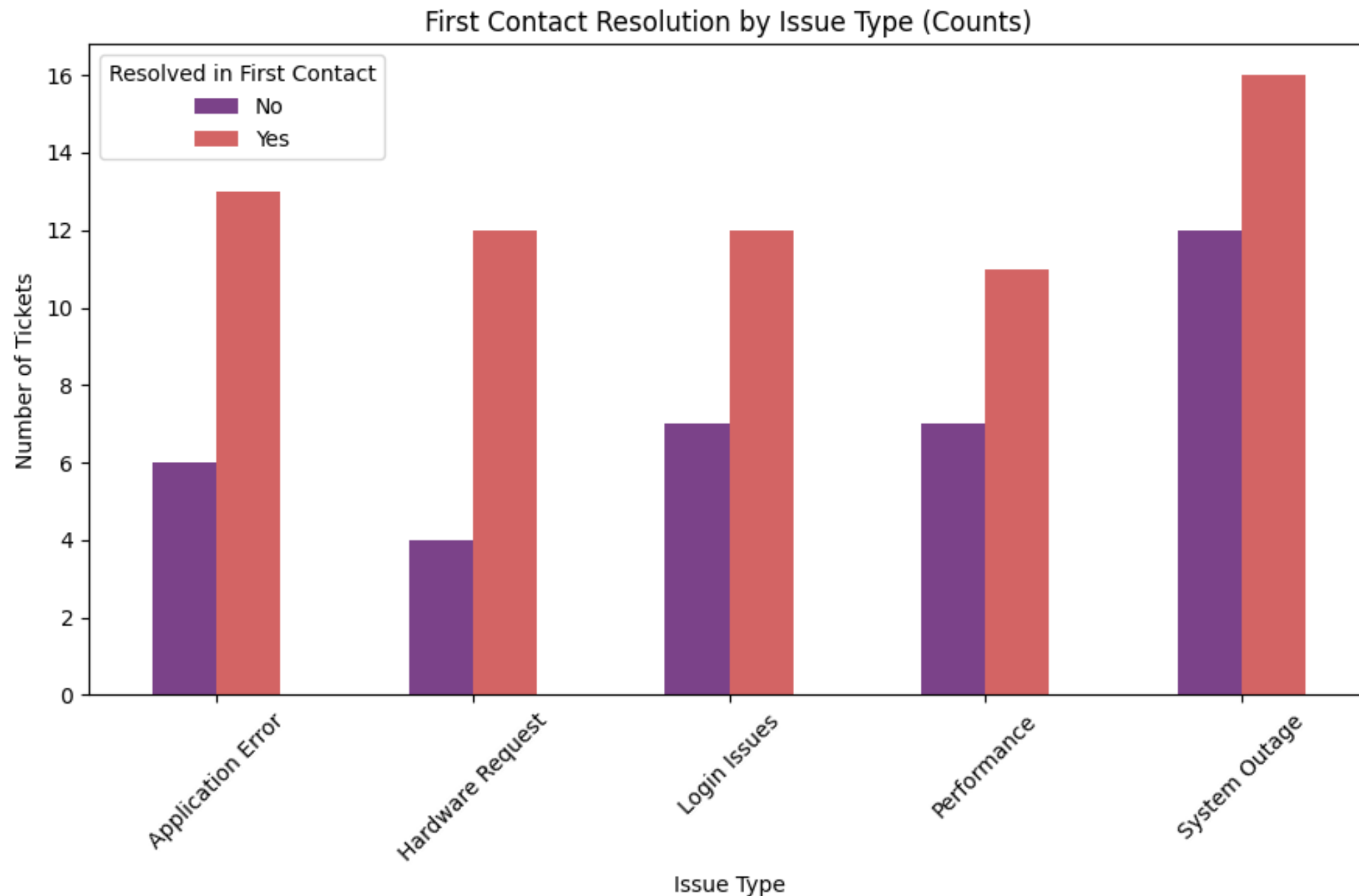
KEY INSIGHT

64% were resolved on the first contact.

36% required escalation or follow-up, meaning customers had to come back multiple times.

While majority of issues are resolved quickly, a significant gap (36%) still exists.

ANALYSIS



WHAT THIS GRAPH REPRESENTS

Application Errors, Hardware Requests, and Login Issues show strong first contact resolution (>60%).

System Outages and Performance Issues require more follow-ups (lower FCR) – these are the biggest pain points.

Overall: **64% tickets** resolved at first contact, but **36% tickets** still require escalation.

PRIORITY REASONS

Customer Satisfaction (CSAT)

Low CSAT in Customer Service and Ground Ops (≈ 3.7) signals dissatisfaction that directly impacts user trust and adoption of IT services.

Resolution Time

Critical issues like Application Errors and System Outages take >9 hrs on average, breaching SLAs and driving user frustration. These delays impact large user groups, disrupt operations, and risk reputational damage

First Contact Resolution

With 36% of tickets requiring multiple follow-ups, users face delays and frustration, increasing cost-to-serve and reducing confidence in support. Low FCR drives higher costs, reduces efficiency, and damages the perception of IT service quality.

OVERALL GOOD SERVICE, BUT RISKS OF DISENGAGED USERS EXIST.

Focus Area	Quick Wins	Long-term
CSAT	• Run pulse surveys after tickets. • Provide FAQs/self-help guides for common queries. • Short refresher training for frontline staff.	• Build a sentiment dashboard for leadership. • Implement a Continuous Service Improvement (CSI) framework. • Integrate CSAT into team KPIs & scorecards.
Resolution Time	• Prioritize tickets by severity/business impact. • Track SLA breaches via dashboards. • Launch temporary “war room” for recurring issues.	• Invest in automation & AI triage. • Use predictive analytics to prevent recurring failures. • Develop a knowledge base to speed up resolutions.
First Contact Resolution	• Introduce triage scripts for service desk. • Expand remote diagnostic tools. • Provide real-time prompts for agents in the ticketing system.	• Deploy AI chatbots for common issues. • Create specialist squads for recurring problem types. • Track FCR trendline & root cause analysis quarterly.

QUICK WINS

&

LONG TERM

Analytics Dashboard

Department

- ☐ Customer Service
- ☐ Finance
- ☐ Flight Crew
- ☐ Ground Ops

Issue Type

- ☐ Application Error
- ☐ Hardware Request
- ☐ Login Issues
- ☐ Performance
- ☐ System Outage

Customer Satisfaction (Avg)

3.70

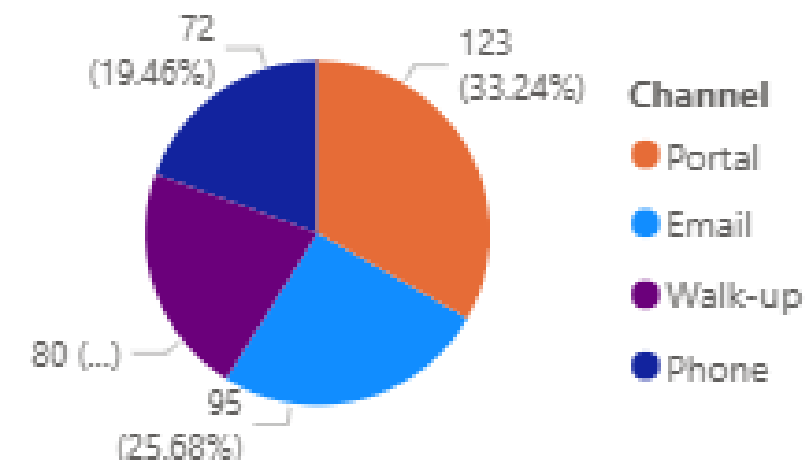
Average Resolution Time

8.46

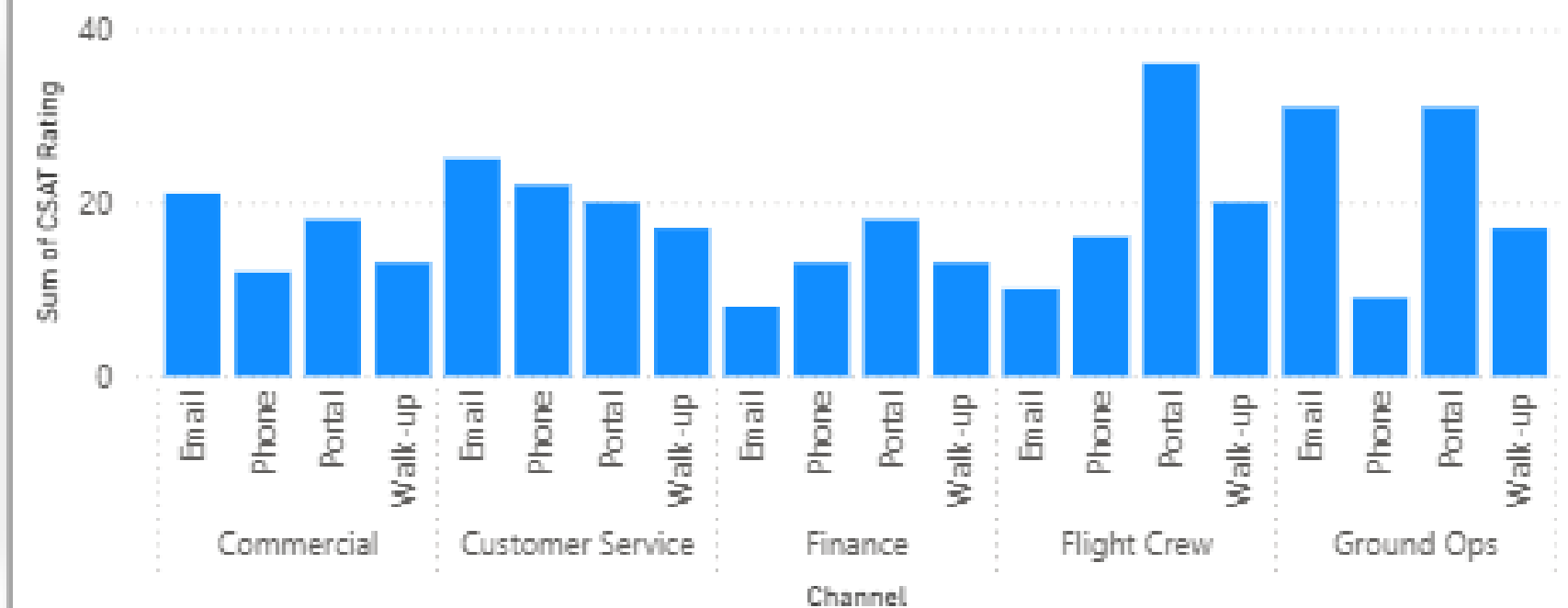
First Contact Resolution

64.00%

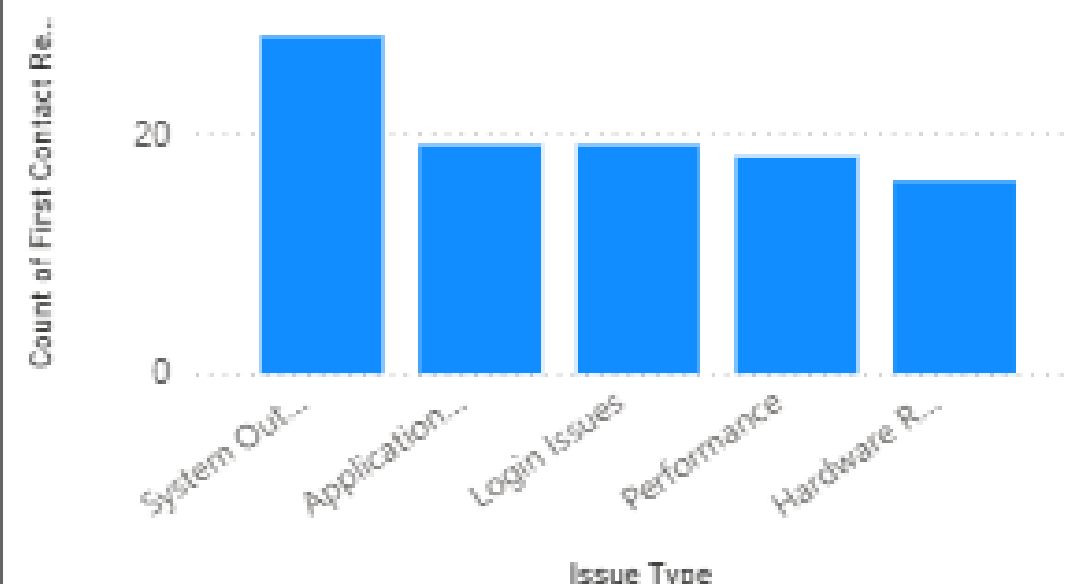
Sum of CSAT Rating by Channel



Sum of CSAT Rating by Department and Channel



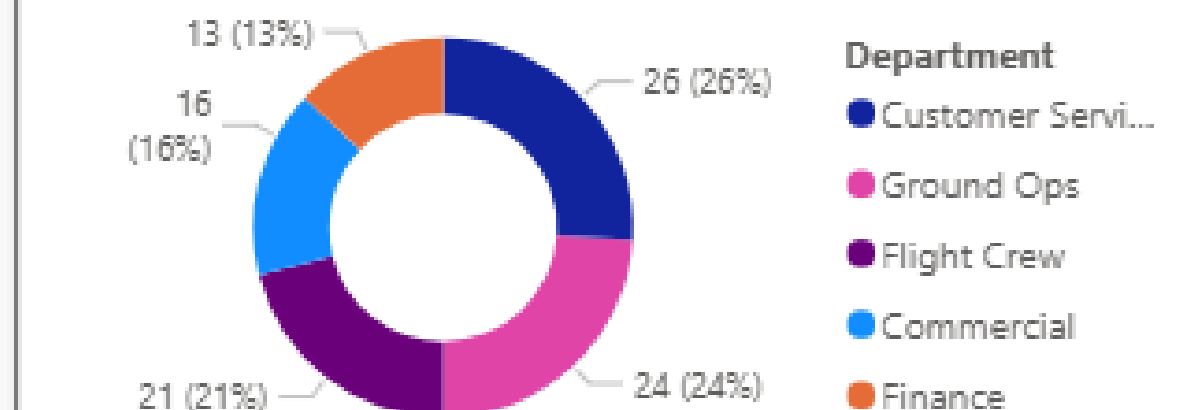
Count of First Contact Resolution by Issue Type



Sum of Resolution Time (hrs) by User Feedback and First Contact Resolution



Count of First Contact Resolution by Department



MEASURING SUCCESS & DRIVING CONTINUOUS IMPROVEMENT

Success will be measured through KPIs like CSAT uplift (3.7 → 4.2), reduced resolution time (<7 hrs), and improved First Contact Resolution (64% → 75%).

Implement automation, knowledge base, and ITSM Tools to ensure smooth and transparent service delivery.

Progress will be tracked via real-time dashboards and trend analysis, ensuring measurable improvement against targets.

Use feedback loops, root cause analysis, and ITIL CSI framework to drive continuous improvement and long-term user satisfaction



THANK YOU

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