Eltropy Support Guiding Principles

Own the problem.

Ease and speed matter.

Never leave the customer hanging - communicate clearly and often.

Feedback is a gift, get better.

Moving from start-up to scale-up

Challenge	Solution	
	Current State	**Future State**
Quality of Response	Smart but inexperienced hires	Level-2 experienced Profile
Accountability	"passing the buck" – frequent JIRA ownership change	SPA - Single-point of accountability model. New Support platform (Zendesk) with expanded reporting
Availability	India-based team, working US hours	Increased US presence, "in time zone" ease
Product Expertise	Generalists	SME model, separation of AI Support

More Channels

- ✓ Completely revised Help center
- ✓ AI Driven Suggested Answers
- ✓ Generative AI Chatbot
- ✓ Human Chat (Beta)

- ✓ Centralized Content Team
- ✓ 24/hour on-call
- ✓ Self-prioritization Web Form
- ✓ Status page and "push" notifications
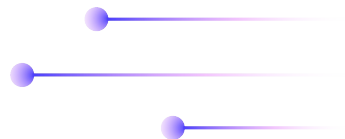
You can't improve what you don't measure

As of 4/1 radically enhanced reporting:

Agent Capacity Management

Observability and proactive tracking

Tickets / Per Customer (CSM dashboard)

Experimenting w/ better survey tool

Time to Resolution & First Response Time

(by team, agent, product)

Awards for "perfect CSAT"

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Demo

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Questions?

Thank You