

The 90-Day Roadmap to Cut Resolution Times and Boost CSAT

Improving customer support performance doesn't happen overnight — but with the right roadmap, you can transform your team's speed, quality, and satisfaction in just 90 days. This plan is built around three key goals:

- 1. Reduce response times
- 2. Increase first-contact resolutions
- 3. Lower reopen rates

Each 30-day phase focuses on actions that bring measurable ROI — blending automation, training, and smart AI assistance to make your support team unstoppable.

Days 1–30: Quick Wins That Cut Response Times in Half

The first month is all about building momentum. Your goal: remove friction, speed up replies, and set measurable baselines for performance.

Key Actions

- Measure what matters: Track median response time, abandoned chats, and busiest hours daily.
- Set up smart routing: Automatically assign tickets by language, topic, or urgency.
- Automate top FAQs: Deploy AI to handle password resets and billing questions — saving 10+ agent hours per week.
- Run focused micro-trainings: 30-minute daily sprints help agents handle 40% more conversations in just one week.
- Track FRT and CSAT: Aim for <5 minutes average First Response Time and 95%+ CSAT.

💡 Pro tip: Celebrate every 10% improvement in FRT or CSAT internally — positive reinforcement accelerates adoption.

Priority	Initiative	Description	Expected Impact
✓	Smart routing setup	Route tickets instantly by keyword, topic, and urgency.	-25% response delay
✓	Automate top FAQs	Deploy AI for password resets & billing.	Save 10+ agent hours/week
⚙️	Unified inbox rollout	Centralize chat, email, and social channels.	+20% faster replies

	Micro-training sprints	Daily 30-min training for agents on new AI tools.	+40% productivity
	FRT & CSAT monitoring	Track daily, aim for <5 min FRT, 95%+ CSAT.	Early proof of ROI

Impact by Day 30:

-  Faster replies
-  Agents trained on AI tools
-  Clear visibility on key metrics
-  Early ROI and performance proof

Days 31–60: Refine, Automate, and Strengthen Retention

Now that response speed is stable, shift your focus to customer satisfaction and self-service optimization. Companies that refine their self-service and pricing clarity typically see a 25% boost in CSAT within two months.

Key Actions

- Expand self-service: Add contextual FAQs, AI-powered knowledge base search, and chatbot article suggestions.
- Simplify pricing: Make pricing pages transparent, include comparison tables, and integrate real-time chat for edge cases.
- Implement AI assistance with human fallback: Let AI handle simple requests while routing complex ones to agents.

 Pro tip: Review your top 20 chat topics and ensure each has an up-to-date help article — it's one of the easiest ways to reduce tickets by 15–20%.

Priority	Initiative	Description	Expected Impact
	Expand self-service	Add contextual help, searchable FAQs, and AI chatbot suggestions.	-20% ticket volume
	Simplify pricing	Clarify plan differences and add comparison charts.	+15% conversion rate
	AI + human fallback setup	Configure chatbot to auto-escalate complex issues.	+25% CSAT

⚙️	Monthly KB review	Refresh top 20 help articles to match trending questions.	Improved FCR accuracy
⚙️	Analyze abandonment cost	Track €100 loss per abandoned conversation.	Data-driven urgency

Impact by Day 60:

- ✅ +25% customer satisfaction
- ✅ Reduced abandoned conversations
- ✅ Clearer self-service experience
- ✅ Higher trust and retention

Days 61–90: Scale Without Losing Quality

By now, you’ve built efficiency. In this final phase, the goal is to scale your support capacity — handling twice the volume with the same headcount and quality. Companies like Linear using this framework reach 95% CSAT while cutting response times by 50%.

Key Actions

- Run 30-minute daily training sprints: Focus on your top 5 complex cases. Front used this approach to boost resolution rates by 25%.
- Hold weekly product-support syncs: Notion saw feature adoption jump 18% after implementing this habit.
- Use AI to handle 40% of routine volume: Automating common issues gives your team back 15 hours per week.
- Monitor CSAT and FRT daily: Set alerts for any metric that dips below targets — act fast to maintain quality.

💡 Pro tip: Create a “Voice of Customer” doc where agents log recurring friction points. Share it weekly with your product team — it’s a goldmine for innovation and retention.

Priority	Initiative	Description	Expected Impact
✅	Daily micro-trainings	Focus on top 5 complex cases; short 30-min sprints.	+25% faster resolutions
✅	Product-support syncs	Weekly cross-team sessions to share insights.	+18% feature adoption
⚙️	AI automation expansion	Automate 40% of routine queries.	+15 hours saved/week



Performance
monitoring

Track CSAT, FRT,
and alerts daily.

Maintain 95%+
satisfaction



Voice of Customer
doc

Gather feedback for
product
improvements.

Reduces recurring
issues

Impact by Day 90:

- ✓ Handle 2x more conversations with same resources
- ✓ Maintain 95%+ CSAT
- ✓ Cut response times by 50%
- ✓ Fully integrated AI workflows

At a Glance: Your 90-Day Success Timeline

Timeframe	Focus Area	Core Goals	Expected Results
Days 1–30	Speed & Setup	Deploy routing, automation, and tracking	50% faster response time
Days 31–60	Refinement & Retention	Strengthen self-service, pricing clarity, and fallback AI	+25% CSAT
Days 61–90	Scaling & Quality	Double support capacity, maintain 95% CSAT	-50% response time, 2x throughput

Final Takeaway

This 90-day roadmap isn't about adding more tools — it's about aligning people, process, and AI to deliver better experiences at scale. By the end of the third month, your support team will:

- Respond twice as fast
- Resolve more cases on first contact
- Keep CSAT consistently above 95%

That's how modern teams turn customer support from a cost center into a growth engine.