

# Strategic Platform Roadmap Proposal: Enhancing Resolution Quality with AI Guidance

## Executive Summary

### Pre-existing Assumptions:

- Training Data Set finalized
- Minimum viable product finalized
- API endpoints ready
- Policy/Compliance/Legal sign-off
- Agent training & onboarding drafted
- Exec-sponsor & stakeholders sign off
- Feedback loop defined

This proposal outlines a strategic, risk-mitigated plan to address the **theoretical** high-cost operational challenge of **Inconsistent Resolution Quality** across Community Support. The vision is to utilize the internal platform to transform every agent into an expert by launching an **AI Resolution Engine (ARE)** and a **Dynamic Resolution Template (DRT)**. This would likely be a rollout of a feature of an existing custom-built internal platform, as the role requires building and managing proprietary, internal tools and would require working in alignment with Engineering, Data Science, and Design.

This serves as the critical first step toward a fully intelligent support system. Success will be measured by achieving a **Target % Increase in First Contact Resolution (FCR)** within the Target Timeline, directly improving Guest/Host satisfaction and generating significant operational savings. The rollout is managed through a **3-Phase roadmap**, beginning with a **4-week controlled pilot** to secure operational buy-in and mitigate risk before scaling globally.

## I. The Strategic Problem and Vision (The "Why")

Item	Detail
<b>1.1 Operational Challenge</b>	<b>Inconsistent Resolution Quality:</b> Complex, varying global policies and fragmented data lead to inconsistent support resolutions, which drives up repeat contact rates and degrades the Guest/Host "10 star service" experience.

<b>1.2 Ideal End-State Vision</b>	The platform's strategic goal is to transform every agent into an expert by providing real-time, AI-driven policy application and guidance. This initiative serves as the critical first step in a multi-year journey toward a fully intelligent, highly-automated support system, ensuring every Guest and Host receives a compliant, 10-star resolution on the first contact.
<b>1.3 Key Success Metric (OKR)</b>	<b>Objective:</b> Dramatically improve operational quality and efficiency through enhanced agent performance. <b>Key Result:</b> Achieve a Target % Increase in First Contact Resolution (FCR) rate for interactions related to Specific High-Volume Issue Type within Target Timeline (e.g., 9-12) months. <i>(Note: Specific targets will be set based on proprietary baseline data.)</i>

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## II. The Platform Solution (The "What")

Item	Feature Name & Description
<b>2.1 Proposed Core Feature 1</b>	<b>The AI Resolution Engine (ARE):</b> A machine learning model integrated into the agent desktop that instantly analyzes the customer's full context and provides a ranked list of Policy-Compliant Resolution Options and the next-best action.
<b>2.2 Proposed Core Feature 2</b>	<b>Dynamic Resolution Template (DRT):</b> Translates the ARE's advice into single, efficient actions. It provides: <b>Pre-populated, channel-specific scripts</b> , one-click actions for refunds/compensation, and intelligent <b>routing and escalation</b> .
<b>2.3 Community/Agent Impact</b>	<b>Community (Guest/Host):</b> Improved CSAT and <b>Host/Guest retention</b> through consistently correct, first-contact resolution. <b>Agent (CS Operations):</b> Increased <b>FCR</b> and <b>faster agent ramp-up time</b> (reducing the need for expensive, specialized training), yielding significant operational resource savings.

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## III. Phased Implementation and Alignment (The "How")

Phase Name	Focus	Estimated Duration
<b>3.1 Phase 1: Controlled Validation</b>	<b>Pilot Focus:</b> 4-week limited pilot (10% of tenured agents, single region) using ARE as a guidance tool. The goal is to collect initial feedback, uncover any negative impacts, and secure a data-driven Go/No-Go decision from stakeholders.	4 Weeks

<b>3.2 Phase 2: Metric Proving &amp; Optimization</b>	<b>Goal:</b> Widen adoption to 100% of agents in the pilot locale. Dedicated to measuring the impact on the FCR OKR and refining the AI model based on real-world metric performance.	3-6 Months
<b>3.3 Phase 3: Scalable Replication</b>	<b>Goal:</b> Expand rollout to a Second Geography selected for its <b>Policy and Workflow Similarity</b> to the pilot region. This validates the solution's transferability before broader global expansion.	6-9 Months

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## IV. Key Stakeholders and Risk Management

### A. Critical Stakeholders (Partnership and Alignment)

Stakeholder Team	Role in this Project	Why they are Critical
<b>CS Operations Leadership</b>	<b>Sponsor &amp; Primary Customer</b>	Provides the <b>buy-in, agent access, and high-quality historical data</b> needed for model training and compliance sign-off.
<b>Engineering (Platform/Tools)</b>	<b>Builder &amp; Integrator</b>	Responsible for the <b>technical build, stability, and scaling</b> of the ARE/DRT features and ensuring seamless integration.
<b>Data Science (DS)</b>	<b>Intelligence Engine</b>	Responsible for <b>developing, training, and optimizing the machine learning model (ARE)</b> for accuracy, ensuring it can handle complexity and scale globally.
<b>Trust &amp; Safety / Payments</b>	<b>Policy &amp; Subject Matter Experts</b>	Provides the foundational <b>policy definitions, compliance checks, and transaction logic</b> that the ARE must enforce and reference.
<b>Legal/Privacy</b>	<b>Governance &amp; Compliance</b>	Vets the use of AI and agent data to ensure compliance with GDPR, CCPA, and other global regulatory/data laws.

### B. Key Risks and Mitigation Strategies

Risk Category	Specific Risk	Mitigation Strategy
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<b>R1: Adoption Failure (Agent Trust)</b>	Agents lose trust in the AI due to early inaccuracies, leading to low usage and a reversion to manual processes.	<b>Mitigation: Phase 1 is a "Guidance Only" mode.</b> Agents must provide feedback on every use. Data Science/CS Ops/Eng uses this feedback to rapidly retrain the model before mandatory rollout, building trust iteratively.
<b>R2: Data Quality Decay</b>	The AI Resolution Engine (ARE) is trained on "correct" historical resolutions, but if agents are currently inconsistent, the training data is flawed.	<b>Mitigation:</b> Initial training data must be exclusively sourced from <b>top-tier/Super-Agent resolutions</b> and policies signed off by CS Operations Leadership (Rigor over Volume).
<b>R3: Feature Creep &amp; Complexity</b>	Stakeholders demand too many complex features be solved by the first iteration of the AI, delaying launch and reducing quality.	<b>Mitigation: Strict scope management</b> focused solely on the Specific High-Volume Issue Type and FCR. New requests are logged as Phase 2 or Phase 3 features.
<b>R4: Global Policy Lag</b>	New regulations (e.g., local tax laws, policy updates) change faster than the AI can be updated.	<b>Mitigation:</b> Develop an <b>"Admin Policy Configuration Layer"</b> in the platform, allowing CS Operations (with Legal sign-off) to input urgent policy overrides or new data points without requiring an Engineering deploy.