PROJECT BRIEF

Owner: Priya Raman, Ops · Updated Jan 5, 2027

Project Atlas: one inbox for every customer request

Replace four support inboxes with one shared queue so no request waits more than 4 business hours.

WHY

Median first reply is 19 hours; 14% of requests are answered twice, 6% never.

GOAL

First reply under 4 business hours for 90% of requests by May 2027.

BUDGET

$86k: software $34k/yr, migration $28k, training $24k.

IN SCOPE

- Email, web form, chat and phone notes
- Routing rules by product and region
- Shared macros and SLA dashboard

OUT OF SCOPE

- Social media replies (phase 2)
- Billing system changes
- Hiring new agents

TIMELINE



Discovery	Design sign-off	Pilot (2 regions)	Full rollout
Jan 12	Feb 6	Mar 16	Apr 27

TEAM

- **Lead**: Priya Raman (Ops)
- **Build**: Tom Ellis, Ana Ruiz (IT)
- **Pilot**: EMEA + APAC support leads
- **Sponsor**: Jordan Lee, COO

TOP RISKS

- Data migration loses ticket history: dry run in Feb
- Agents resist new tool: champions in each team
- SLA rules too strict: tune after pilot

Decision needed by Jan 16

Approve budget and pilot regions.

Approve · Discuss · Reject