

Sub-Zero Group: Case Management & Performance Analysis

Analysis of customer interactions, response performance, and case resolution metrics using Sprout Social.

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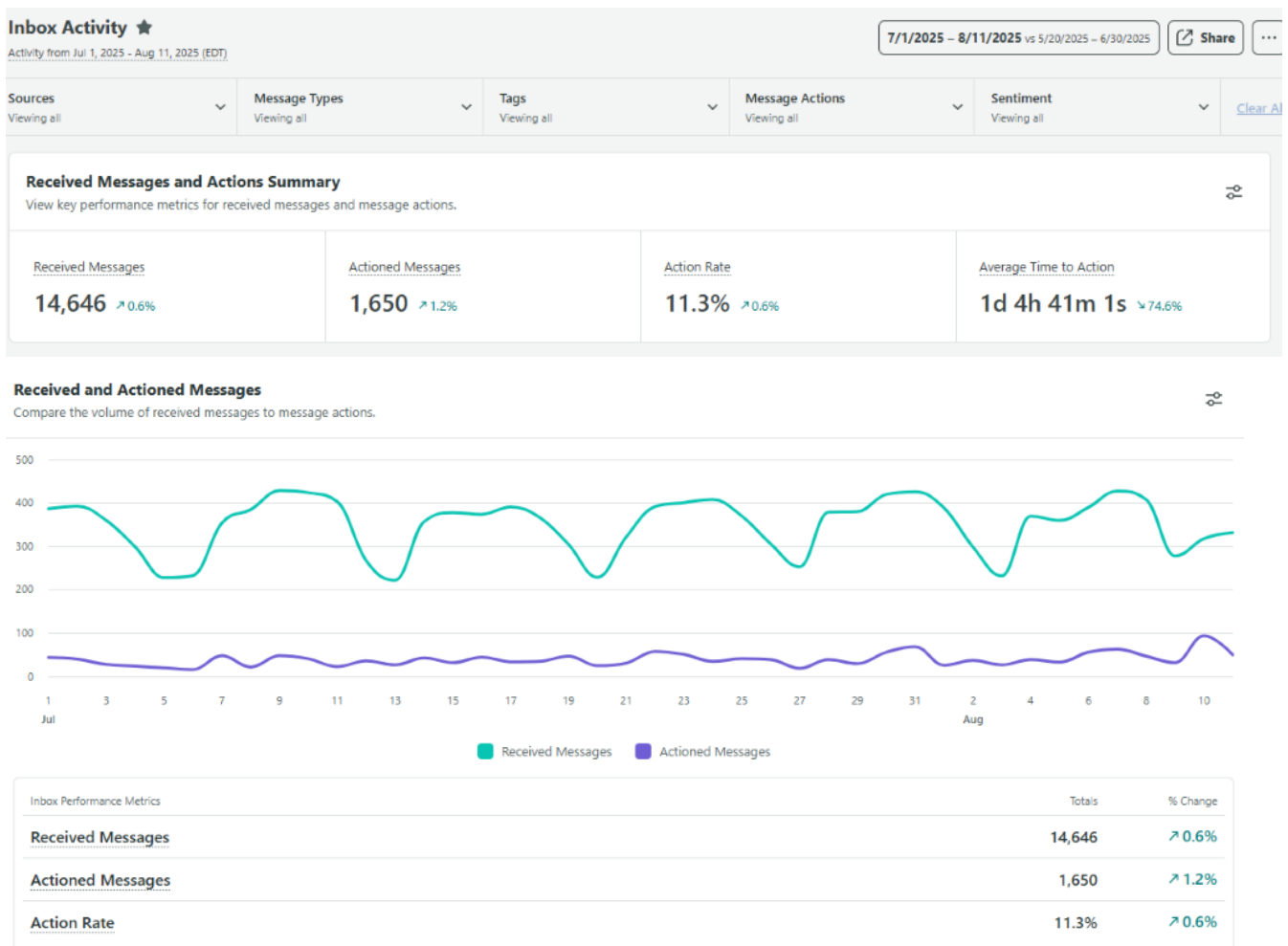
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Overview

As part of my role in Brand Communications and Channel Marketing at Sub-Zero Group, I supported community management efforts through Sprout Social, analyzing customer interactions, response performance, and case resolution metrics. This work focused on improving response efficiency, maintaining brand voice, and strengthening customer engagement across digital platforms.

Customer Care & Inbox Performance

Using Sprout Social analytics, I monitored inbound customer interactions and response activity. During the reporting period, over 14,646 messages were received, with 1,650 messages actioned, resulting in an 11.3% action rate.

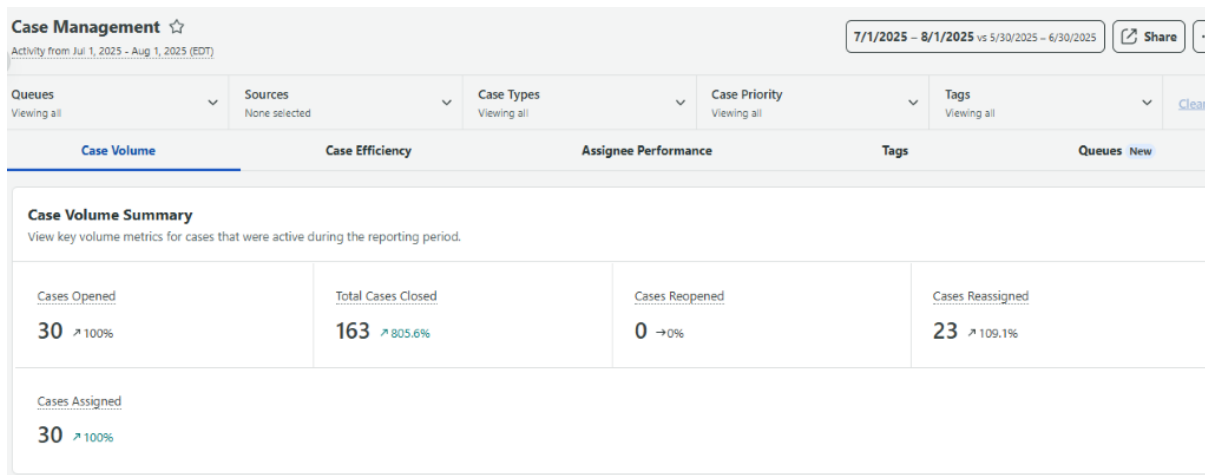


I tracked trends in message volume and response behavior to better understand peak engagement times and identify opportunities to improve responsiveness. This analysis helped inform how teams prioritize and manage incoming customer communications.

Case Management & Workflow Insights

I contributed to tracking and evaluating case management performance, including case volume, assignment, and resolution trends. During this period:

- 30 cases were opened and assigned
- 163 cases were closed
- Case activity fluctuated based on customer demand and engagement cycles



By analyzing case volume over time, I was able to identify patterns in customer inquiries and support team workload, helping inform more efficient case distribution and management.

Performance & Efficiency Metrics

A key part of my role involved evaluating response and resolution efficiency to improve the customer experience. Key metrics included:

- Average Time to Action: 1 day 4 hours
- Average Handle Time: 1 day 2 hours
- Average First Reply Time: 1 day 2 hours
- Average Reply Time: 2 days 16 hours
- First Contact Resolution Rate: 47%
- Reduced average response time by 74%, minimizing customer wait times and improving overall response efficiency.

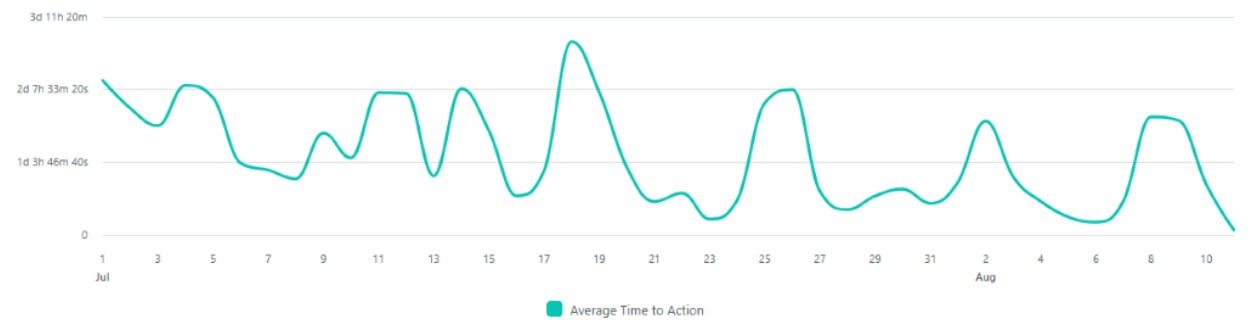
Case Efficiency Summary

View key efficiency metrics for cases that were active during the reporting period.

<u>Average Handle Time</u> 1d 2h ↘ 23.6%	<u>Average First Reply Time</u> 1d 2h ↘ 7.1%	<u>Average Reply Time</u> 2d 16h ↗ 28.7%	<u>First Contact Resolution</u> 47% ↘ 5.5%
<u>Average Time to Resolution</u> 1d 4h ↘ 33.1%		<u>Average Time On Hold</u> 15h 37m ↘ 56.8%	

Average Time to Action

Evaluate the time it takes to apply actions against received messages in the inbox.



Average Time to Action Metrics	Totals	% Change
<u>Average Time to Action</u>	1d 4h 41m 1s	↘ 74.6%

These insights allowed me to assess how quickly and effectively customer inquiries were being addressed, as well as identify areas for improvement in response time and resolution workflows.

Impact & Takeaways

Through this work, I developed a deeper understanding of how community management and performance analytics intersect. By analyzing engagement data and case resolution metrics, I contributed to improving response efficiency, maintaining consistent brand communication, and supporting a more streamlined customer experience.

This experience strengthened my ability to:

- Interpret and communicate performance metrics
- Identify trends in customer behavior
- Support data-informed decision making
- Balance brand voice with timely, effective responses