Practice & Preparation for IDE 712 FEA Presentation

For my **Project Title** and **Authors and Contributors**, I co-authored the presentation titled "IDE 712 FEA Plan Presentation: Front-End Performance Analysis of Escalation Behavior in a Contact Center". I developed this presentation collaboratively with my Team GGBW colleagues for our IDE 712 course.
In the **Context of the project work**, our team addressed a critical performance gap within a high-volume telecommunications contact center operating in a strictly structured, metric-driven environment. We analyzed why Tier-1 agents were escalating 37% of routine calls to supervisors, despite having the training and authority to resolve them independently. This created a 22-percentage-point performance gap from the organizational target of 15%. Utilizing the Human Performance Technology (HPT) systems approach and Gilbert's Behavior Engineering Model (BEM), we identified that the root causes were not skill-based; rather, they stemmed from incentive conflicts, workflow friction, system complexity, and risk avoidance. To close this gap, we proposed a comprehensive suite of solutions, including a metric redesign shifting focus to First Call Resolution, an AI Decision-Support Tool, coaching realignment, and scenario-based simulations.

Regarding the **Description of which phase(s) of IDD&E this product represents**, this presentation is firmly rooted in the **Analysis** phase of instructional systems design, specifically highlighting Front-End Analysis (FEA) and performance consulting. Rather than assuming a training deficit, we utilized multi-method approaches like metrics reviews to detect systemic issues. We mapped our findings to a cause-solution matrix, ensuring every proposed intervention directly addressed an identified environmental or behavioral barrier.

In my **Short reflection and self-assessment of the product**, designing this FEA presentation reinforced the immense value of diagnosing environmental variables before defaulting to instructional interventions. Analyzing the contact center's metrics revealed that agent performance was hindered by conflicting incentives like Average Handle Time and system complexity. Formulating the AI Decision-Support Tool application—complete with "Human-in-the-loop" oversight and bias mitigation—highlighted how modern technology can serve as an effective performance scaffold. Ultimately, this project strengthened my analytical capabilities and cemented my commitment to designing targeted, systemic solutions that truly optimize human performance.