



Respond And Follow Through so Support scales with confidence

Support organizations often struggle because operational complexity grows faster than the operating model supporting it. RAFT Advisory Services helps organizations **stabilize support operations, strengthen operational discipline, and scale with confidence.**

Support Operations Under Pressure?

Are any of these challenges becoming familiar?

- Escalation noise continues to increase
- SLA pressure keeps building despite adding resources
- Support teams are stuck reacting instead of operating strategically
- Ticket ownership and handoffs are inconsistent
- Clients or stakeholders are losing confidence
- Support operations are struggling to scale predictably

Proven Operational Impact

- Reduced escalation noise by 80%+ while maintaining CSAT above 92%
- Led global support organizations across 90+ countries supporting 14,000+ employees and 8,000+ organizations
- Scaled support operations supporting 50,000+ annual enterprise events

Engagement Models

Service Desk and Support Health Check (2 to 4 weeks)

Operational assessment, quick wins, and stabilization roadmap.

RAFT + NUDGE Operational Playbook (4 to 6 weeks)

Workflows, escalation discipline, communication accountability, and scalability guidance.

Fractional Leadership Advisory (Monthly)

Executive operational guidance for organizations navigating growth, transition, or operational pressure.

Customized Advisory & Project-Based Support (Flexible Scope/Duration)

Flexible operational support aligned to organizational maturity and business priorities.

The RAFT + NUDGE Framework

RAFT (Respond And Follow Through)

NUDGE (Next Update Due for a Great Experience)

Strengthens ownership, communication accountability, and operational follow-through.

Result

Greater operational consistency, reduced escalation noise, and Support organizations that scale with confidence.

Enterprise & Global Support Leadership

- VP, Global Services & Support: **Notified** (Apollo-backed)
- Director, Global Customer & Technical Support: **IDEXX**
- VP, Worldwide Technical Support: **Gartner**
- Director, Global Infrastructure Services: **Merrill Lynch**
- Additional enterprise technology and operations leadership across **healthcare, financial services, higher education, and SaaS**