

From Support 1.0 to Autonomous Resolution

Four TSIA publications on why AI underperforms on immature operations, and what it takes to reach autonomous resolution you can trust.

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Support Services Roles and Responsibilities Framework

AI amplifies the operation beneath it. Map yours first.

Most leaders buy AI, deploy it broadly, and expect a lift. But this is where transformations often stall out. AI scales whatever it runs on, including broken process and stale knowledge. TSIA calls this the **Support Services Transformation Paradox**: the faster you want to reach AI-powered support, the more you depend on the operational basics that predate it.

TSIA'S ANSWER TO THE PARADOX

The **Support Services (SS) 2.0 Maturity Map** breaks SS 2.0 maturity into four stages, so support organizations can see where they stand today and chart their own course to providing trusted, AI-powered support.

Foundational

Basic hygiene; reactive and unprepared for AI.

1

Operational 1.0

Defined, documented, and measured.

2

AI-Augmented

AI assists people who still own the work.

3

Operational 2.0

Trusted AI resolves within governed boundaries.

4

MATURITY IS ASSESSED ALONG SEVEN DIMENSIONS:

1 Process & Case Management

2 Knowledge & Data Management

3 Talent & Role Architecture

4 Performance Measurement

5 AI Architecture & Autonomy

6 Cost Structure & Monetization

7 Governance

READ THE FULL FRAMEWORK

Learn what each stage looks like in practice, along every dimension.

[Read the framework →](#)

Which practices move the needle, and which don't

The Maturity Map gives you a framework for evolving your org. A follow-up report tests those practices against TSIA benchmark data to show which ones are (and aren't) making an impact on support outcomes.

WHAT WORKS

- **Quality monitoring**
This is the primary operational lever, yet most teams skip it.
- **Measurement discipline**
Tracking deflection and effort is associated with stronger self-service.
- **Knowledge program discipline**
AI runs on current content.
- **Profit-center posture**
The strongest practice of all, provided operations are solid.

WHAT TO STOP

- **Formal SLA penalties**
Linked to lower self-service satisfaction.
- **Outsourcing frontline support to cut cost**
Linked to lower satisfaction and more reopened cases.
- **Four or more escalation tiers**
Leads to more handoffs, with no better resolution.
- **An always-easy exit to a human**
Customers will skip the agent on reflex.

KEY TAKEAWAY

Ordinary habits that cost little outperform expensive tooling.

READ THE FULL RESEARCH REPORT

For ranked practice impact, proven alternatives, and KPI targets for each maturity stage.

[Read the report →](#)

Figure out where you stand, then build your roadmap

A companion article shows you how to assess your own maturity, and where to go from there.

1

Build a profile

Score each dimension on practices you run today (roadmap items and pilots don't count).

2

Weigh every decision

Some moves that look like progress are anti-patterns in disguise.

3

Prioritize the next steps

Order by leverage and prerequisite, so each step builds naturally on the last.

THE PEOPLE SIDE OF SS 2.0

Autonomy changes the work... and the roles that do it.

As AI takes on routine resolution, human effort shifts from handling volume to overseeing, curating, and tuning the AI. Leading organizations are elevating their people into these roles rather than replacing them, yet most have yet to formalize a single AI-specific job code.

AI Supervisor

Oversees agents and steps in when they lack confidence or authority.

Knowledge Curator

Keeps the content AI reasons over accurate and current.

Routing & Triage Tuner

Routes work by complexity and effort, not fixed tier.

Prompt Engineer

Turns support workflows into reliable agent behavior.

The updated [Support Services Roles and Responsibilities Framework](#) defines each role and how it fits alongside the functions you already run.

READ THE FULL ARTICLE

A full walkthrough of the self-assessment and roadmap, using a hypothetical support organization as the example.

[Read the article →](#)

What to do next

TSW 2026 · OCT 19-21

Take the Maturity Map further at TSW

[Register for TSW →](#)

WORKSHOP · MON, OCT 19

Diagnosing and Sequencing Your Journey to Support Services 2.0

Leave with your own maturity profile and a 12-to-24-month roadmap.

BREAKOUT · TUE, OCT 20

From Support 1.0 to Autonomous Resolution: Find Where You Stand

Read your organization against the seven dimensions in 40 minutes.

TSIA ADVISOR · TRY ASKING

Ask TSIA Advisor. Get an answer built for you.

[Ask TSIA Advisor →](#)

"Which dimension is gating my next stage?"

"Which support practices should I prioritize this year?"

"How do I define an AI Supervisor role for my team?"

"What governance should come before autonomy?"

Go deeper with the full SS 2.0 series.

FRAMEWORK

[The TSIA Support Services 2.0 Maturity Map Framework →](#)

RESEARCH REPORT

[The Data-Driven Roadmap to Support Services 2.0 →](#)

ARTICLE

[Assessing and Advancing Your Support Organization on SS 2.0 Maturity →](#)

FRAMEWORK

[The Support Services Roles and Responsibilities Framework →](#)

FRAMEWORK

[The Dual Mandate of Support Services 2.0 →](#)