**CALL RECORDING LOGS ANALYSIS**

**Call 1**

**File Name:** 20250513-163619\_07367970951-all.MP3  
 **Call Duration:** 3 minutes 5 seconds  
 **Purpose:** Dealer complaint

**Identified Issues:**

* Inefficient customer interaction, particularly requesting contact information inappropriately.
* Slow and unstructured information gathering from the customer.

**Probable Causes:**

* Ineffective or missing call scripting.

**Call 2**

**File Name:** 20250522-151219\_07719882801-all.mp3  
 **Call Duration:** 12 minutes 19 seconds  
 **Purpose:** Customer inquiry and complaint

**Identified Issues:**

* Junior staff unable to collect complete case details in a single interaction.
* Premature closure of the complaint.
* Excessive hold times.
* Noticeable discrepancy in service quality between junior and senior staff.
* Incorrect information recorded during the initial complaint.
* Call ended unexpectedly with automated “goodbye” response.

**Probable Causes:**

* Inadequate training.
* System inefficiencies in automated call handling.
* Staffing limitations.
* Incomplete scripting and failure to provide clear instructions for next steps.

**Call 3**

**File Name:** 20250528-185318\_09839843903-all.mp3  
 **Call Duration:** 12 minutes 34 seconds  
 **Purpose:** Customer complaint

**Identified Issues:**

* Ineffective information collection process.
* Unexplained call hold periods.
* Call recording continued after the conversation had concluded.

**Probable Causes:**

* Static and non-adaptive scripting.
* Technical issues with the call recording system.

**Call 4**

**File Name:** 20250510-092404\_09929197793-all.mp3  
 **Call Duration:** 11 minutes 37 seconds  
 **Purpose:** Customer inquiry and complaint

**Identified Issues:**

* Junior staff unable to de-escalate frustrated customers effectively.
* Communication gaps between the call center and field technicians.
* Lack of customer awareness on post-call procedures, such as technician follow-up.
* Overdependence on scripted responses.
* Delays in transitioning calls from junior to senior representatives.

**Probable Causes:**

* Suboptimal training programs.
* Inadequate internal communication protocols.
* Insufficient proactive information provided to customers.
* Understaffing.

**Call 5**

**File Name:** 20250520-150026\_09954143541-all  
 **Call Duration:** 3 minutes 1 second  
 **Purpose:** Retailer reporting defective stock

**Identified Issues:**

* Lack of structured questioning or investigative approach during the call.

**Call 6**

**File Name:** 20250501-091627\_09236994218-all.mp3  
 **Call Duration:** 3 minutes 33 seconds  
 **Purpose:** Customer complaint

**Identified Issues:**

* Significant time spent on address input and validation.

**Call 7**

**File Name:** 20250501-105020\_09709511122-all.mp3  
 **Call Duration:** 26 seconds  
 **Purpose:** Service inquiry

*No issues documented due to short call duration.*

**Call 8**

**File Name:** 20250501-182852\_08168432922-all.mp3  
 **Call Duration:** 49 seconds  
 **Purpose:** Customer complaint

**Identified Issues:**

* Call disconnected abruptly while recording continued.

**Probable Causes:**

* Potential system malfunction.

**Call 9**

**File Name:** 20250502-113716\_08926710168-all.mp3  
 **Call Duration:** 56 seconds  
 **Purpose:** Customer complaint

**Identified Issues:**

* Unprofessional tone by the call center representative.
* Call recording persisted after disconnection.

***Major Problems***

1. **Poor Training for Junior Staff**
   1. Many junior agents couldn’t handle customer complaints properly or explain things clearly.
   2. They often missed important details and escalated calls inefficiently.
2. **Long Hold Times and Call Transfers**
   1. Customers were often kept on hold for too long or passed between multiple agents, especially from junior to senior staff.
3. **Ineffective Communication with Customers**
   1. Agents failed to explain the next steps clearly, which left customers confused or frustrated.
   2. In some cases, customers weren’t told what happens if they miss a technician's call or how follow-ups work.
4. **Automation and System Glitches**
   1. Some calls ended automatically or recordings continued even after the customer had hung up.
   2. These tech issues disrupted the service experience.
5. **Over-Reliance on Scripts**
   1. Agents seemed too focused on reading from scripts rather than listening and adapting to what the customer actually needed.
   2. This made interactions feel robotic and sometimes unhelpful.
6. **Wrong or Incomplete Information Logged**
   1. Important complaint details were missed or recorded incorrectly, causing confusion and delays in issue resolution.
7. **Gap Between Junior and Senior Staff Quality**
   1. Customers clearly noticed the difference in the quality of help between junior and senior agents, which hurts trust.
8. **Unprofessional Behavior**
   1. Some staff used an inappropriate tone or failed to manage angry/frustrated customers properly.

***Minor Problems***

1. **Slow Information Collection**
   1. Agents took too long to gather basic details like addresses or product info.
2. **No Proper Question Flow**
   1. In some cases, there was no clear or logical flow in how questions were asked, making the call feel unorganized.
3. **Short or Disconnected Calls**
   1. A few calls were very short or got cut off midway, with the system still recording.
4. **Lack of Customer Education**
   1. Customers weren't always told what not to share with technicians or how to protect their own privacy.
5. **No Use of Product ID for Faster Lookup**
   1. Staff didn’t always use product IDs to pull up customer info, leading to unnecessary questioning.

MEASURED TO BE TAKEN TO IMPROVE THE WORKFLOW OF THE CUSTOMER INTERACTION WITH THE AGENT

Product level measures

1. The agents can get all the information about the customer through product id  
2. Add product specific troubleshooting checklists or FAQs into the system.

Call center level measures

1. Replace rigid scripts with dynamic, step-by-step call guides that adapt based on the customer's responses.
2. This keeps calls structured while giving agents flexibility to personalize the conversation
3. Provide agents with on-screen cues to update the customer during long holds
4. Junior staff should have extensive training program for better customer interaction