



Call Center Performance Dashboard

A Power BI solution delivering operational efficiency, agent productivity, and customer satisfaction insights through comprehensive data analysis and visualization



Project Overview & Objectives

This Power BI dashboard transforms raw call center data into actionable intelligence for operations leaders and managers.

Key Objectives

- Analyse operational efficiency metrics
- Measure agent productivity levels
- Evaluate customer satisfaction scores
- Identify performance improvement opportunities

Critical KPI Metrics

Three core indicators provide immediate visibility into call center performance and service quality.

Answer Rate

Percentage of incoming calls successfully connected to agents within acceptable time frames

Resolution Rate

Percentage of issues resolved during the first interaction without requiring follow-up calls

Average Speed of Answer

Mean waiting time before customers connect with available agents

Dashboard Performance Snapshot

Answer Rate Achievement

81% of incoming calls were successfully answered and connected to agents, indicating strong call handling capacity and queue management.

First Contact Resolution

72% of customer issues were resolved during initial interaction, reducing customer frustration and operational costs.



Performance Analysis



■ Answered Calls

■ Unanswered Calls

■ Resolved Incidents

■ Pending Issues

These metrics establish baseline performance standards for continuous monitoring and improvement initiatives.



Monthly Trend Analysis

Understanding workload patterns enables proactive resource allocation and staffing decisions.

Seasonal Patterns

Identify peak periods requiring additional staffing and budget allocation

Weekday Variations

Optimize shift schedules based on daily call volume fluctuations

Trend Identification

Detect emerging patterns to adjust strategies before issues escalate

Agent-Level Performance Analysis



Top Performers

Recognize agents exceeding targets for benchmarking best practices



Improvement Areas

Identify skill gaps requiring targeted training and mentorship programs



Individual Insights

Understand unique challenges faced by each agent for personalized support

Performance differences highlight opportunities for coaching, training investments, and incentive program optimization.

Strategic Benefits



Data-Driven Decision Making

Replace intuition with evidence-based strategies for resource allocation and process improvements



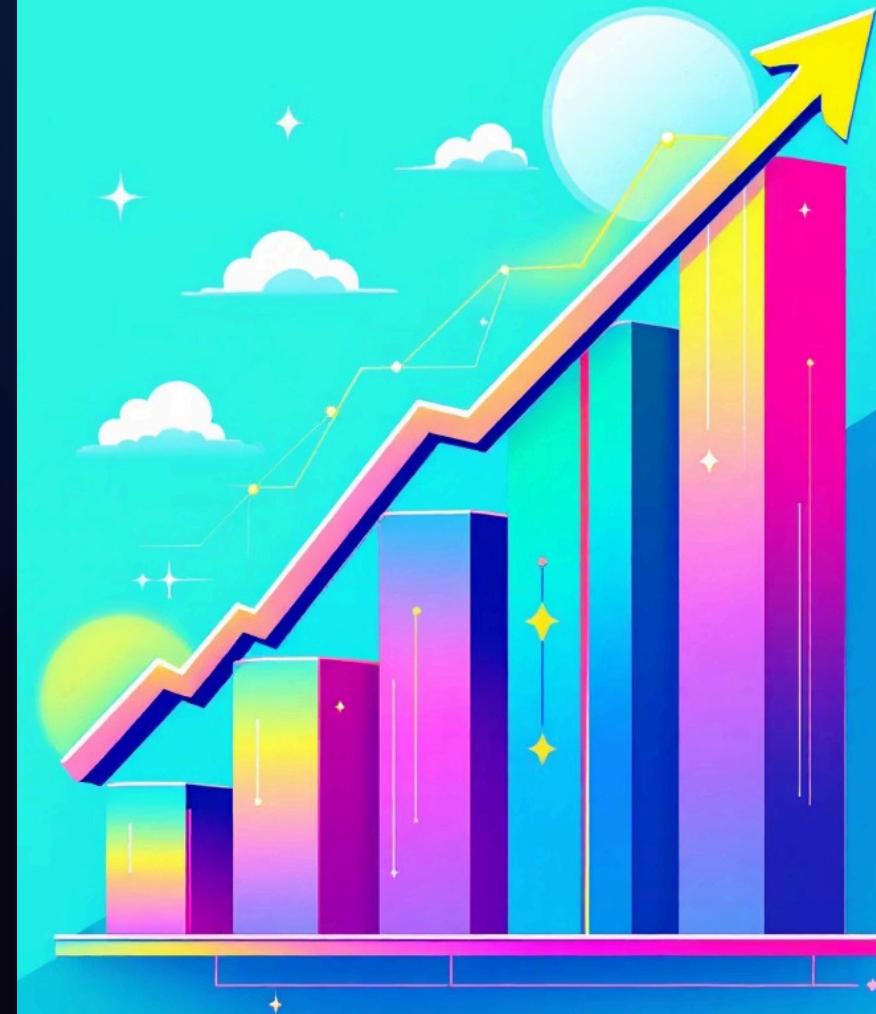
Reduced Response Times

Identify bottlenecks and optimize workflows to decrease customer waiting periods

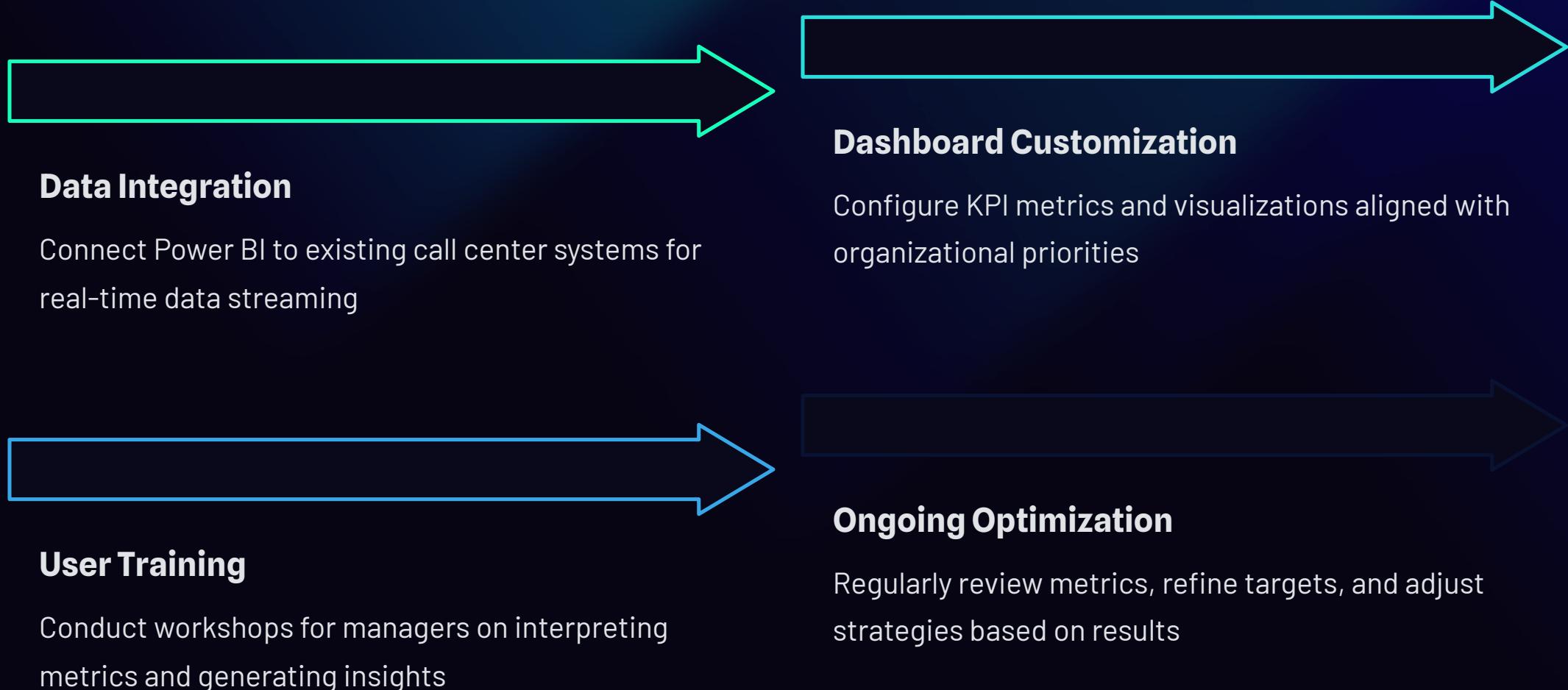


Improved Service Quality

Monitor resolution rates and customer satisfaction scores to enhance overall experience



Implementation Roadmap





Delivering Results

81%

Call Answer Rate

Improved connection rates through optimized staffing

72%

Resolution Rate

Enhanced first-contact problem solving

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Platform

Real-time insights for faster decisions

This dashboard provides management with data-driven insights to reduce response times and improve service quality.