Call Centre Monitoring Performance Report

Portfolio
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Disclaimer, this is only dummy data

Objectives

Create Monitoring Dashboard

Monitoring Dashboard is important for the Call Centre, as it allows stakeholders to make faster decisions.

Get the insight

Get the insight of the dataset to create data-driven reports and dashboards to evaluate the Call Centre performance.

Forecasting

The Forecasting function is to predict the number of calls that will be received in the future. This enables stakeholders to effectively arrange and prepare for future situations.

Call Centre Performance

A year Summary

17498
Total Call

8
Total Agent

67.51
Avg Speed Answers in Sec

0:03:45
Avg Talk Duration

- There are 8 agents with a total number of calls of 17,498 per year, with an Average Speed of Answers in Sec 67.51 and an average speaking rate of 0:03:45.
- With an average speaking time of 0:03:45, I assume that the performance in call handling customers is very good, because the speaking time is very low.
- Based on liveagent.com the Average Handling time is 5 minutes and 2 seconds.

Call Centre Performance

A year Summary

70.79%	**29.21%**	**50.95%**	**49.05%**
Answered Rate	Abandon Rate	Resolved Rate	Unresolved Rate

- Based on liveagent.com the average call center receives 4,400 calls per month.
- We received 17,498 a year, so our productivity too low, in terms of low productivity, we have a 22,21% Abandon rate. The Abandon Rate is so high, with low productivity.
- The Unresolved case is so high, that I assume, it's because, the agent needs to escalate the case to others related teams.

Call Centre Monitoring Performance Report

A year Summary

43.56%
Good CSAT Rate

33.49%
Bad CSAT Rate

22.95%
Normal CSAT Rate

10.06%
Avg NPS Score

- The CSAT Score and the Average NPS Score, are quite low.
- The productivity is low, so we can gives the best service to increase the CSAT Rate and NPS Score
- The company needs to evaluate the products and service satisfaction based on NPS Score results. The threshold of NPS Score is 80%.

NPS Score

Topic	Q1-2022	Q2-2022	Q3-2022	Q4-2022
Admin Support	30.19%	-3.76%	-0.68%	3.44%
Contract Related	28.86%	0.48%	-1.94%	-5.14%
Payment Related	29.71%	1.20%	-0.94%	5.99%
Streaming	29.75%	0.00%	4.52%	-0.46%
Technical Support	30.56%	5.34%	-5.72%	4.78%
Average	29.81%	0.65%	-0.95%	1.72%

Trend NPS Score by Topic
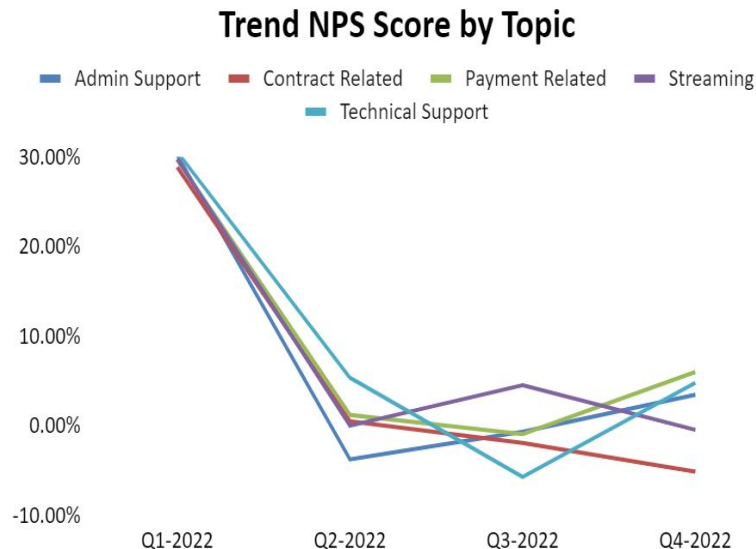
The performance of products and services were good in Q1-2022, the average of NPS Score is 29.81% was better then others Quarter. I assume there was a survey question about the NPS after the call has done.

However, the trend of NPS Score was downtrend, the company needs to evaluate the products and the services, to create satisfaction of the customers by services and products.

Agent Performance

Agent	Avg Total Call every Quarter	Avg Talk Duration every Quarter	Total time
Becky	395	0:03:47	24:50:54
Dan	384	0:03:47	24:14:54
Diane	383	0:03:44	23:50:48
Greg	386	0:03:47	24:17:12
Jim	405	0:03:51	25:57:31
Joe	383	0:03:43	23:45:38
Martha	388	0:03:43	24:02:09
Stewart	374	0:03:41	22:54:59
Average	387	0:03:45	24:14:16
Total	3097	0:30:03	193:54:06

The agent productivity was very low where and the average of received calls was around 387 in all quarter with the average conversation being 0:03:45.

The average talk time within in all quarter was 24:14:16, while 1 quarter consisted of 3 months.

With low productivity, the average speed answers should be close to 0, the Abandon Rate could reach 0%, and the Good CSAT and NPS Score should be high.

CSAT Score

Name	Q1-2022	Q2-2022	Q3-2022	Q4-2022
Becky	50.48%	37.40%	40.05%	36.49%
Dan	49.90%	42.58%	38.78%	41.80%
Diane	49.00%	35.14%	40.41%	43.21%
Greg	48.01%	41.98%	36.91%	44.33%
Jim	50.00%	41.26%	41.52%	41.08%
Joe	47.52%	41.73%	43.00%	41.24%
Martha	52.72%	38.89%	38.22%	43.23%
Stewart	51.36%	43.42%	40.80%	38.41%
Average	49.88%	40.30%	39.96%	41.22%

Trend CSAT Score by Agent

Legend: Becky, Dan, Diane, Greg, Jim, Joe, Martha, Stewart, Average
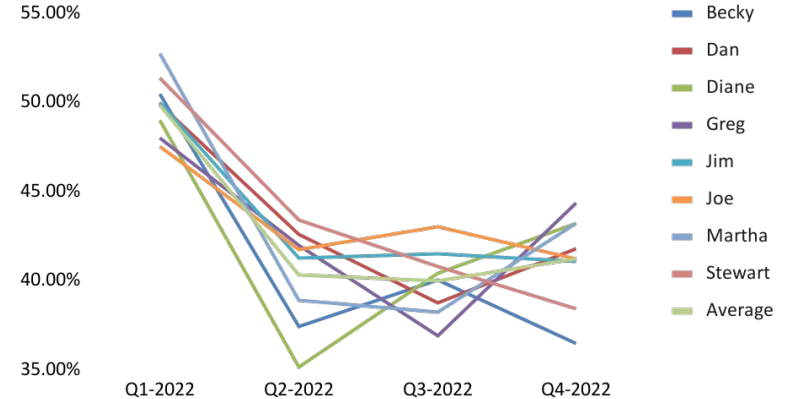
Joe and Jim were consistent in maintaining their CSAT Score, the average of their CSAT Score was 43%. The Highest CSAT Score was 52.72% by Martha.

The highest average of CSAT Score was 49.88% in Q1-2022, the trend of CSAT Score showed a downtrend.

Try to simulate the Business Process of Call Centre using Bizagi Modular

Call Centre Operation

Name	Working Hours	Shift Type	Salary/month	Avg Talk Duration	Avg Speed Answers
Diane	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Becky	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Stewart	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Greg	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Jim	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Joe	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Martha	8	Shift Day	Rp5,000,000	0:03:45	0:01:07
Dan	8	Shift Day	Rp5,000,000	0:03:45	0:01:07

An attempt was made to make assumptions related to call center operations. I have used this data as the simulation data using bizagi modular.

The objectives of the simulation are :
- To find out the workload based on dataset through simulations.
- To find out the cost of Cell Centre Operation by Salary.

Additional Data :
- Resolved Rate 51%
- Unresolved Rate 49%
- Answers Rate 70%
- Abandon Rate 30%
- Waiting time 1 minutes 7 second
- Total Call 17498
- Avg receive call time (avg 10 mins std 4 mins)
- Start Date : January 1st, 2022
- End Date : December 31st, 2022

The Agent Schedule

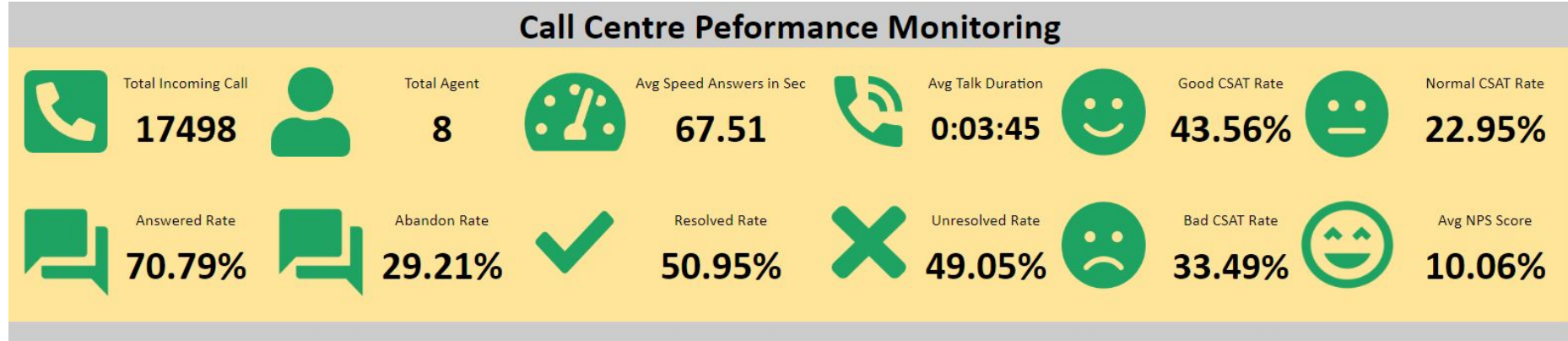| Name	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Diane	OFF	OFF	IN	IN	IN	IN	IN
Becky	OFF	OFF	IN	IN	IN	IN	IN
Stewart	IN	OFF	OFF	IN	IN	IN	IN
Greg	IN	IN	OFF	OFF	IN	IN	IN
Jim	IN	IN	IN	OFF	OFF	IN	IN
Joe	IN	IN	IN	IN	OFF	OFF	IN
Martha	IN	IN	IN	IN	IN	OFF	OFF
Dan	OFF	IN	IN	IN	IN	IN	OFF
Total IN	5	5	6	6	6	6	6
Total OFF	3	3	2	2	2	2	2

Business Process
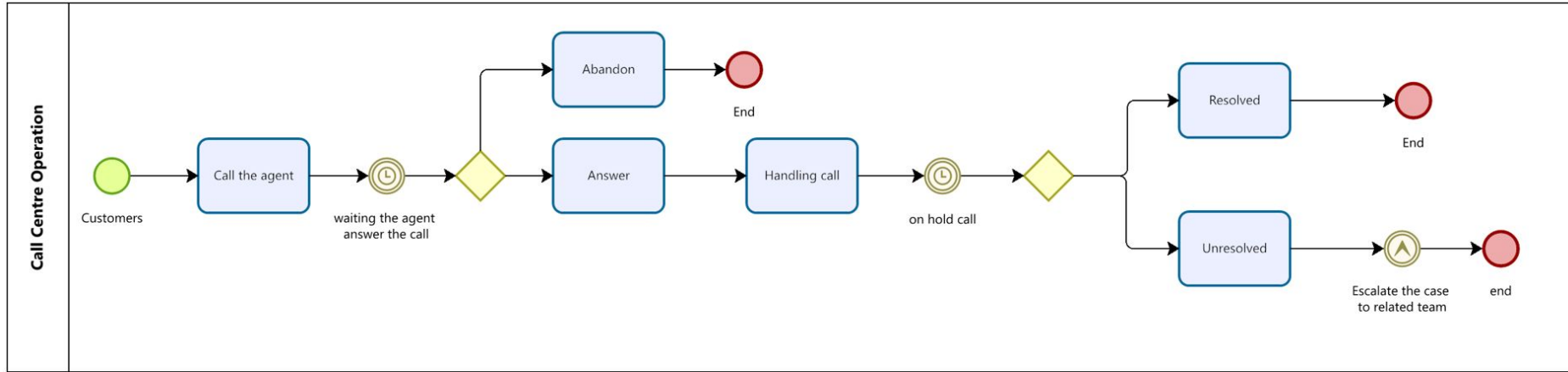
Resource	Utilization	Total Fixed Cost	Total Call	Total Call Handled	Total Call Abandon	Min Time	Max Time	Avg Time	Total Time
Agent	26.43%	Rp60,755,000	17498	12151	5347	0:03:49	0:04:02	0:03:49	772:56:53

- The Utilization is 26.43%, this indicate the agent weren't busy (low productivity), because the result of the Utilization is low.
- Based on the simulation, the total of 17498 calls could be completed in 32 days 4 hours 56 minutes 53 second by 8 agent.
- However the call centre agent, indicated has low productivity, the company needs to evaluate the manpower by the total of receive calls trend.

How to use Call Centre Performance Monitoring Dashboard

Call Centre Performance Monitoring Dashboard

Call Centre Peformance Monitoring

|	Total Incoming Call		Total Agent		Avg Speed Answers in Sec		Avg Talk Duration		Good CSAT Rate		Normal CSAT Rate
	17498		8		67.51		0:03:45		43.56%		22.95%
	Answered Rate		Abandon Rate		Resolved Rate		Unresolved Rate		Bad CSAT Rate		Avg NPS Score
	70.79%		29.21%		50.95%		49.05%		33.49%		10.06%

- The header contains of the summary of Call Centre Performance.
- The summary performance consists of all the data.
- There is no filter feature at the header because the purpose of the header is to display the entire performance summary based on the entire data.
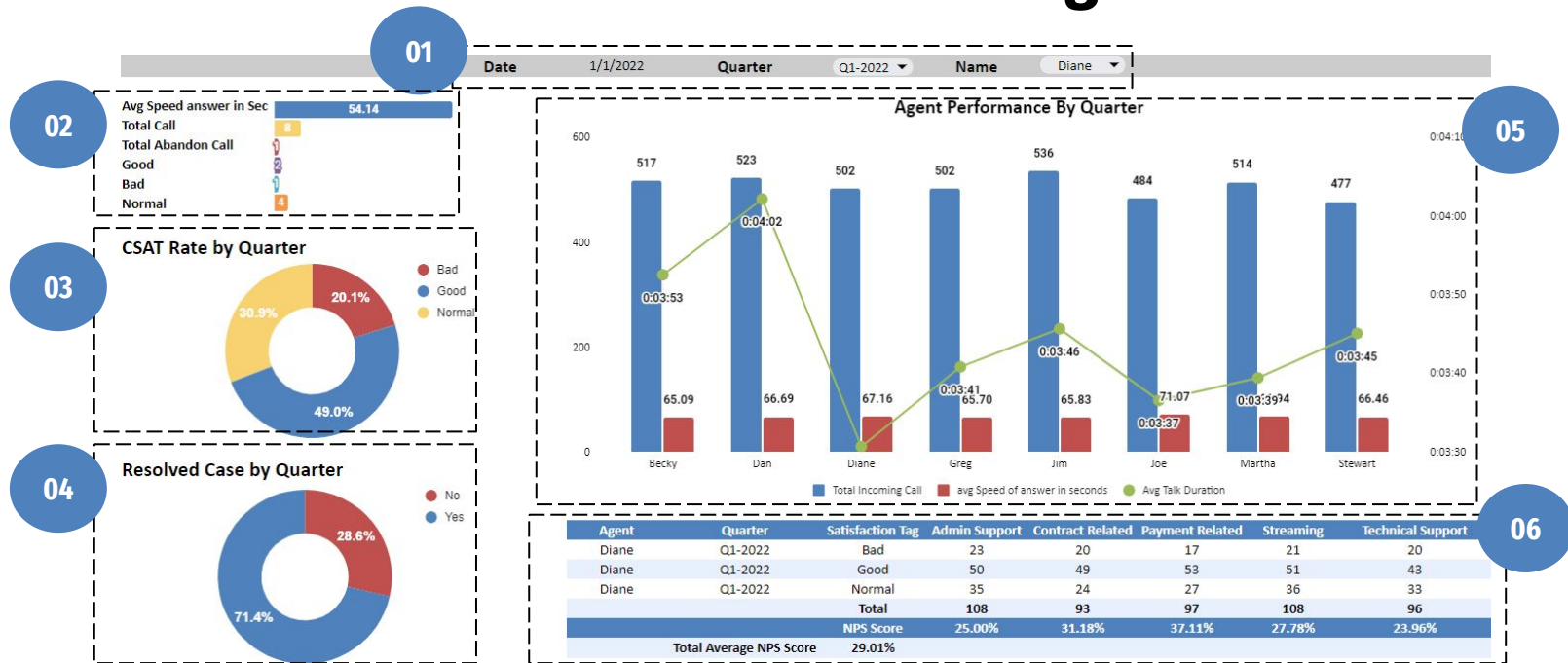
Call Centre Performance Monitoring Dashboard

Forecasting
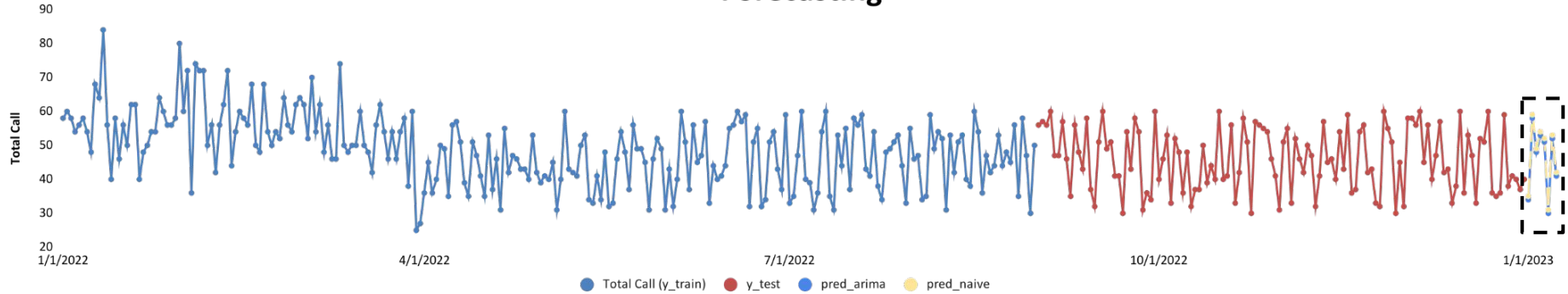
- The forecasting functions is to predict the number of calls that will be received in the future.
- This helps the manager to arrange the requirement and create schedule of agent in the future based on the forecasting result.
- An attempt was made to predict the number of calls that would be received over an 8 day period starting from December 31st, 2022.
- The forecasting error level is 12% using 2 models, Arima and Naive Forecasting.
- The data has no seasonality, almost no trend, and has a stationary pattern.
- The Forecasting result is quite good, but it's recommended to create a weekly prediction instead of a long-term prediction based on the forecast result.

Call Centre Performance Monitoring Dashboard

01

Date	1/1/2022	Quarter	Q1-2022 ▼	Name	Diane ▼

02

Avg Speed answer in Sec	54.14
Total Call	8
Total Abandon Call	0
Good	2
Bad	1
Normal	4

05

Agent Performance By Quarter

03

CSAT Rate by Quarter

- Bad 20.1%
- Good 49.0%
- Normal 30.9%

04

Resolved Case by Quarter

- No 28.6%
- Yes 71.4%

06

Agent	Quarter	Satisfaction Tag	Admin Support	Contract Related	Payment Related	Streaming	Technical Support
Diane	Q1-2022	Bad	23	20	17	21	20
Diane	Q1-2022	Good	50	49	53	51	43
Diane	Q1-2022	Normal	35	24	27	36	33
		Total	108	93	97	108	96
		NPS Score	25.00%	31.18%	37.11%	27.78%	23.96%
	Total Average NPS Score	29.01%					

1. Filter contains Date, Quarter and Name.
2. Daily monitoring performance, you can filter by Name and Date.
3. CSAT Rate, display the CSAT Score filter by Name and Quarter.
4. Resolved Case, display the CSAT Score filter by Name and Quarter.
5. Agent Performance by Quarter contains, total call, avg speed of answers and avg talk duration by Name and Quarter.
6. NPS Score table, contains summary of NPS Score by topic, filter by Name and Quarter.

Conclusion

Performance

01

The talk duration performance is quite good, but the overall performance still has room for improvement. Specifically, in terms of the Quality of Service and Productivity in order to increase the CSAT and NPS Scores.

Quality

02

The CSAT and NPS Score are so low, the company needs to improve the service and products based on the voice of customers.

Improvement

03

The company could start the improvement process by conducting research or evaluating the product and service based on the topic that has the lowest NPS Score.

Recommendation

01

Product and service Improvement
Need to improve the Quality of Handling Issue Services, the company needs Call Centre Quality Assurance to maintain and improve the Quality of Handling Issue Services. The Company needs to evaluate the products, based on topics and research to improve products that are customer oriented.

02

Platform
Since the receive call is still low, it's better to find a new platform which has lower cost, but offers better performance and quality than calling (eg. email, social media, Whats App, etc).

03

Manpower
Need to evaluate the manpower of Call Centre, based on the workload of every agent and the total of receive call trend to reduce cost and increase the productivity.

04

Data Quality
Need to know the total customers of this company to give better recommendation and conclusion (Customers who has issue vs Customer who does not have issue).

Thank you!