Interactive Contact Center Dashboard

Analyzing Performance from Raw Data (Jan 2023 - Dec 2023) with Looker Studio

Portfolio By:

Arif Rahman Naufal

GitHub https://github.com/ArifRahmanNaufal

Gmail arifrahmannaufal@gmail.com

https://www.linkedin.com/in/arif-naufal/

Looker Studio Google Cloud Platform

DASHBOARD OVERVIEW

QUALITY DASHBOARD
CONTACT CENTER (January 2023 - December 2023)

Portfolio by:
Arif Rahman Naufal

Select date range ▾	date (Month) ▾	channel ▾	sub_channel ▾

Call Volume	AHT	QA Score	Defect < 80 %	Critical Error %	Total Survey	CSAT
2.0M	225	85.47	0.35%	0.06%	6,412	4.27
			829	150		

CALL VOLUME AND AHT TRENDS
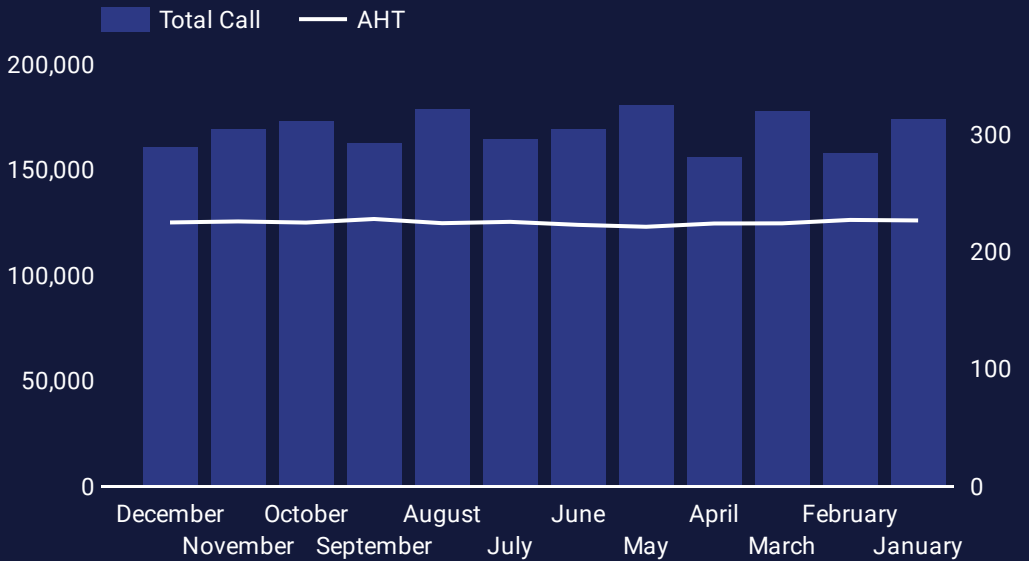
QA SCORE TRENDS OVER TIME
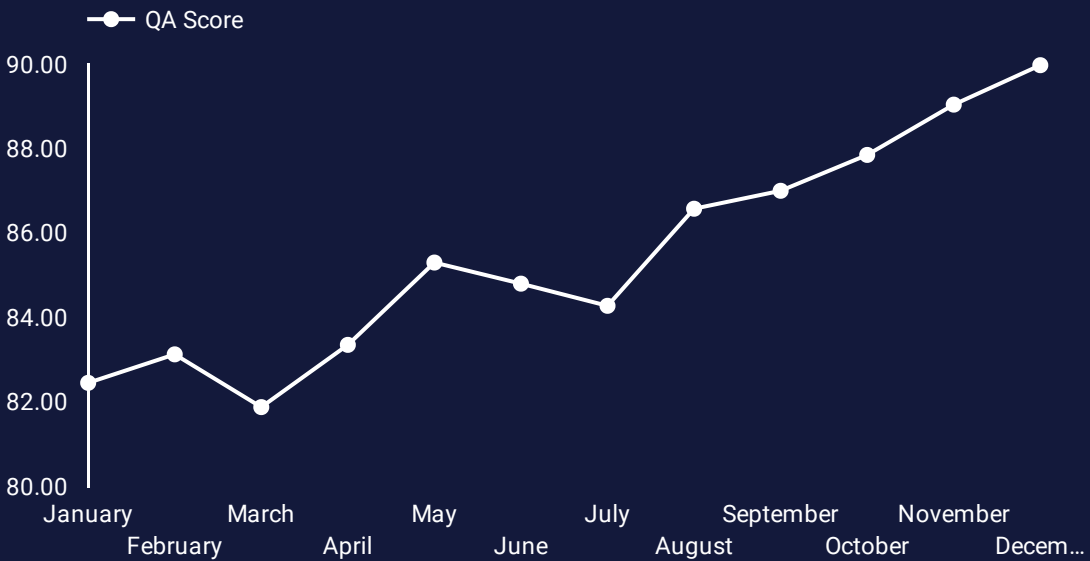
TOP DSAT DISPOSITION

	Disposition	Count ▾
1.	Didn't get job	129
2.	Fare dispute	108
3.	Cancellations	83
4.	Ban and suspension	79
5.	Fake Order	63
6.	Restaurant closed	42
7.	Damaged package	41
8.	Damaged items	39
9.	Driver behavior	38

1 - 31 / 31 ‹ ›

DISTRIBUTION OF CUSTOMER RATINGS
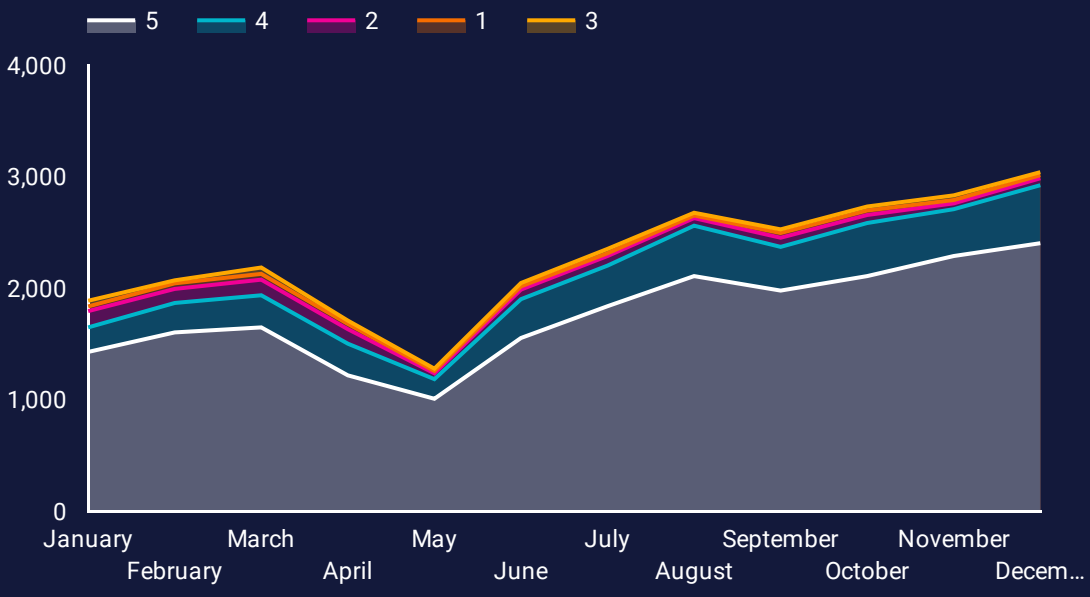
TEAM LEADER PERFORMANCE

CONTACT CENTER (January 2023 - December 2023)

Portfolio by:
Arif Rahman Naufal

Month

Team Leader

Channel

Sub-Channel

QA Score	CSAT	AHT	Critical Error	Total Abandoned
85.48	4.24	231.90	150	5,289

AGENTS PERFORMANCE SNAPSHOT

	Agent	QA Score ▼	Critical Error	AHT	CSAT	Abandoned
1.	Gita Pratiwi	90.31	1	256.33	4.11	113
2.	Taufik Hidayat	89.58	1	195.59	4.13	101
3.	Wawan Kurniawan	89.48	2	249.97	4.15	143
4.	Cindy Claudia	89.48	3	197.77	4.30	105
5.	Muhammad Reza	89.06	2	195.65	4.20	108
6.	Daniel Surya Wijaya	88.96	2	260.06	4.28	104
7.	Wawan Setiawan	88.85	2	195.66	4.29	105
8.	Eka Fitriani	88.75	1	256.96	4.36	114
9.	Chandra Kirana	88.13	2	254.86	4.37	85
10.	Kartika Sari	88.08	1	250.46	4.27	100
11.	Okky Dwi Oktaviani	88.02	2	253.97	4.09	98
12.	Utami Dewi	88.01	1	256.75	4.40	110
13.	Fahri Ramadhan	87.29	1	256.75	4.03	118
14.	Jaka Surya	87.22	3	196.23	4.23	88
15.	Xenia Putri Arifin	87.19	1	194.57	4.43	97
16.	Bagus Dwi Cahyono	87.19	3	256.57	4.26	99
17.	Marco Antonio	87.08	2	259.18	4.20	107
18.	Bagus Prasetyo	86.98	3	246.21	4.26	93

1 - 50 / 50

QA SCORE TRENDS

QA Score

Month	QA Score
January	82
February	83
March	82
April	83
May	85
June	85
July	84
August	87
September	87
October	88
November	89
December	90
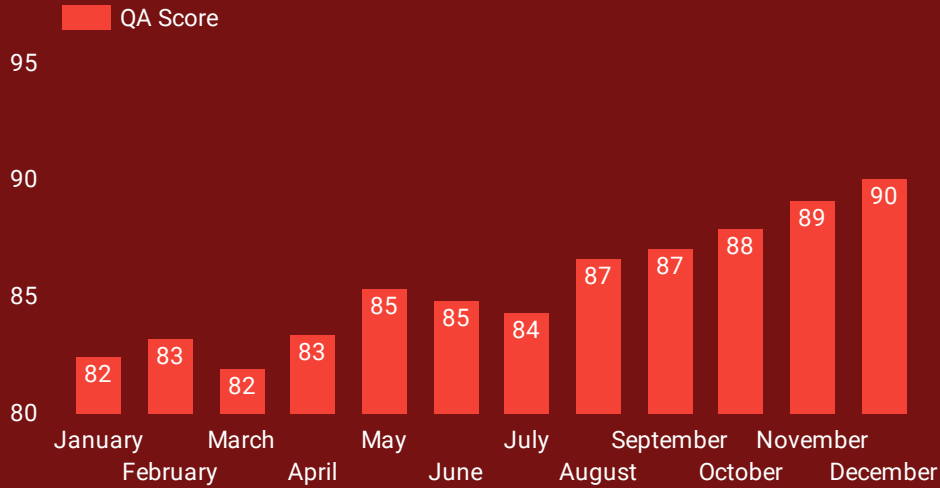
CSAT OVER TIME

CSAT
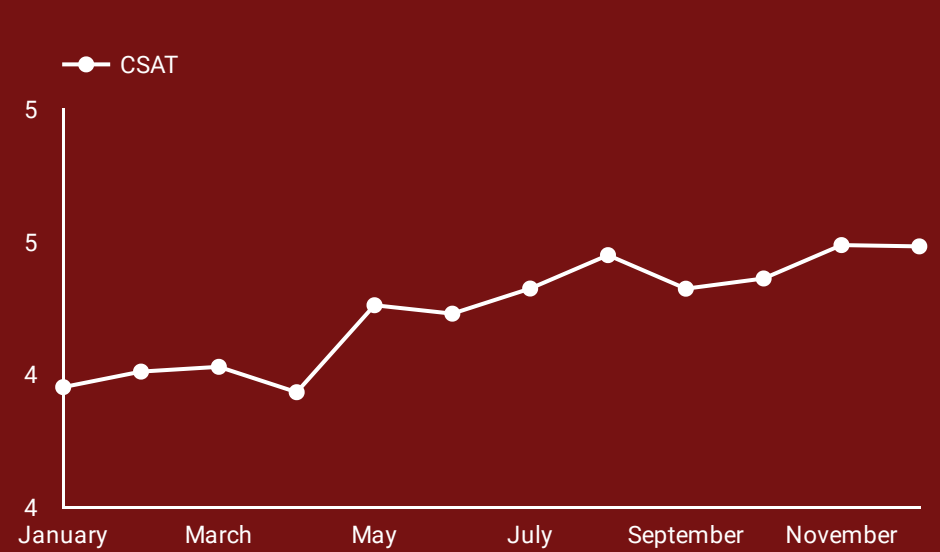
DATA OVERVIEW

Table 1 : Agent Contact Center Data Summary

This table contains information about contact center agents, including:
- **Basic identification:** Agent ID, full name, and date of birth.
- **Employment details:** Join date and tenure (time with the company).
- **Team structure:** Team leader and contact center (cc) assignment.
- **Interaction channels:** Primary channel (e.g., voice, chat) and sub-channel details.

no	id	full_name	first_name	middle_name	last_name	gender	dob	join_date	tenure	team_leader	cc	channel	sub_channel
1	APF-7991222	Aisyah Putri	Aisyah		Putri	F	7/15/1999	12/3/2022	14	Ziva Magnolia	LD	Live Chat	Driver
2	BCM-401422	Bagus Dwi Cahyono	Bagus	Dwi	Cahyono	M	4/26/2001	4/9/2022	22	Ziva Magnolia	LC	Live Chat	Customer
3	CCF-503223	Cindy Claudia	Cindy		Claudia	F	5/5/2003	2/15/2023	12	Yasmin Nabila	IC	Inbound	Customer
4	DWM-401523	Daniel Surya Wijaya	Daniel	Surya	Wijaya	M	4/18/2001	5/18/2023	9	Zaenal Abidin	LD	Live Chat	Driver
5	EFF-699322	Eka Fitriani	Eka		Fitriani	F	6/4/1999	3/13/2022	23	Zaenal Abidin	LC	Live Chat	Customer
6	FRM-500623	Fahri Ramadhan	Fahri		Ramadhan	M	5/26/2000	6/30/2023	7	Zaenal Abidin	LC	Live Chat	Customer
7	GPF-1101922	Gita Pratiwi	Gita		Pratiwi	F	11/19/2001	9/19/2022	16	Yasmin Nabila	LC	Live Chat	Customer
8	HMM-602323	Haris Maulana	Haris		Maulana	M	6/8/2002	3/12/2023	11	Yasmin Nabila	ID	Inbound	Driver
9	ISF-1991222	Indah Permata Sari	Indah	Permata	Sari	F	1/8/1999	12/2/2022	14	Yasmin Nabila	LD	Live Chat	Driver
10	JTM-198423	Jaka Taruna	Jaka		Taruna	M	1/14/1998	4/4/2023	10	Yasmin Nabila	IC	Inbound	Customer

Table 2 : Quality Assurance Contact Center Data

This table summarizes key metrics from quality assurance evaluations of contact center interactions. It includes information such as:

- **Interaction details:** Date, ticket ID, agent, team leader, communication channel, sub-channel, and disposition.
- **Evaluation categories:** Empathy/sympathy, spelling/grammar, handling skills, and critical errors.
- **Overall quality score:** A single score summarizing the agent's performance in the interaction.

date	ticket	agent	disposition	opening/ closing	empathy/ sympathy	spelling/ grammar	handling_ skill	critical_ error	qa_ score
1/2/2023	10000	Jaka Surya	Restaurant issues	Passed	Passed	Passed	Passed	Passed	100
1/2/2023	10007	Xenia Putri	Spoiled food	Failed	Passed	Failed	Passed	Passed	85
1/2/2023	10009	Fahri Ramadhan	Order tracking issues	Failed	Failed	Failed	Passed	Passed	80
1/2/2023	10017	Gita Pratiwi	Order tracking issues	Failed	Failed	Failed	Passed	Passed	80
1/2/2023	10023	Qoriatul Fitriyah	Lost package	Passed	Passed	Passed	Passed	Passed	100
1/2/2023	10031	Sarah Amelia	Restaurant issues	Failed	Failed	Passed	Failed	Passed	70
1/2/2023	10040	Nadia Larasati	Order cancellation	Failed	Failed	Passed	Failed	Passed	70
1/2/2023	10061	Qiana Kirana	Damaged package	Passed	Passed	Passed	Passed	Passed	100
1/2/2023	10070	Zahra Nur Jannah	Order cancellation	Passed	Passed	Passed	Passed	Passed	100
1/2/2023	10071	Fajar Nugraha	Fake Order	Failed	Passed	Passed	Passed	Passed	95

Table 3 : Customer Satisfaction Survey Data

This table contains customer satisfaction survey data from a contact center, including information about tickets, ratings, agents, team leaders, channels, sub-channels, and dispositions.

date	ticket	rating	agent	channel	sub_channel	disposition
1 January 2023	10008	4	Eka Fitriani	Live Chat	Customer	Unhygienic packaging
1 January 2023	10013	4	Bagus Prasetyo	Live Chat	Driver	Driver behavior
1 January 2023	10015	5	Rian Mahendra	Live Chat	Driver	Damaged items
1 January 2023	10016	5	Oktavianus Dimas	Live Chat	Customer	Double charges
1 January 2023	10021	4	Zahra Nur Jannah	Live Chat	Driver	Restaurant closed
1 January 2023	10036	5	Oktavianus Dimas	Live Chat	Customer	Damaged items
1 January 2023	10044	3	Chandra Gunawan	Live Chat	Customer	Fake Order
1 January 2023	10047	5	Indah Permatasari	Live Chat	Driver	Damaged items
1 January 2023	10054	2	Dinda Kirana	Live Chat	Driver	Fake Order
1 January 2023	10056	2	Lintang Kirana	Inbound	Driver	Order cancellation

Table 4 : Agent-Level Call Volume and Average Handling Time

Table summarizing call center performance metrics, including call volume, average handling time, and agent details.

date	agent	channel	sub_channel	total_call	aht	abandoned_call	attendance
2 January 2023	Cindy Claudia	Inbound	Customer	164	186	0	1
2 January 2023	Jaka Taruna	Inbound	Customer	172	228	0	1
2 January 2023	Muhammad Reza	Inbound	Customer	172	210	0	1
2 January 2023	Putri Andini	Inbound	Customer	175	171	0	1
2 January 2023	Taufik Hidayat	Inbound	Customer	164	152	0	1
2 January 2023	Wawan Setiawan	Inbound	Customer	165	233	0	1
2 January 2023	Xenia Putri Arifin	Inbound	Customer	165	196	0	1
2 January 2023	Aditya Pratama	Inbound	Customer	175	209	0	1
2 January 2023	Jaka Surya	Inbound	Customer	176	224	0	1
2 January 2023	Xenia Putri	Inbound	Customer	160	127	1	1

Table 5 : Post-Processing Contact Center Performance Data

This table summarizes key performance metrics for contact center agents, grouped by their team leader and month. It provides insights into various aspects of agent performance, including quality assurance scores, customer effort scores, average handling times, abandoned calls, and customer satisfaction.

date	agent	team_leader	channel	sub_channel	qa_score	ce	aht	abandoned	csat
1/31/2023	Aditya Pratama	Zaenal Abidin	Inbound	Customer	91.25	0	195.00	1	3.00
1/31/2023	Aisyah Putri	Ziva Magnolia	Live Chat	Driver	71.25	0	258.48	8	3.55
1/31/2023	Alif Fikri	Zaenal Abidin	Live Chat	Driver	80.00	1	246.59	10	4.18
1/31/2023	Ananya Putri	Zaenal Abidin	Live Chat	Customer	91.25	0	259.71	10	4.09
1/31/2023	Bagus Dwi Cahyono	Ziva Magnolia	Live Chat	Customer	93.75	0	262.05	5	4.00
1/31/2023	Bagus Prasetyo	Zaenal Abidin	Live Chat	Driver	75.00	1	236.77	12	4.15
1/31/2023	Bella Saphira	Ziva Magnolia	Live Chat	Driver	70.00	1	264.95	12	3.88
1/31/2023	Bunga Citra Lestari	Ziva Magnolia	Inbound	Driver	76.25	0	206.80	4	5.00
1/31/2023	Chandra Gunawan	Ziva Magnolia	Live Chat	Customer	73.75	1	261.57	8	4.47
1/31/2023	Chandra Kirana	Yasmin Nabila	Live Chat	Driver	96.25	0	233.90	6	4.40