

# Call Center Dashboard Analysis

This comprehensive report provides a detailed analysis of the Call Center Dashboard, examining key performance indicators such as total call volume, call duration, average call handling time, and response time. The insights gained will help the call center enhance operational efficiency and improve customer satisfaction.



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# Call Volume Insights

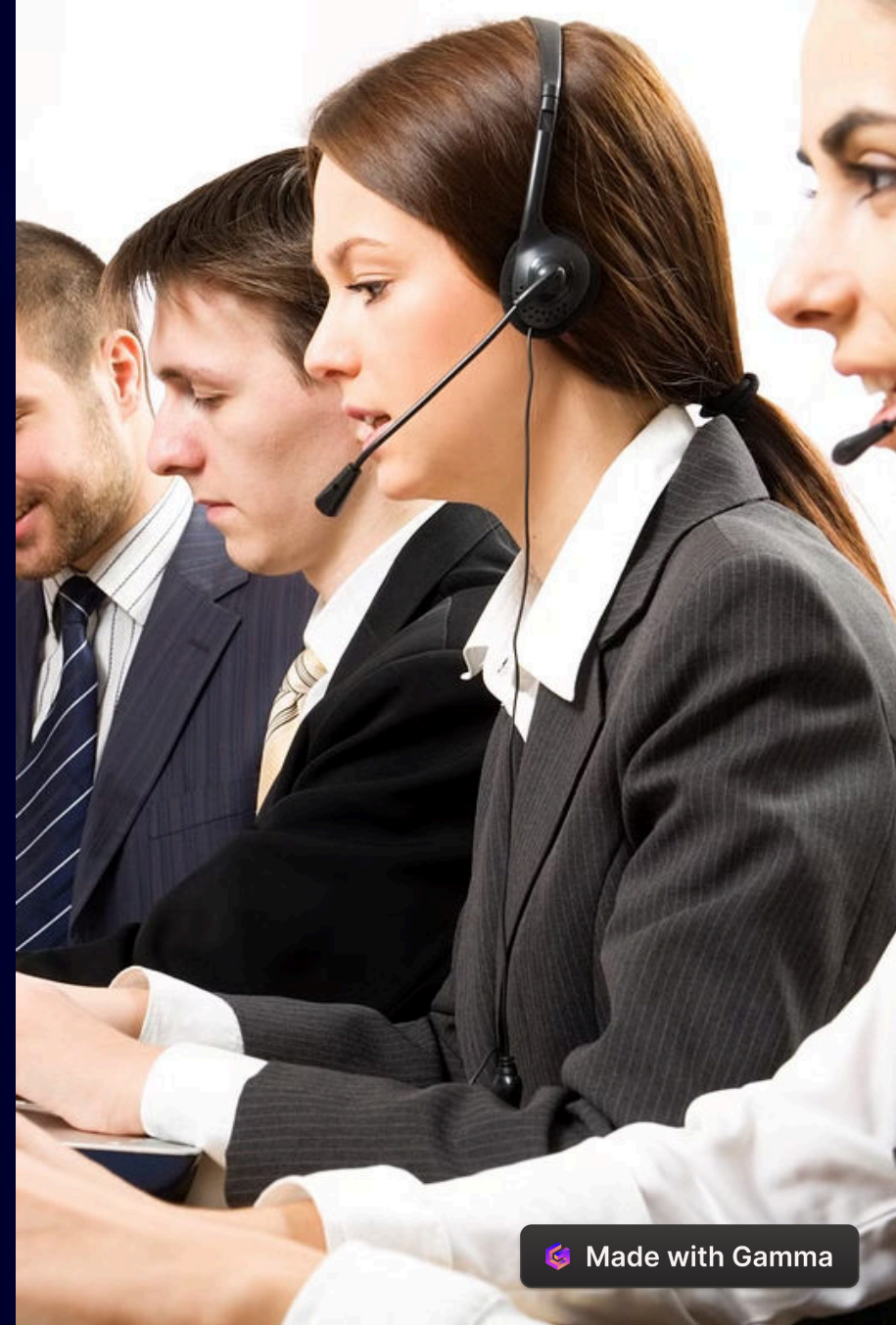
The call center received a total of 33,000 calls, indicating a significant demand for services. The high volume underscores the importance of efficient resource allocation and capacity planning to ensure timely and effective customer support.

# Call Duration and Handling Time

The total call duration of 13,740 hours, or 824,000 minutes, highlights the substantial time investment required to serve customers. The average call duration of 25.02 minutes suggests a need to streamline processes and provide additional agent training to optimize call handling efficiency.

# Response Time Performance

The call center's response time percentage of 75.26% indicates that the majority of calls are answered within a predefined time frame. However, this metric presents an opportunity for improvement to meet higher customer service standards and enhance the overall call experience.



# Call Reasons and Channels

## 1 Top Call Reasons

Billing Questions (23,000 calls), Payments (5,000 calls), Service Outages (5,000 calls)

## 2 Call Channels

Call Center (32.3%), Chatbot (25.06%), Email (22.68%), Web (19.96%)

# Customer Sentiment Analysis



The sentiment analysis reveals that a significant portion of calls are negative or neutral, indicating a need to improve customer interactions and service quality to enhance overall customer satisfaction.

# Geographical Call Distribution

## Top Call Locations

1. Washington (1,110 calls)
2. Houston (657 calls)
3. New York (564 calls)
4. El Paso (528 calls)

## Call Volume by State

The geographical distribution of calls highlights areas with higher demand, enabling the call center to allocate resources and improve service delivery based on regional needs.



# Conclusion and Recommendations

The Call Center Dashboard analysis provides valuable insights to enhance operational efficiency and improve customer satisfaction. Key areas for improvement include streamlining processes, optimizing call handling, and addressing negative sentiment through enhanced customer interactions and service quality.

By leveraging these insights, the call center can make data-driven decisions to allocate resources more effectively, enhance the customer experience, and ultimately drive long-term success.