Outreach Call Performance Analysis

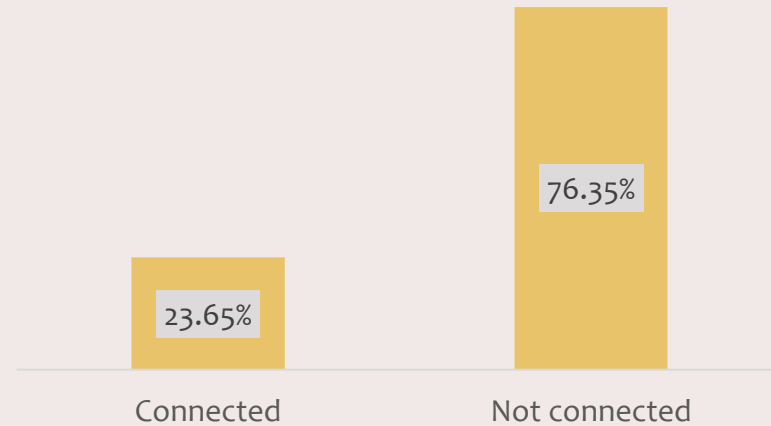**Team 8 Presentation**   **22nd December 2025**

Objective & context

To evaluate the effectiveness of outreach call activities across agents, countries, and time periods by identifying performance patterns, operational inefficiencies, and data quality issues that influence call connectivity and overall outreach outcomes.

This analyses was conducted to:

➢ Assess agent productivity, workload distribution, and better discern whether outreach efforts are evenly applied and effective.
➢ Analyze geographic coverage and time-based calling patterns and determine if peak calling hours improve connection and success rates.
➢ Measure call outcomes and better understand why a large proportion of outreach calls fail to connect despite high call volume.
➢ Identify data quality gaps and anomalies, such as missing country information, as it limits reliable insights and decision-making.
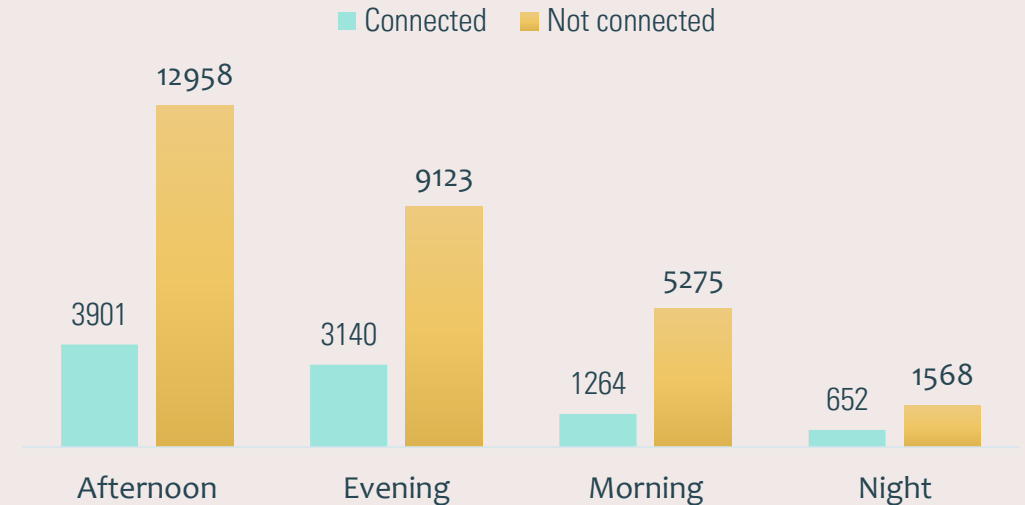
Key findings

Overall outcome success rate

Reason for insight:
This insight directly measures the accelerated core objective to determine the outcome efficiency, whether the outcome needs to be improved or remain the same. It summarizes the entire program's performance in one metric, allowing leadership to make quick data-driven decisions and answer key questions like: "Was the program worth it?"
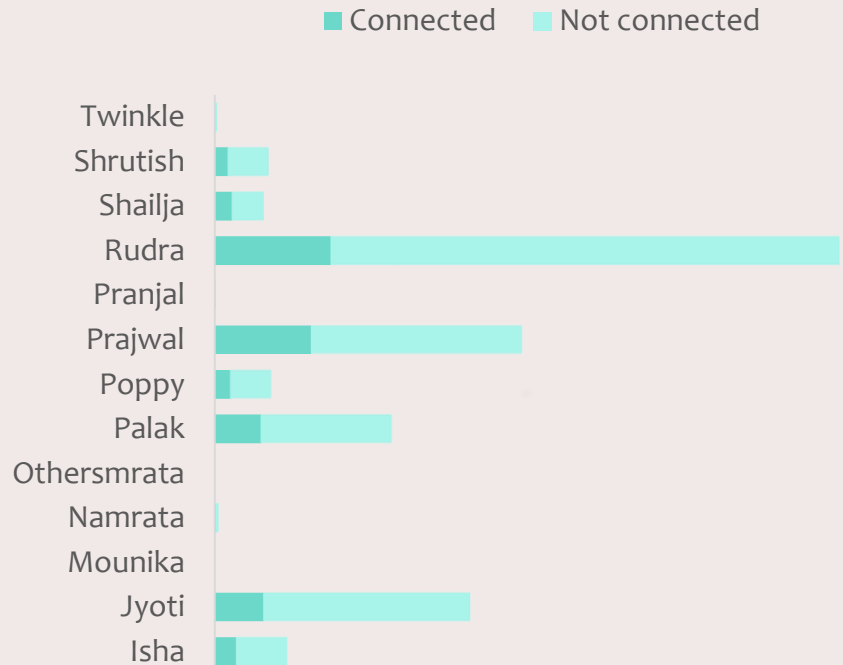
Connectivity efficiency by day

Reason for insight: This chart shows how connection success varies by time of day, helping identify operational efficiency(connection rate) and time optimization (when to act). It allows leadership to make quick data-driven decisions and answer key questions like: "When should the outreach be focused to maximize successful connections?" "How to reallocate agent time to improve results without increasing cost."
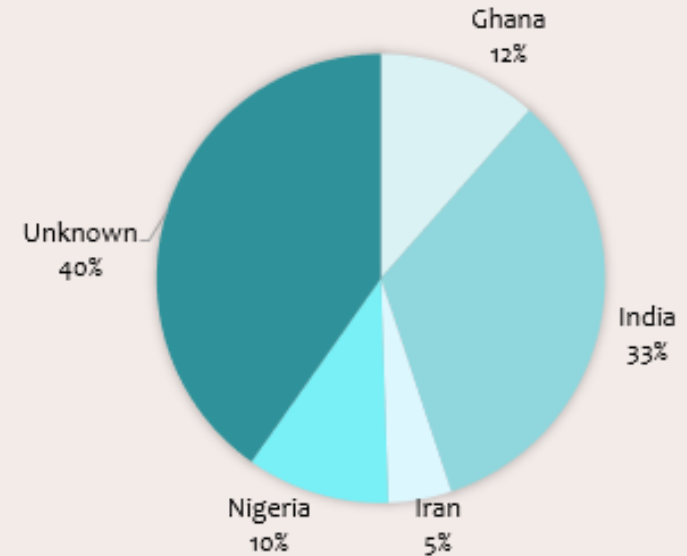
Key findings

Agent connectivity rate

■ Connected ■ Not connected

Twinkle
Shrutish
Shailja
Rudra
Pranjal
Prajwal
Poppy
Palak
Othersmrata
Namrata
Mounika
Jyoti
Isha

Reason for chart:
This chart evaluates agent efficiency based on their ability to convert outreach. It targets top-performing agents and areas where targeted coaching or resource reallocation can improve overall program efficiency

Top 5 Connectivity Rate By Country

Ghana 12%
Unknown 40%
India 33%
Nigeria 10%
Iran 5%

Reason for insight:
This chart answers the question of which geographical region yields more successful outcomes. Outreach connectivity varies significantly by country, and concentrating efforts in high-connectivity regions can materially improve overall program efficiency. Which country may need process improvement before investing more efforts?

Insights

	Findings	Recommendations	Impact	Effort	Priority
1	Only 23.65% of outreach attempts result in a successful connection, while 76.35% fail.	Audit the outreach process end-to-end to identify failure points (timing, scripts, targeting). Introduce optimization strategies such as improved call scripts, better lead qualification, and prioritization of high-probability contacts.	High	Medium	1
2	Afternoon and evening periods generate the highest number of successful connections, while mornings and nights show lower success volumes.	Reallocate outreach volume toward higher-performing time slots (afternoon and evening) and reserve low-performing periods for follow-ups or administrative tasks.	High	Low	2
3	A small group of agents account for a disproportionate share of successful connections, while several agents consistently underperform.	Analyze high-performing agents' approaches and convert them into standardized playbooks. Implement targeted coaching, mentoring, and performance monitoring for low-performing agents.	High	Medium	3
4	India accounts for 35% of successful connections, while Ghana and Nigeria contribute smaller but notable shares.	Prioritize outreach efforts, tailored messaging, and resource allocation toward high-performing regions, while testing optimization strategies in emerging markets.	High	Medium	4

Suggestion for further analysis

To enable further analysis and monitoring, the following should be carried out:

➢ Track inconsistent or missing values across key fields as this ensures data reliability and solidity

➢ Assess agent performance and consistency to identify high performers

➢ Compare agent workload to determine whether there's a difference in task distribution as this might impact or affect performance

➢ Analyze outreach results across countries to identify regions with higher or lower responsiveness

These analyses will help to identify root causes, highlight performance gaps and improvement areas.

Summary

This presentation highlights key insights from the analysis, including overall outcome success rates and connectivity patterns by time of day. Based on these findings, Recommended actions include conducting an end-to-end audit of the outreach process to identify failure points, reallocating outreach volume toward high performing periods (afternoons and evenings), and utilizing low performing periods for follow ups. Further monitoring and analysis are also proposed, such as comparing agent workloads to assess task distribution and evaluating agent performance to identify high performers and improvement opportunities.

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