



Call Centre Trends

Visualising customer and agent behaviour.



**Customer
Behaviour**



**Agent
Behaviour**



**Key
Inferences**

As the telecom industry is highly competitive, it is crucial for telecom companies to understand customer needs and preferences to remain competitive. To achieve this, we will develop a Power BI dashboard for Claire that will showcase relevant KPIs and metrics from the dataset. These KPIs include overall customer satisfaction, overall calls answered/abandoned, calls by time, average speed of answer, and agent's performance quadrant. By examining these KPIs and metrics, we can gain insight into areas where the telecom company is performing well and where there is room for improvement. This data-driven approach will help our client make informed decisions and optimize their services to better meet customer expectations.



Response
Time



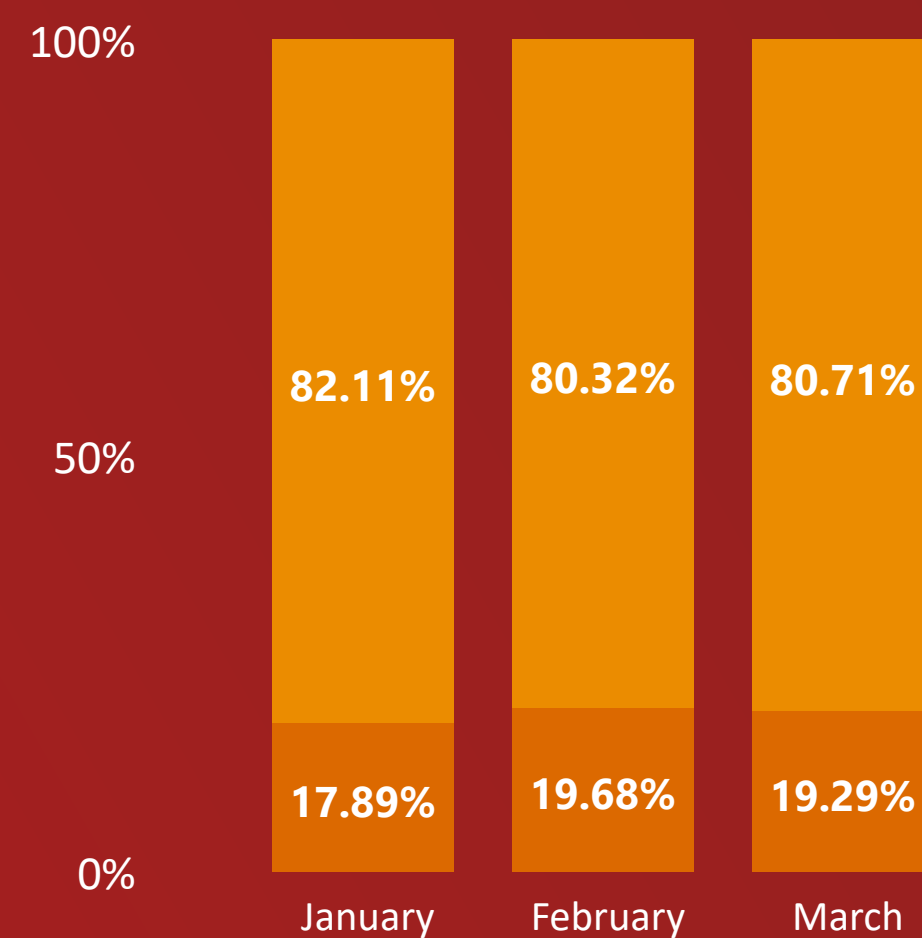
Main
Page

Average Satisfaction rating

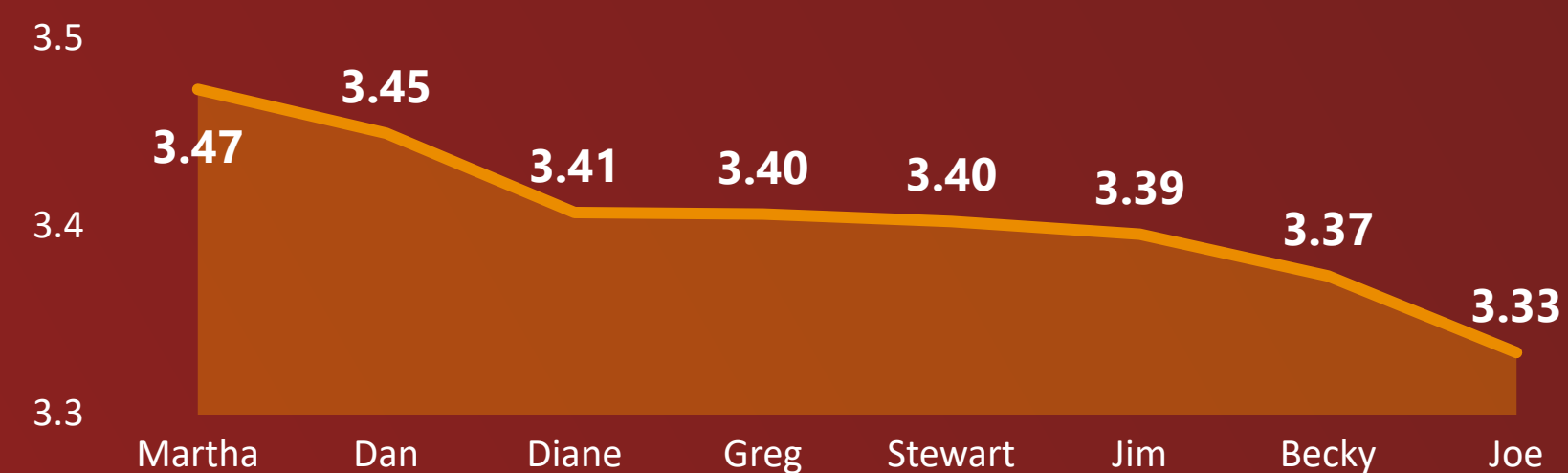


Calls Attended Per Month

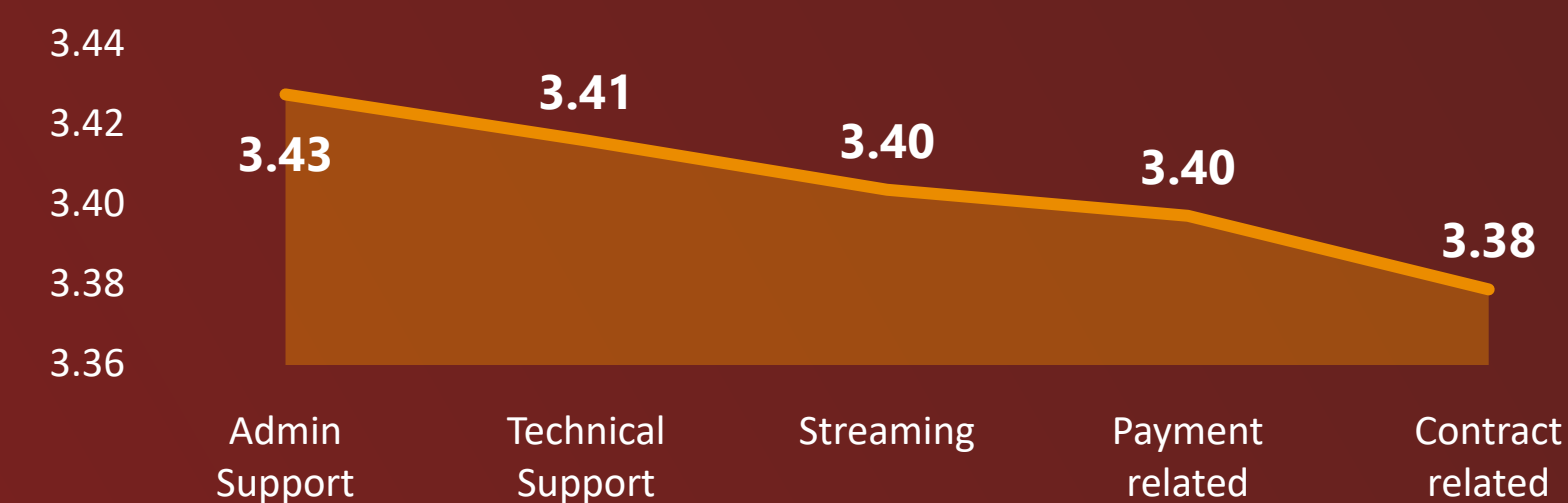
Answ... ● N ● Y



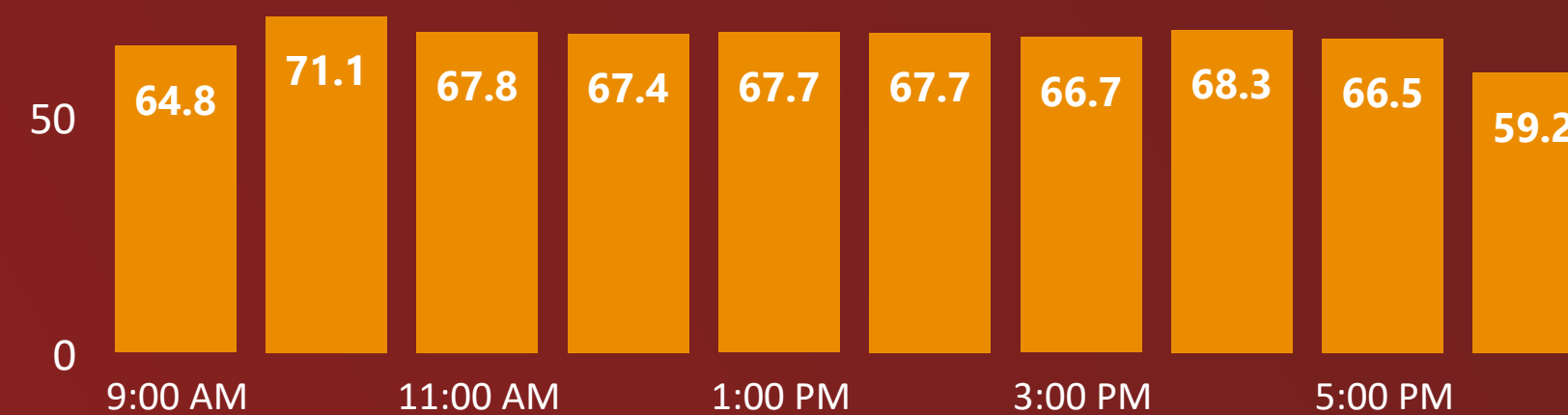
Average Satisfaction Rating Per Agent



Average Satisfaction Rating By Topic



Hourly Response Time (Seconds)



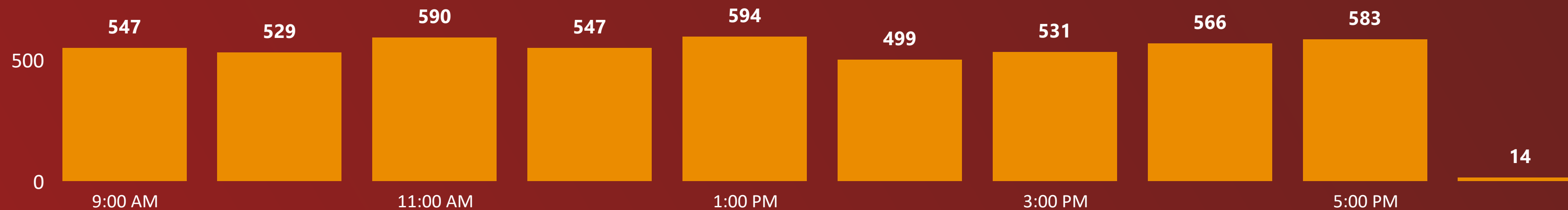
3646

Calls Resolved

4054

Calls Answered

Hourly Call Rates



Becky

Dan

Diane

Greg

Jim

Joe

Martha

Stewart



Customer
Satisfaction



Main
Page

4054

Calls Answered

3646

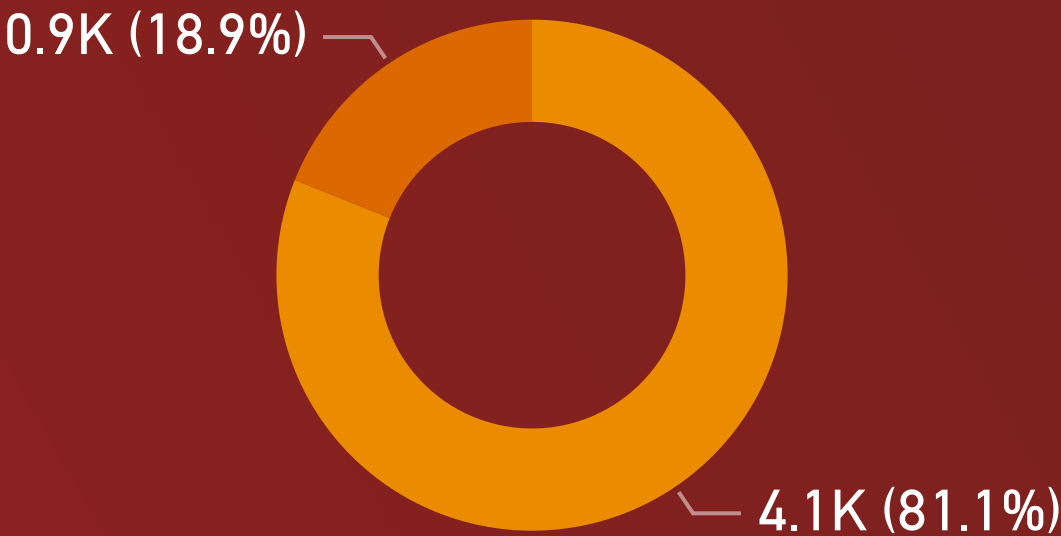
Count of Resolved

Average Respond Time



Agents' Response Status

Answered ● Y ● N



Resolved Status

Resolved ● Y ● N



January

1772

February

1616

March

1612

Calls Resolved Per
Month

Agent	Count of Resolved	Count of Answered (Y/N)	Average of Speed of answer in seconds
Joe	593	593	70.99
Martha	638	638	69.49
Greg	624	624	68.44
Dan	633	633	67.28
Jim	666	666	66.34
Diane	633	633	66.27
Stewart	582	582	66.18
Becky	631	631	65.33
Total	5000	5000	67.52

January

68

February

68

March

69

Median Response
Time



Becky

Dan

Diane

Greg

Jim

Joe

Martha

Stewart



In January, the count of Call Id for Y and N diverged the most, with Y being 1,138 higher than N.

The average count of Call Id was significantly higher for Y (1,351.33) compared to N (315.33).

January had the highest percentage (29.10%) of Answered (Y/N) calls compared to other months.

The total count of Call Id was much higher for Y (4,054) compared to N (946).

The average speed of answer was 67.52 seconds.

73% of the calls were resolved, which implies that the remaining 27% of calls were either not resolved or abandoned before resolution.

81% of the calls were answered, which means that the remaining 19% of calls were either missed or abandoned before an agent could pick them up

Suggestions

***Improve Call
Routing***

***Increase Agent
Training***

***Implement Quality
Assurance***

***Optimize
Staffing***

***Monitor Customer
Feedback***