

Presented by Nguyen Quoc Bao

Analysis of results

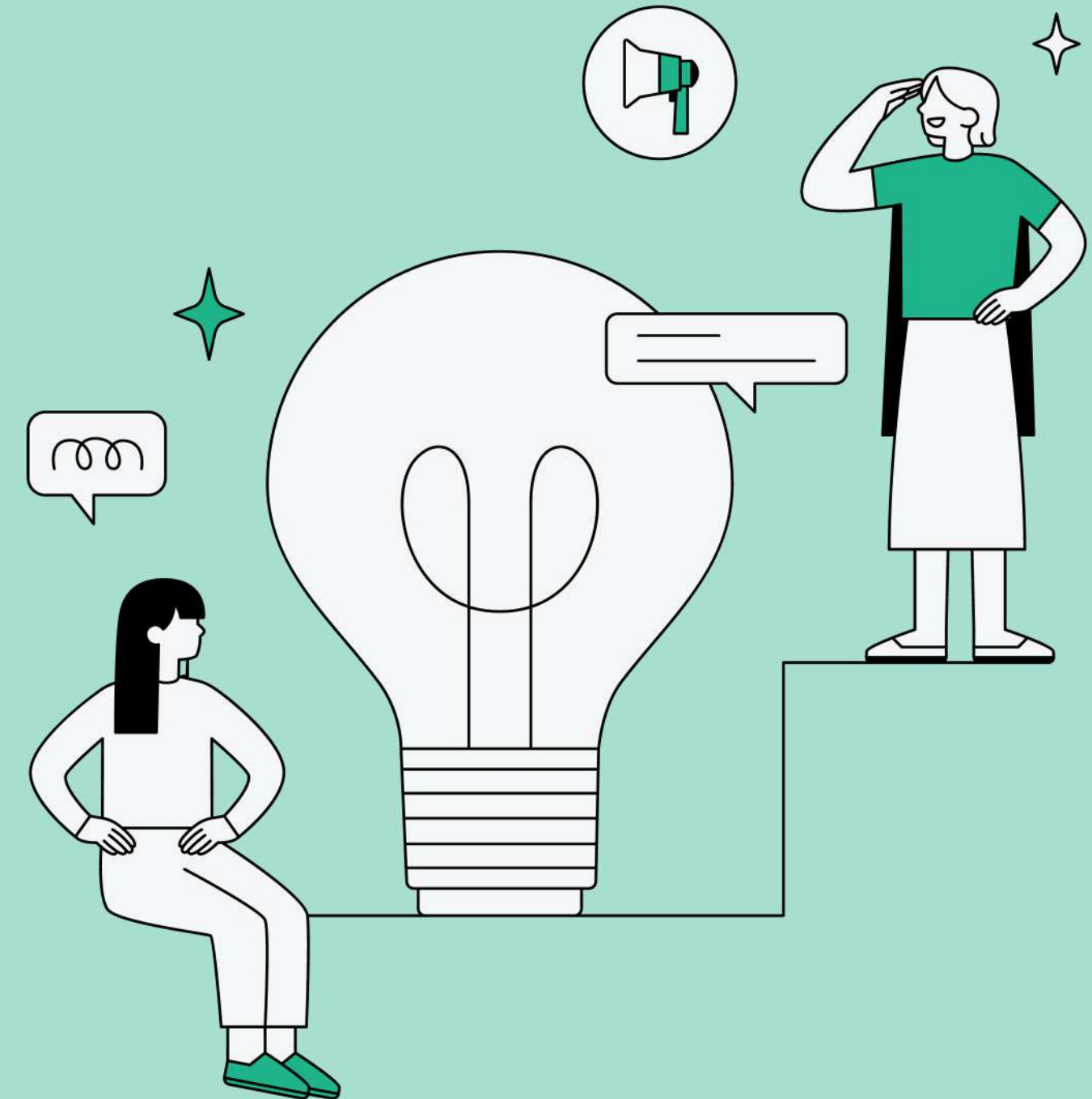
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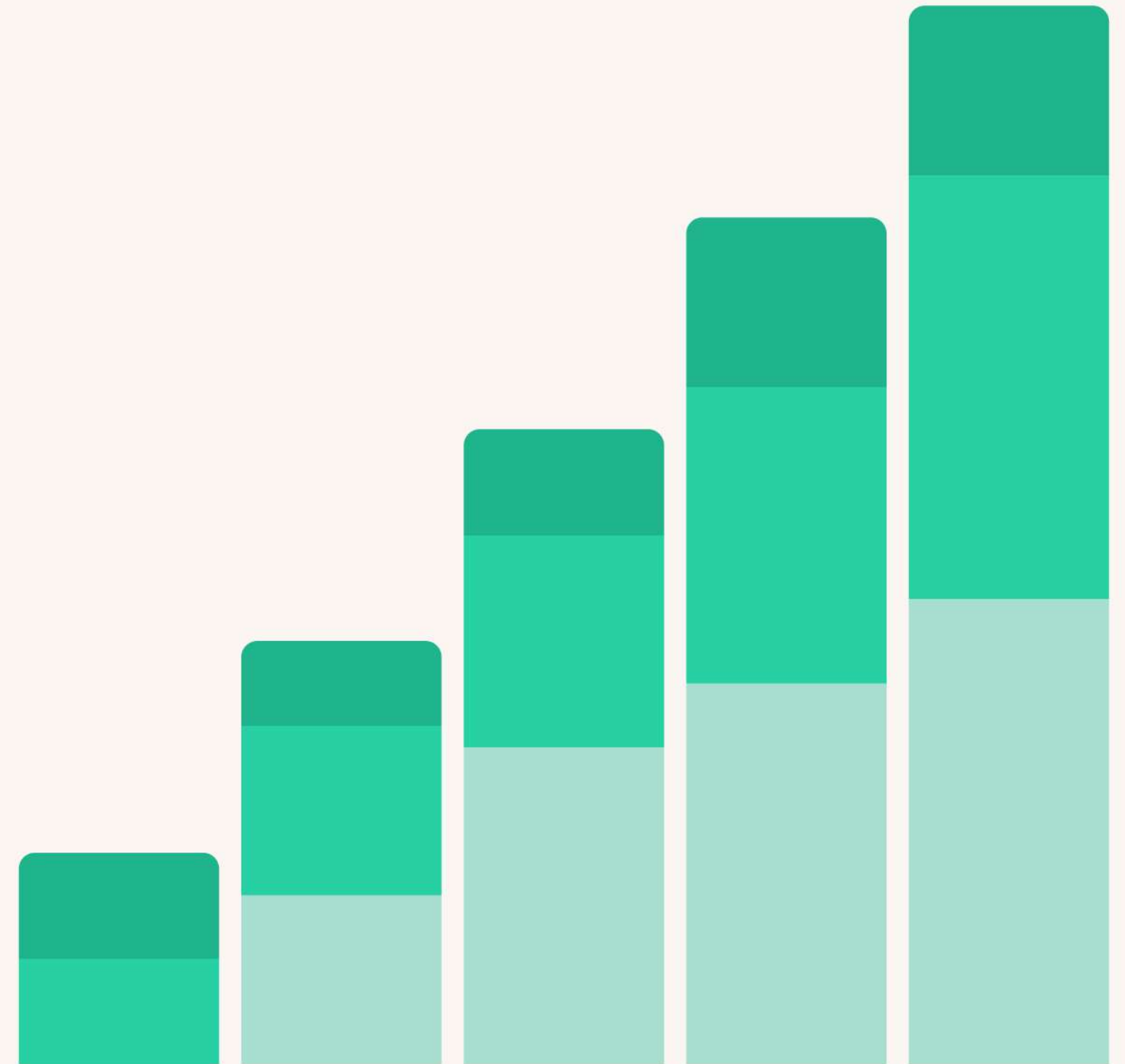
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Analyze repeat calls and optimize customer service

Analyze repeat call data to identify trends, issues, and opportunities to improve customer service

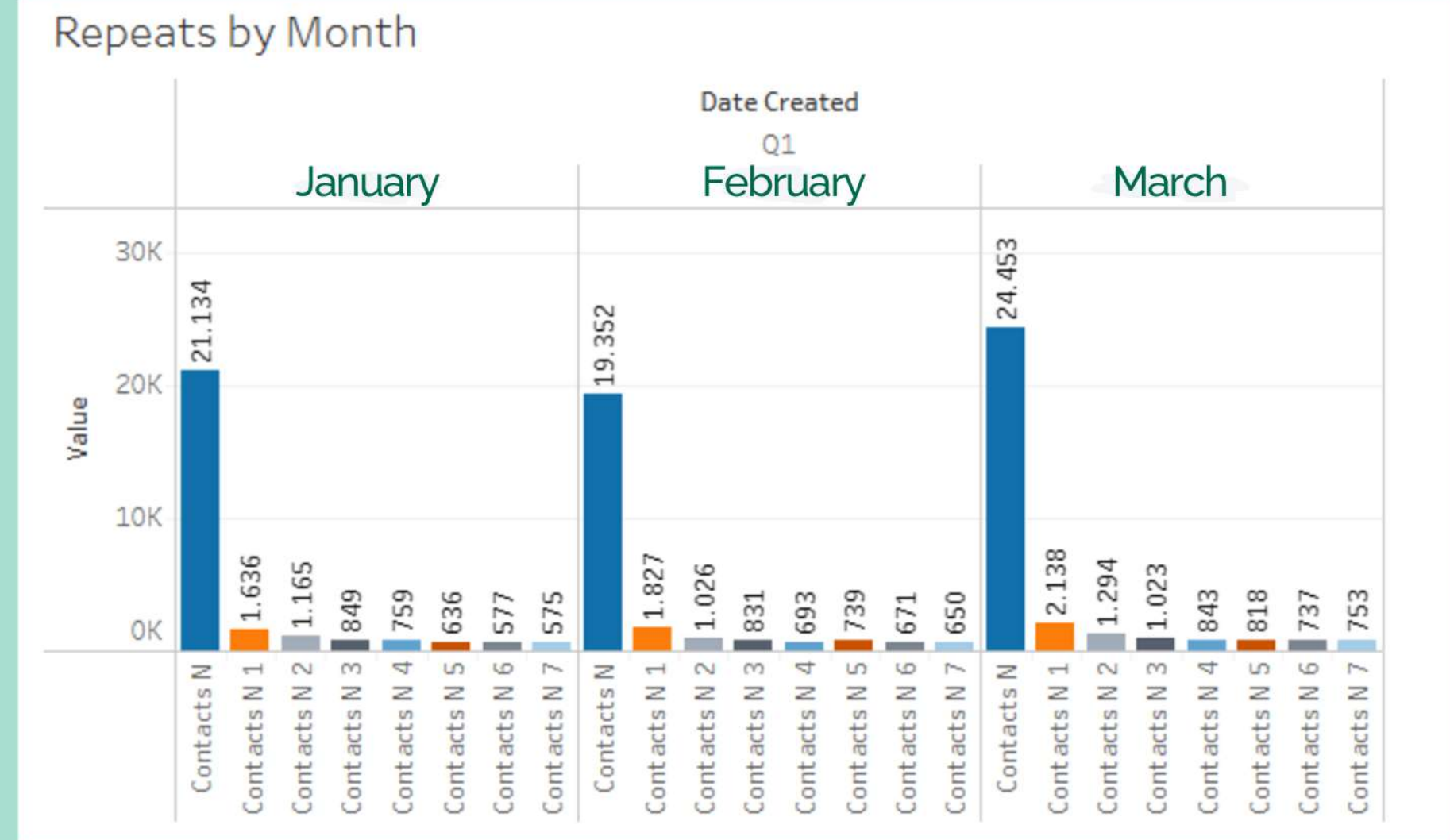


Monthly recurring call overview

March: The total number of repeat calls is 24,453.

This is the month with the highest number of repeat calls in the quarter, indicating a significant increase compared to the previous two months.

General trend: There is fluctuation in the number of repeat calls between months. March shows a sudden increase, which needs further investigation.



Main challenges identified

General Trends

- There is some variation in the number of repeat calls from month to month.
- March showed a spike, which warrants further investigation.

Possible causes:

- A marketing campaign or special event in March
- A change in company policies or procedures
- A technical issue or system failure in March.
- A change in customer demand or increase in customer numbers..

Discussion:

- A thorough investigation of possible causes is needed to determine the exact cause of the spike.
- More information should be gathered from relevant departments (marketing, customer service, engineering) to get a comprehensive view.

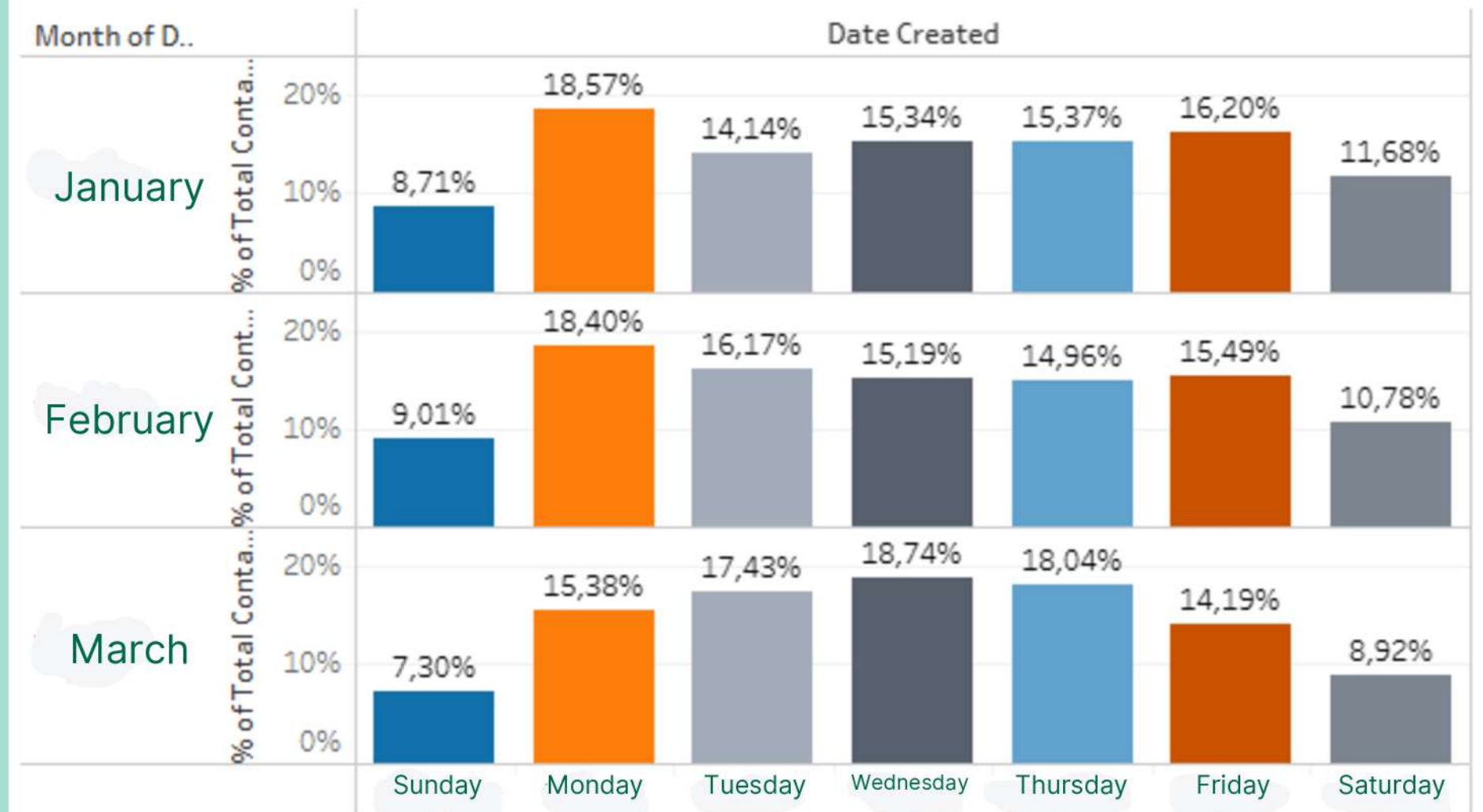
Call repeat day 0 by day of the week

January: Monday (18.57%) and Tuesday (14.14%)

February: Monday (18.40%) and Tuesday (16.17%)

March: Wednesday (18.74%) and Thursday (18.04%)

Day 0 Calls by Day of Week



Call repeat day 0 by day of the week Issues

General Trends

January and February:

There are similar trends, with repeat calls peaking on Mondays and Tuesdays.

This suggests there may be a steady pattern of customer behavior in the first two months of the quarter.

General Trends

March:

There is a significant change in the trend, with repeat calls peaking on Wednesdays and Thursdays.

Insight & Possible causes:

- Repeat calls are generally higher on weekdays than on weekends.
- There is some variation in the trend from month to month.
- It is possible that issues that arise over the weekend are resolved early in the week.

Call Recurrence by Market and Call Type

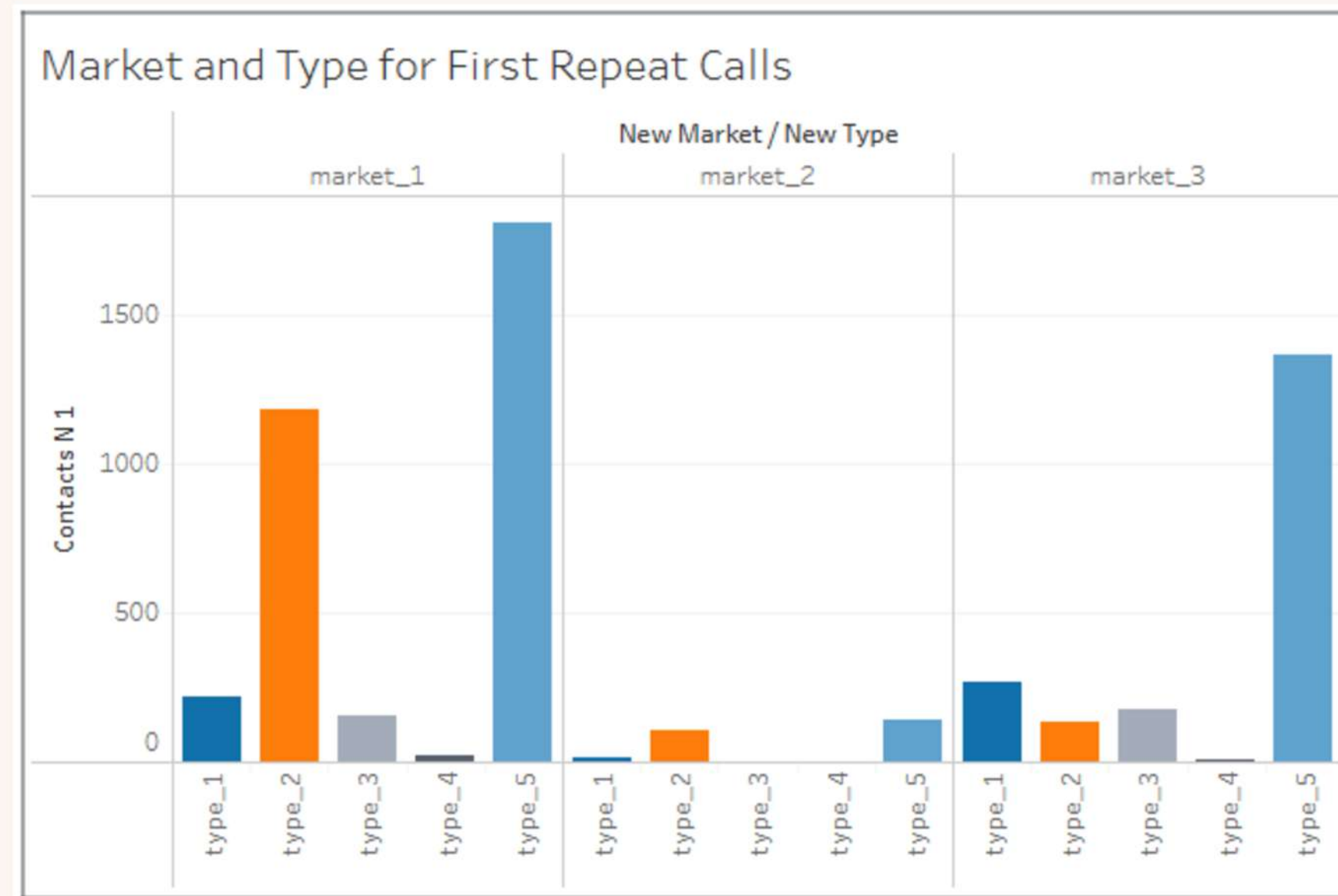
“type_5” had the highest number of repeat calls, followed by **“type_2”**.

Other call types had significantly lower numbers of repeat calls.

-> This suggests that **“type_5”** may be related to specific customer issues or needs.

=> **Market 1 and Market 3:**

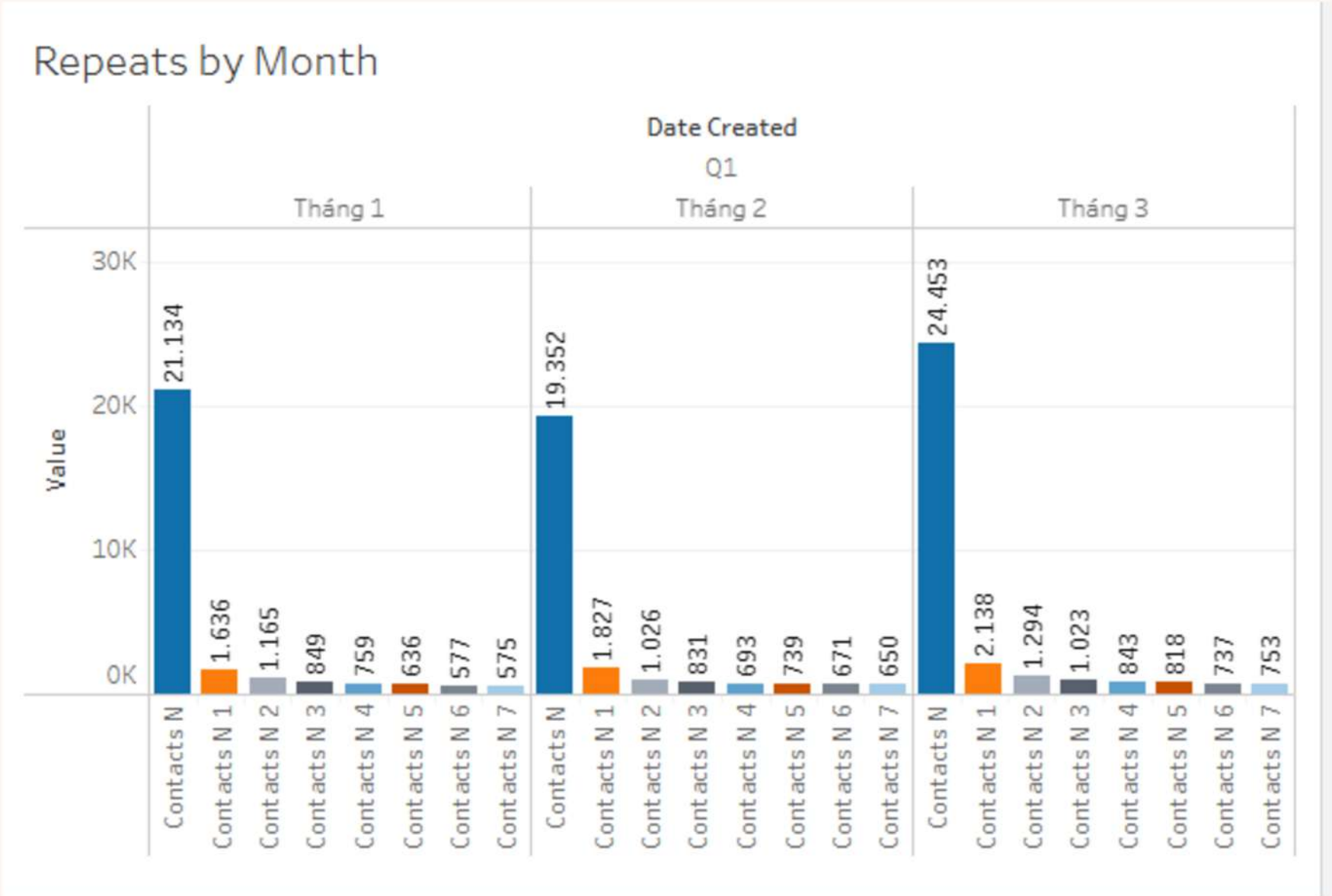
Had similar performance, with significantly higher repeat call volume than Market 2.



Call Type Repeats in Month

March:
Total repeat calls were 24,453.
Highest in every month

"Contacts N 1" and "Contacts N 2" have
significantly higher repeat call counts than
other groups.
Especially "Contacts N 1"



The chart clearly shows a
significant increase in the
number of repeat calls in March.

"Contacts N 1" are the group of
customers who tend to call back
the most, and deserve special
attention.

Further analysis is needed on
what caused the spike in March
and what caused "Contacts N 1"
to call back more.

Issues and challenges

Summary of key issues and challenges

- Repeat Call Spike in March
- High Repeat Call Rate of **"type_5"**
- Performance Differences Between **Markets**
- **Day 0** Repeat Call Trends Change in March
- **"Contacts N1"** Has the Highest Repeat Calls

Discuss the influencing factors

Internal Factors:

- Changes in policies or procedures.
- Technical issues or system failures.
- Customer service quality.
- Marketing campaigns.

External Factors:

- Special events or holidays.
- Economic or social conditions.
- Weather.

Recommendations and Solutions

Investigate the cause of the spike in March

Improve the processing of "type_5"

Optimize customer service for "market_1"

Improve the performance of Market 2

Detailed analysis of the "Contacts N1" group



Recommendations and Solutions

Propose specific actions

1. Establish a monitoring and reporting system:

To monitor the effectiveness of implemented solutions.
To promptly detect and resolve emerging issues.

2. Organize training and experience sharing sessions:

To improve the capacity of customer service staff.
To share successful experiences and lessons.

3. Regularly evaluate and improve processes:

To ensure that processes are always relevant to customer and market needs.



Conclusion and next action

Investigate:

Establish a cross-functional team.

Analyze data, collect information, identify causes.

Report results and propose solutions.

Improve "type_5":

Define call types.

Build standard procedures, train staff.

Monitor and adjust.

Optimize "market_1":

Analyze customer characteristics.

Customize services, deploy and monitor.

Analyze "Contacts N 1":

Analyze history, interview, build custom solutions.

Deploy and evaluate.

Overall assessment:

Set KPIs, report regularly, adjust plans.

Share results.

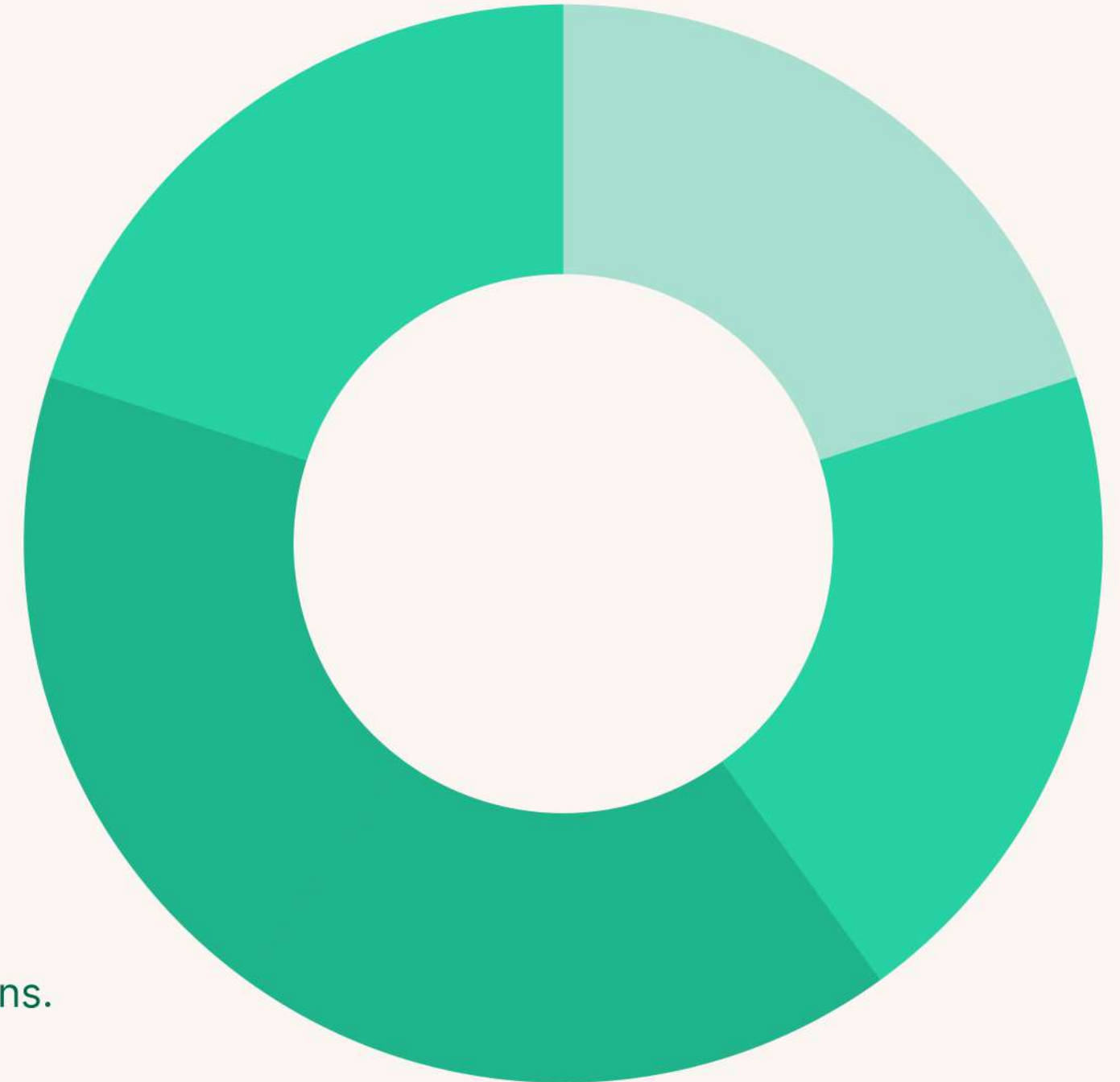
Participate:

Encourage feedback to improve services.

Commitment:

Use data to improve customer experience.

Continuously strive for the best results.



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Thank you very much!

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