

Call Centre Hospitality Data

• Key areas for improvement based on Avg. csat_score

of Calls

32941

Total Call time
(in minutes)

824K

Avg. Call duration
(in minutes)

25.02

Average of csat_score

0.00 4.89 9.78

By channel

4.91!

Goal: 10 (-50.95%)
Web

By response time

4.89!

Goal: 10 (-51.14%)
Within SLA

By call centre

4.89!

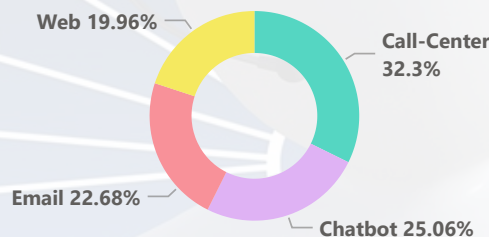
Goal: 10 (-51.08%)
Los Angeles/CA

By reason

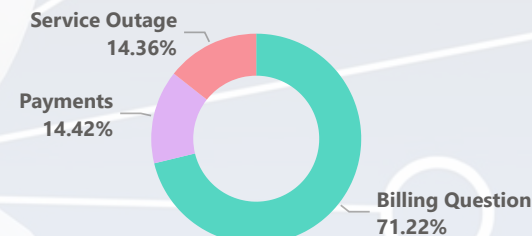
4.89!

Goal: 10 (-51.05%)
Service Outage

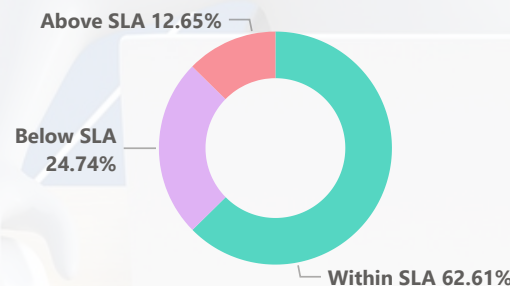
Call Counts by Channel



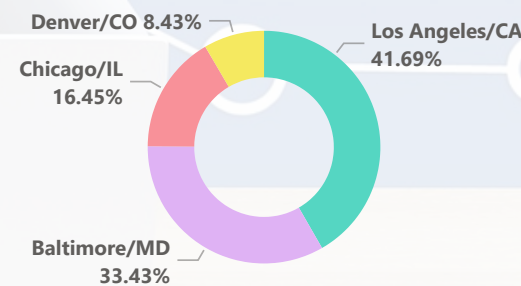
Call Counts by Reason



Call Counts by Response time



Call counts by Centers



Reason

All

Sentiment

All

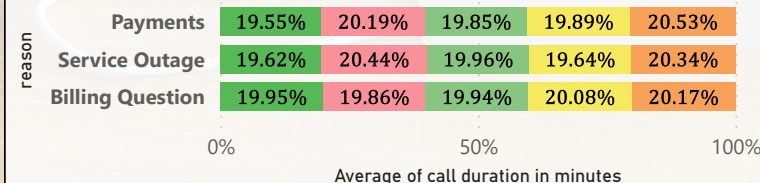
[Insights Report](#)

Date

01-10-2020

31-10-2020

sentiment Orange Negative Yellow Neutral Green Positive Red Very Negative Dark Green Very Positive



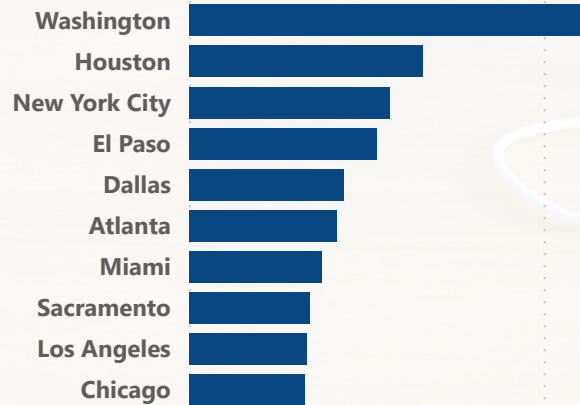
Geographical Variations

461

Count of city

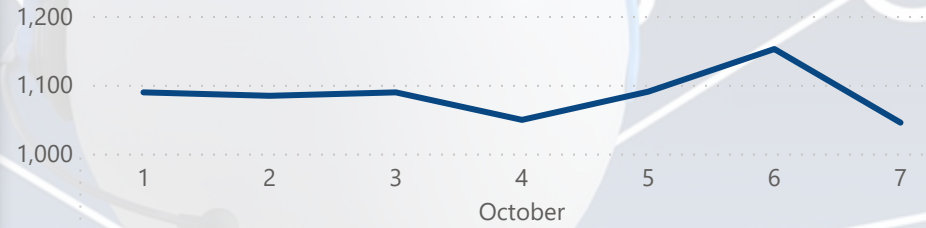
No. of Calls by States

Top 10 cities by No. of calls



WEEKLY VARIATIONS IN CALLS

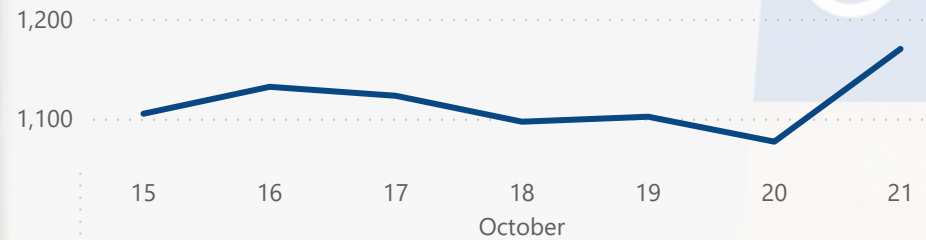
Count of Calls (Week 1)



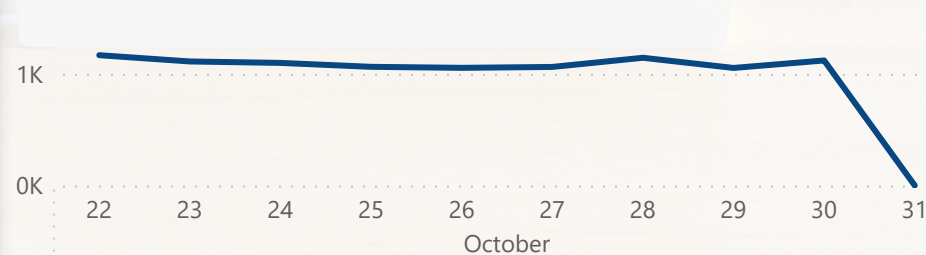
Count of Calls (Week 2)



Count of Calls (Week 3)



Count of Calls (Week 4)



Avg csat_score (Week 1)

4.87!

Goal: 10 (-51.33%)

Avg csat_score (Week 2)

4.98!

Goal: 10 (-50.19%)

Avg csat_score (Week 3)

4.87!

Goal: 10 (-51.35%)

Avg csat_score (Week 4)

4.90!

Goal: 10 (-50.96%)

Summary of Findings: Analysis of Call Center Hospitality in the US

Introduction:

The analysis focused on evaluating the hospitality of call centers in the USA and its impact on customer satisfaction. Key findings from the analysis are as follows:

1. Web Channel Performance:

- The web channel performs poorly in terms of resolving customer issues, receiving the lowest satisfaction scores.
- **Recommendations:** Improve the structure of communication on the web channel.
- Consider adding human oversight to enhance customer issue understanding.

2. Billing Questions and Service Outages:

- Most customer issues revolve around billing questions.
- Customers are least satisfied with responses related to billing questions and service outages.
- **Recommendations:** Implement user-friendly payment systems for easier billing information access.

3. Service Quality Improvement:

- Customers express dissatisfaction with solutions during service outages.
- **Recommendations:** Invest in robust technology and equipment to reduce service fluctuations and outages.

4. Los Angeles Center Analysis:

- The Los Angeles center handles the largest call traffic, potentially overloading staff.
- Customer satisfaction scores are lower, indicating a need for: Increased manpower.
- Enhanced staff training for improved issue resolution.

5. Staff Training and Response Times:

- Staff training for customer issue resolution needs upgrading.
- There is a gap between response times and solution quality for issues resolved within the Service Level Agreement (SLA).
- **Recommendations:** Upgrade staff training to align with industry trends.
- Address the gap between response times and solution quality.

Conclusion:

In conclusion, the analysis highlights the need for significant improvements and changes within the existing call center systems to address customer issues more effectively. These changes aim to ensure timely issue resolution and provide high-quality solutions, ultimately enhancing customer satisfaction and sentiment scores.