Customer Satisfaction & Call Volume Analysis

# 1. Executive Summary

This report analyzes recent declines in customer satisfaction and increases in call volume. The findings point to key drivers including underperformance by newer and Tier 1 agents, ineffective issue resolutions, and specific call types that result in customer frustration.

# 2. Top Call Drivers

Insight:  
The majority of calls are related to a small group of high-frequency issues, most notably billing disputes and service-related questions.

# 3. Satisfaction by Call Reason

Insight:  
Calls that end in transfers to other departments, disconnections, or service cancellations lead to lower satisfaction scores. These experiences often feel unresolved or frustrating to the customer.

# 4. Effectiveness of Resolutions

Insight:  
Resolutions such as “Explained bill – no changes” and “Transfer” result in the lowest resolution satisfaction scores. This indicates that many customers feel their issues are not truly resolved.

# 5. Agent Tenure Impact on Satisfaction

Insight:  
Agents with less than 30 days of experience score significantly lower in all satisfaction categories. This suggests a gap in training and onboarding that is impacting service quality.

# 6. Performance by Agent Tier

Insight:  
Tier 1 agents score consistently lower than Tier 2 agents across every satisfaction metric. This may indicate a mismatch between agent capability and call complexity, or lack of sufficient tools/support at the Tier 1 level.

# 7. Recommendations

- Improve Tier 1 scripts and guidance for top call reasons  
- Route complex or high-frustration calls to Tier 2 agents  
- Clarify billing processes with visual aids or automated messages  
- Strengthen onboarding for new agents — especially within the first 30 days  
- Introduce quality control feedback loops for ineffective resolutions  
- Reduce inter-department transfers through training or internal tooling

# 8. Expected Benefits

- Reduced call volume through better first-call resolution  
- Lower operating costs in the customer service center  
- Increased customer satisfaction and loyalty  
- Higher agent efficiency, especially at the Tier 1 level