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## SumUp

Test Task Operations Analytics Lead

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### Executive Summary

1. **The resolution window** can be optimized from 7 days to **3** days.
2. **Call is the best performing channel, Email the worst.** This is both for IT and FR and based on the average time of tickets' resolution.
3. **BPO1 is the most performing Agent Company** based on the combination of touchpoints resolved and time of resolution.
4. **Call is the most expensive channel**, followed by Chat and Email.

### Behind the Summary

#### Resolution Window

##### Recommendations

- **Adjust** the Overall resolution timeframe to 3 days.
- **Plan** further capacity to reply to emails
- **Redirect** email touchpoints without resolution time within 2 days to other channels.
- **Optimise** documentation (i.e. FAQ) or processes for the Reason Groups that require higher time to be solved via Email.

##### Key Points

- **95%** of touchpoints are resolved within 3 days of creation.
- **Email** is the only channel that has resolution time greater than one day. 88% of emails are resolved within 3 days. With the recommendations above, this can be increased to over 95% too.
- **Reason Groups** like 'Changing Account Details' or 'Other questions regarding product usage' per email take longer than 1 day in **~25%** of the cases.

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## Best / Worst Performing Channels

### Recommendations

- **Plan** further capacity to reply to emails in **FR**
- **Introduce** an additional metric to evaluate the performance of the channel (i.e. customer satisfaction)

### Key Points

In the table below, the Average time of resolution (min) for each channel and country.

	Email	Call	Chat
FR	2247	12	15
IT	1408	13	14

- **Call** is the channel with lowest avg. Resolution time both in FR and IT
- **Avg. Resolution** for Call and Chat is similar for IT and FR
- **The Avg. Resolution** time in **FR** is ~2 times the one in **IT** for Email
- **48%** of the touchpoints come via Email in **FR** ( **35%** in **IT**)

## Best Performing Agent Company

### Recommendations

- **Redirect** more Chats from BPO1 to BPO2
- **Redirect** high-resolution Email traffic from SumUp to BPO

### Key Points

- **Both BPO1 and BPO2** have **avg resolution time ~12.5 Call, ~14.5 Chats**
- **Call** traffic is similar between **BPO1** and **BPO2** but **BPO1** handles ~16 times the **Chat** traffic compared to **BPO2**
- **SumUp's** principal Channel is Email.

## Costs per Channel

### Recommendations

- **Onboard** users to send 'standard' and/or not urgent inquiries to Email
- **Make** Email as way of contact more visible and used in IT to reduce the costs
- **Keep** on allocating the biggest budget to Call and Chat to ensure the quickest resolution time.
- **Promote** Chats over Calls to reduce the costs of Calls and optimize for the number of inquiries resolved in a shorter time.

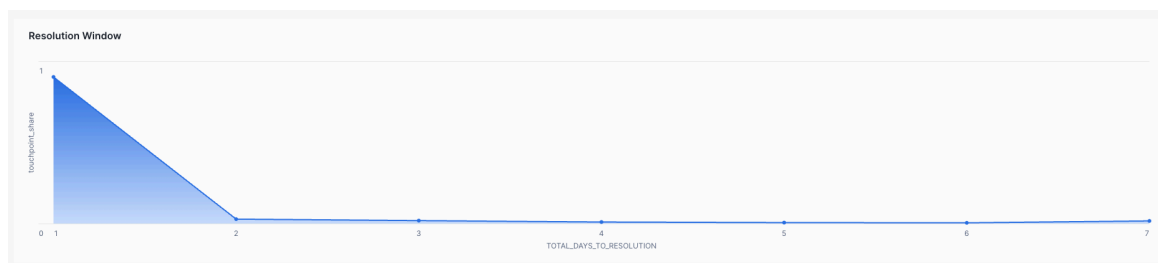
### Key Points

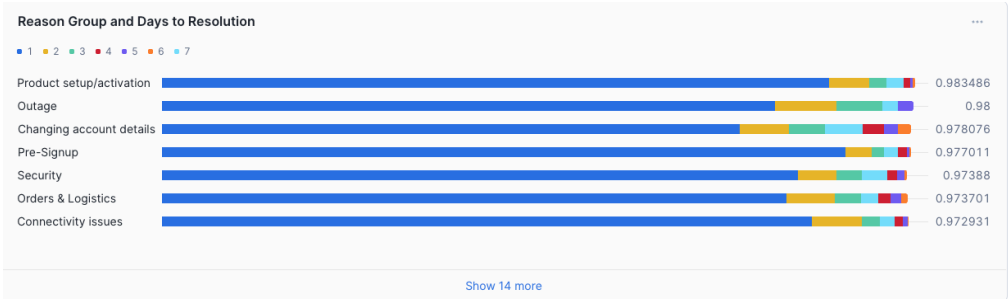
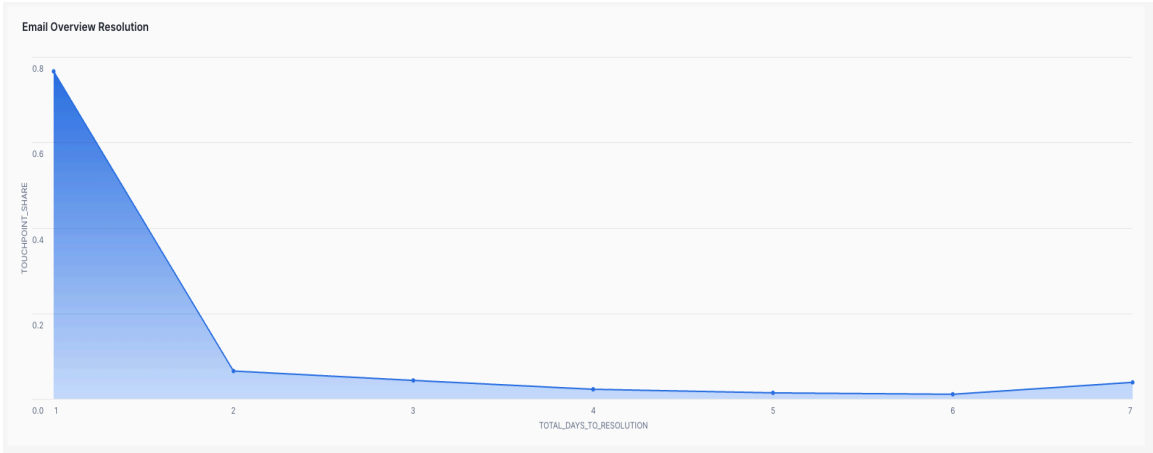
In the table below, the average monthly cost (euro) per Channel in 2022. This is based on daily touchpoints resolved and time per Agent allocated to them.

Cost Per Email	Cost Per Call	Cost Per Chat
3.869	250.574	245.556

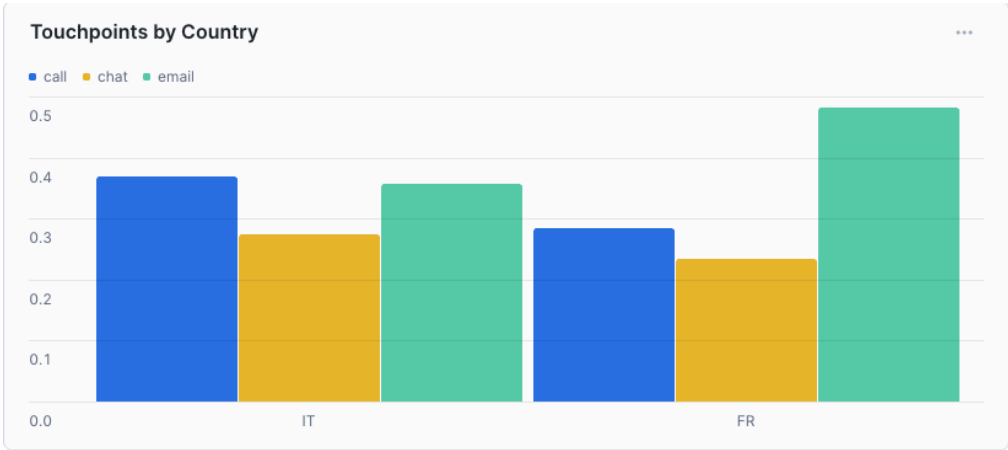
## Supporting Charts

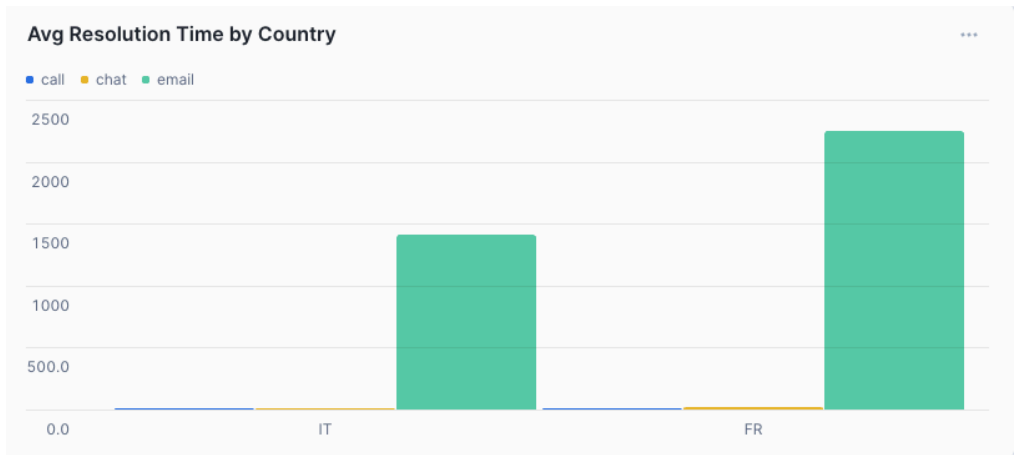
### Resolution Window



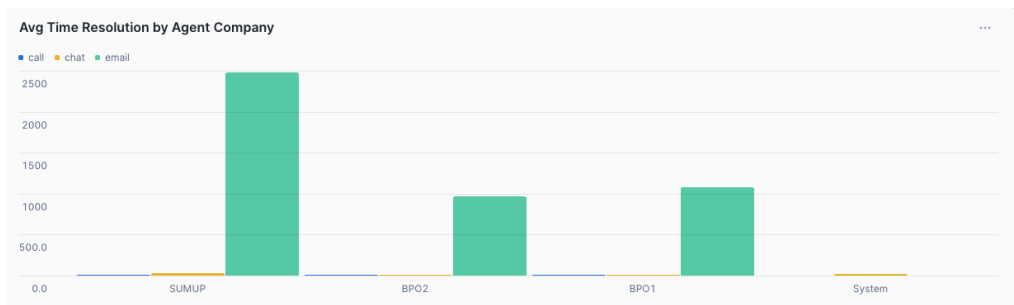
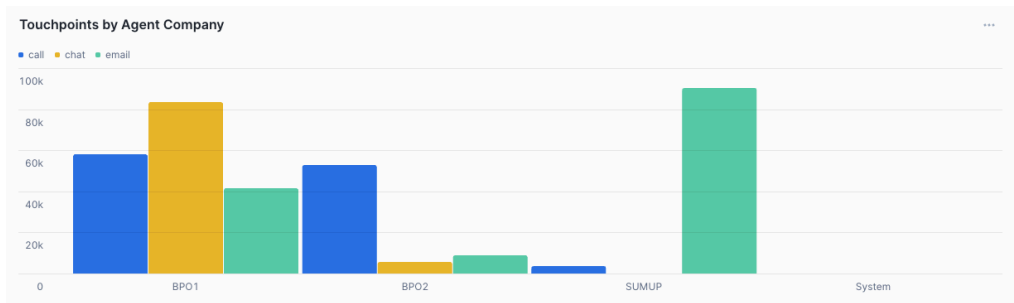


## Best / Worst Performing Channels





## Best Performing Agent Company



## Costs per Channel

