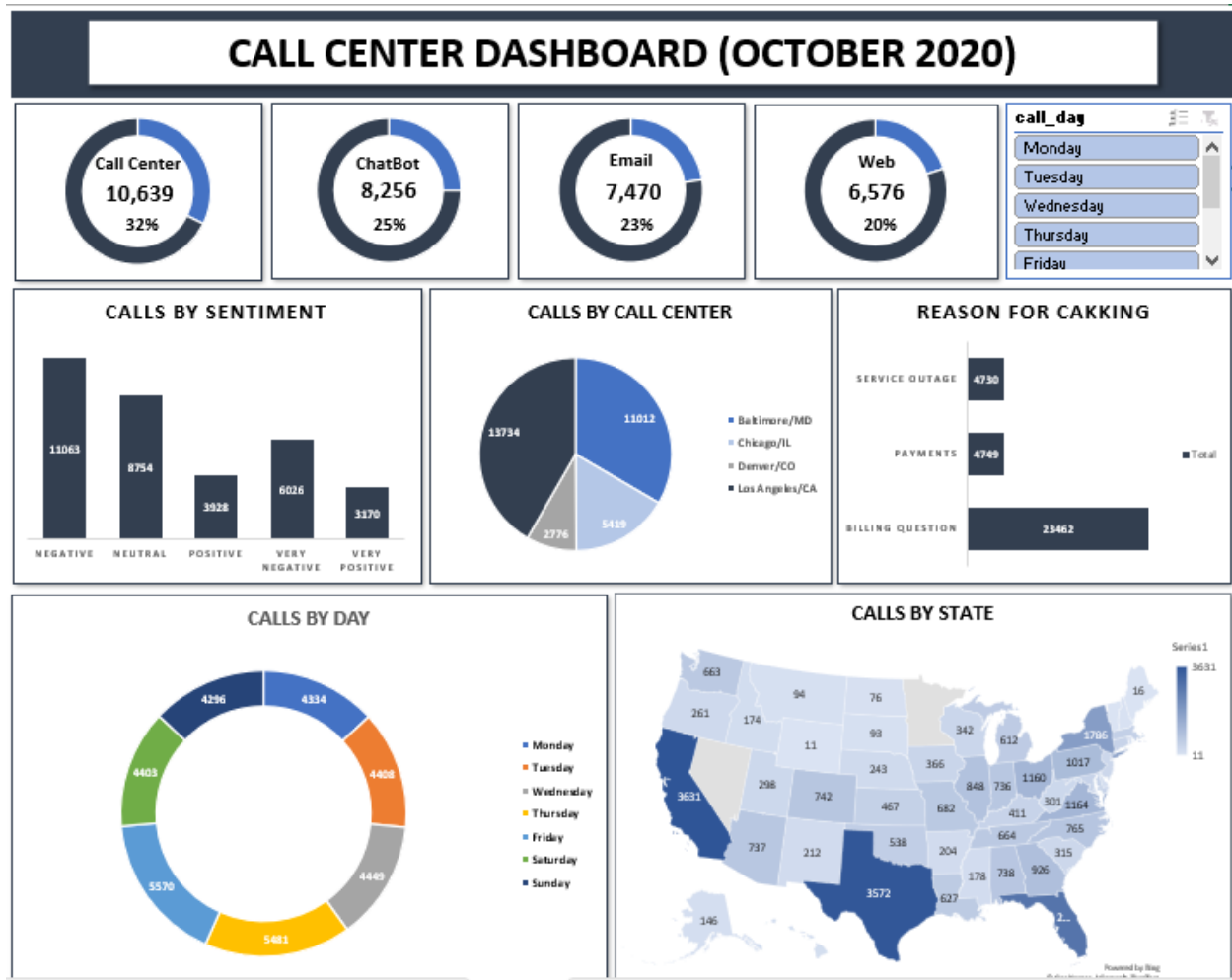


CALL CENTER ANALYSIS

This dashboard provides a comprehensive view of call center performance for October 2020. Here is an analysis based on the provided data:



Overall Call Volume:

Total Interactions: 32,921 interactions were handled through various channels:

Call Center: 10,639 (32%)

ChatBot: 8,256 (25%)

Email: 7,470 (23%)

Web: 6,576 (20%)

Calls by Sentiment:

Negative: 11,063

Neutral: 8,754

Positive: 6,026

Very Negative: 3,928

Very Positive: 3,170

Negative and neutral sentiments are predominant. There's an opportunity to analyze why negative sentiment is high and work on strategies to improve customer satisfaction.

Calls by Call Center:

Los Angeles, CA: 13,784

Chicago, IL: 11,011

Denver, CO: 5,419

Baltimore, MD: 3,776

Los Angeles and Chicago handle the majority of calls, which may indicate these centers are in high-demand regions or have larger capacities.

Reason for Calling:

Billing Question: 23,662

Service Outage: 4,780

Payments: 4,479

Billing questions dominate the reasons for calls, suggesting the need for clearer billing information or more proactive billing communications.

Calls by Day:

Monday: 4,436

Tuesday: 4,534

Wednesday: 4,484

Thursday: 4,486

Friday: 5,481

Saturday: 5,570

Sunday: 4,930

Fridays and Saturdays have the highest call volumes, indicating that customers are more likely to reach out towards the end of the week and over the weekend.

Calls by State:

Highest Volume States:

California: 3,631

Texas: 3,625

Florida: 3,537

New York: 3,536

These states have the highest call volumes, which might reflect larger populations or specific regional issues that need to be addressed.

SUMMARY OF KEY INSIGHTS:

1. High Volume Channels: The call centre handles the highest volume of interactions, followed by Chatbot and Email. Strategies to promote self-service options could be beneficial.
2. Sentiment Analysis: A significant portion of calls is negative or neutral, highlighting an area for customer service improvement.
3. Call Centre Distribution: Los Angeles and Chicago are the busiest centres, suggesting a need for adequate staffing and resources in these locations.
4. Reason for Calling: Billing inquiries are the most common, suggesting an area to improve clarity and support.
5. Daily Patterns: Increased activity towards the end of the week indicates peak times for resource allocation.
6. Geographical Trends: High call volumes from California, Texas, Florida, and New York might reflect where focused customer support efforts could be most beneficial.

RECOMMENDATION:

1. Improve Billing Communication: Streamline billing processes and provide clearer communication to reduce billing-related inquiries.
2. Enhance Self-Service Options: Promote and improve self-service tools to reduce call centre volume, especially for billing questions.

3. Customer Sentiment Focus: Implement training and support for agents to handle negative sentiment more effectively and improve overall customer satisfaction.

4. Resource Allocation: Ensure adequate staffing on Fridays and Saturdays to handle higher call volumes.

5. Regional Analysis: Further analyse high-volume states for specific issues and tailor support strategies accordingly.