Protium Assignment

Key Actionable Insights

1. Total & Average Call Duration
Actionables:
- Benchmark agent performance: Compare average call duration to team average to spot training needs.
- Optimize scripts: Long calls could indicate unclear messaging or over-explaining — improve call flow scripts.
- Automate routine queries: If average duration is high across the board, automate FAQs via IVR or WhatsApp.

2. Slicer by Call Date
Actionables:
- Spot seasonal trends: Identify peak calling periods.
- Improve workforce scheduling: Use date filters + volume to plan agent shifts or temporary staffing

3. AAHT vs WHAT
Actionables:
- Coach low-performing agents: Investigate if a few agents consistently exceed AAHT.
- Introduce escalation protocols: For long, unresolved calls, escalate faster to Tier 2 support.

4. Abandoned %
Actionables:
- Reduce abandoned % through better IVR flow or some other automated way.
- Monitor average wait time: High abandon rates might suggest long wait times
- Predict churn risk: Frequent abandoners might drop off permanently - prioritize reconnecting with them

5. Peak Call Hour (Inbound)
We found that at 11AM–12PM, the incoming calls are the highest.

Actionables:
- Staff more agents during that hour
- Deploy IVR triage: Have automation handle simple queries during that time

6. Peak Abandon Hour
We found out that the abandonment is also the highest at 11AM–12PM.

Actionables:
- Balance breaks: Ensure agents aren't all on break during that hour

- Add proactive engagement: Use SMS/WhatsApp reminders to keep the customer engaged while waiting
- Enable voicemail/callback options when agents aren't available.