

## Title: Analysis of Customer Call Transcripts: Insights and Recommendations

### 1. Introduction (1 minute)

- Project Objective: Analyse customer call transcripts to understand sentiment, outcomes, and call types.

- Dataset: 200 call transcripts analysed

- Methodology: Used natural language processing for sentiment analysis and keyword-based classification for call types and outcomes

### 2. Key Findings (4 minutes)

#### a. Call Type Distribution

- General inquiry: 65.5% (131 calls)

- Appointment scheduling: 17.5% (35 calls)

- Pre-authorization request: 17.0% (34 calls)

Visual: Pie chart showing call type distribution

#### b. Sentiment Analysis

- Positive: 53.5% (107 calls)

- Negative: 43.5% (87 calls)

- Neutral: 3.0% (6 calls)

Visual: Bar chart comparing sentiment distribution

#### c. Call Outcomes

- Issue resolved: 92% (184 calls)

- Follow-up action needed: 6% (12 calls)

- Unclear: 2% (4 calls)

Visual: Pie chart showing outcome distribution

#### d. Correlations

- Sentiment vs. Outcome:

\* Positive sentiment calls: 97 resolved, 9 follow-ups needed, 1 unclear

\* Negative sentiment calls: 72 resolved, 8 follow-ups needed, 7 unclear

\* Neutral sentiment calls: 5 resolved, 1 follow-up needed, 0 unclear

Visual: Stacked bar chart showing sentiment vs. outcome

- Call Type vs. Outcome:

\* General inquiry: 90.8% resolved, 5.3% follow-up, 3.9% unclear

\* Appointment scheduling: 77.1% resolved, 17.1% follow-up, 5.8% unclear

\* Pre-authorization request: 97.1% resolved, 2.9% follow-up, 0% unclear

Visual: Grouped bar chart showing call type vs. outcome

### 3. Insights (2 minutes)

#### a. High Resolution Rate

- 92% of all calls result in resolved issues, indicating effective customer service
- Pre-authorization requests have the highest resolution rate at 97.1%

#### b. Sentiment Analysis

- Slightly more positive (53.5%) than negative (43.5%) sentiments
- Positive sentiment correlates with higher resolution rates

#### c. Call Type Patterns

- General inquiries are the most common (65.5%), suggesting a need for improved self-service options
- Appointment scheduling has the highest rate of follow-up actions needed (17.1%)

#### d. Duration Data

- Only 1 out of 200 calls has duration information (8 minutes)
- Lack of duration data limits analysis of call efficiency

### 4. Recommendations (2 minutes)

#### a. Improve Self-Service Options

- Develop a comprehensive FAQ section on the website
- Implement a chatbot for common general inquiries

#### b. Enhance Appointment Scheduling Process

- Review and optimize the appointment scheduling system
- Provide more information upfront to reduce follow-up needs

#### c. Maintain Strong Pre-authorization Process

- Use the pre-authorization process as a benchmark for other call types
- Train other departments using successful pre-authorization techniques

#### d. Implement Consistent Call Duration Tracking

- Ensure all calls are timed and durations are recorded
- Use duration data to identify efficiency opportunities and set performance benchmarks

#### e. Sentiment Improvement Strategies

- Conduct further analysis on negative sentiment calls to identify common issues
- Implement targeted training for customer service representatives to improve positive outcomes

#### 5. Limitations and Future Work (30 seconds)

- Limited duration data available
- Potential for more nuanced sentiment analysis
- Opportunity for deeper content analysis of transcripts
- Consider implementing customer feedback surveys for validation

#### 6. Conclusion (30 seconds)

- High overall resolution rate indicates strong customer service
- Opportunities exist for improvement in appointment scheduling and general inquiries
- Implementing recommendations could lead to increased efficiency and customer satisfaction
- Continuous monitoring and analysis will be key to maintaining and improving service quality