Case - Study

Understanding the Customer Service Dashboard

Overview

This dashboard provides a comprehensive overview of key customer service metrics, helping to assess overall performance, identify areas for improvement, and make data-driven decisions.

Key Metrics and Insights

1. **Inbound Calls:**
   - **5497:** High volume of incoming calls indicates a significant customer interaction need.
   - **Action:** Analyze the reasons for these calls to identify trends and potential bottlenecks.

2. **Outbound Calls:**
   - **76528:** A much higher number of outbound calls suggests proactive outreach or follow-up with customers.
   - **Action:** Evaluate the effectiveness of these calls and their impact on customer satisfaction.

3. **Total Cases:**
   - **0:** This metric appears to be missing or has a zero value, which might indicate a data inconsistency or a specific business process.
   - **Action:** Clarify the definition of "Total Cases" and ensure data accuracy.

4. **C-SATISFACTION:**
   - **4.00:** This indicates a generally positive customer satisfaction level, but it's worth exploring the distribution of scores to identify potential areas of improvement.
   - **Action:** Analyze the feedback from customers to understand the reasons behind the scores and identify opportunities for improvement.

5. **Attrition Count:**
   - **25:** This metric likely refers to the number of customer cancellations or churn.
   - **Action:** Investigate the reasons for customer attrition to implement strategies to retain customers.

Visualizations

1. **C-SAT Graph:**

o Shows the C-SAT scores for different channels, with "FK GDS Voice" having the highest score.

o **Action:** Analyze the reasons for the higher satisfaction in "FK GDS Voice" and identify best practices to apply to other channels.

2. **Attrition Pie Chart:**

o Visualizes the distribution of attrition across different channels, with "Voice-NGDS" having the highest percentage.

o **Action:** Prioritize efforts to reduce attrition in the "Voice-NGDS" channel by addressing the root causes.

3. **AHT Graph:**

o Shows the average handling time (AHT) for different channels, with "Voice-NGDS-Non Air" having the highest AHT.

o **Action:** Analyze the reasons for the high AHT in "Voice-NGDS-Non Air" and implement strategies to improve efficiency.

4. **Late Login Trend:**

o Visualizes the trend of late logins across different channels.

o **Action:** Address the root causes of late logins, such as agent training or scheduling issues, to improve punctuality.

Recommendations

1. **Data Quality:** Ensure data accuracy and completeness for all metrics, especially for "Total Cases."
2. **Customer Satisfaction:** Continuously monitor C-SAT scores and analyze customer feedback to identify areas for improvement.
3. **Attrition:** Investigate the reasons for customer attrition and implement retention strategies, particularly in the "Voice-NGDS" channel.
4. **Efficiency:** Analyze the AHT for different channels and implement measures to improve efficiency, especially in "Voice-NGDS-Non Air."
5. **Punctuality:** Address the root causes of late logins to improve agent punctuality and overall operational efficiency.

Additional Considerations

- **Channel-Specific Analysis:** Conduct a deeper analysis of each channel to identify specific strengths and weaknesses.
- **Agent-Level Performance:** Analyze individual agent performance to identify top performers and areas for coaching and development.
- **Customer Segmentation:** Segment customers based on demographics, behavior, or other relevant factors to tailor service delivery and improve satisfaction.

Conclusion

This dashboard provides a valuable snapshot of customer service performance. By analyzing the data and implementing the recommended actions, it is possible to improve customer satisfaction, reduce attrition, and increase operational efficiency.