

Call Centre Dashboard | Home

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Content *overview*

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KPI'S Requirement

→ Total Number of Calls:

We need to track and display the total number of calls received by our call center over a specified period.

→ Total Call Duration in Hours:

It is crucial to understand the total amount of time our call center staff spends on calls in hours, which can help us in resource allocation and capacity planning.

→ Total Call Duration in Minutes:

Similar to the total call duration in hours, this KPI provides the total call time but in minutes, offering a more granular view of call durations.

→ Average Call Duration in Minutes:

To assess the efficiency of our agents, we need to calculate and display the average call duration in minutes. This metric can help identify trends in call handling.

→ Response Time Percentage:

Response time is a critical factor in customer satisfaction. This KPI should display the percentage of calls answered within predefined time frame, helping us gauge our ability to provide prompt service.

KPI'S Requirement

→ **Total Call by State(Filled map chart):**

Create a Filled map chart that visualize the total number of calls received from different region or stats.

→ **Total Call by day:**

Display a column chart that will display total number of calls per day over a specified time period.

→ **Top reason of Calls(Tree map chart) :**

Implement the Tree map chart to display the top reasons for calls, each box in Tree map represents a call person.

→ **Total calls by Channel (Donut chart):**

Create a Donut Chart to show the distribution of calls by different communication channel.

→ **Total calls by Sentiment (Column chart):**

Utilize a column chart to illustrate the distribution of calls by sentiment (i.e. positive, negative, natural).

→ **Total calls by Call Centre (Bar chart):**

Create a bar chart that presents the total number of calls handled by each call centre or department.

DAX Queries

- Total calls = `COUNT('Call Center_Call Center'[Id])`
- Total calls Duration(Hrs) = `COUNT('Call Center_Call Center'[Call Duration In Minutes])/60`
- Total Calls duration(Mins) = `SUM('Call Center_Call Center'[Call Duration In Minutes])`
- Average call duration(Mins) = `AVERAGE('Call Center_Call Center'[Call Duration In Minutes])`
- Response time % = `CALCULATE([Total calls], 'Call Center_Call Center'[Response Time]= "within SLA" || 'Call Center_Call Center'[Response Time]="Above SLA") / [Total calls]`
- Day No = `WEEKDAY('DATE Table'[Date],1)`

Project Insights-

Key Insights Home:

Total Calls and Duration:

- Total Calls: 32.94K
- Total Duration: 13.74K hours (824.22K minutes).
- These metrics give an overall picture of the call center's activity over the tracked period.

Call Activity by Day:

- Trends: Calls peak towards the end of the week (Thursday and Friday), which could indicate higher demand or specific factors that influence call volume on these days

Call Volume by State:

- Visual representation of total calls by state shows geographical trends and identifies regions with higher call volumes (such as those with darker shades on the map).

Reasons for Calls:

- The majority of calls (23.46K) are related to Billing Questions, followed by Payments (4.75K) and Service Outages (4.73K). This indicates that billing issues may be a significant pain point for customers.

Project Insights-

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Key Insights Home:

Sentiment Analysis:

- Negative Sentiment: 11.1K calls have a negative sentiment, which can highlight potential areas of improvement in customer service or product offerings.
- Positive Sentiment: There are only 3.2K calls with a very positive sentiment, suggesting an opportunity to improve customer experience.

Call Volume by Channel:

- Email: 32.3% of calls come through email, followed by Call-Center (19.96%), Chatbot (22.68%), and Web (8.26%).
- Understanding these channel distributions helps optimize resources and improve the customer service approach.

Call Volume by Sentiment:

- High levels of Negative Sentiment (11.1K calls) could indicate areas where the company can improve, such as billing accuracy, support efficiency, or the user experience with chatbots and other channels.

Call Centre Activity by Location: :

- Los Angeles leads the call center activity with 14K calls, followed by Baltimore (11K), Chicago (5K), and Denver (3K).
- This highlights the regional distribution of call volume, which can help manage resources more effectively.

Project Insights-

Key Insights Grid:

Response Times:

- Average Response Time: 75.26% of calls are within the expected Service Level Agreement (SLA), indicating strong performance in response times.
- Calls Above SLA: A significant portion of calls (especially from Tatum Ledrane and Maisey McKenna) exceed the SLA, pointing to potential areas where service levels are not being met.

Call Duration:

- All listed calls have a call duration of 45 minutes, which suggests consistency in the duration of calls but may point to a need for investigating whether calls could be handled more efficiently or whether this duration is appropriate.

Reasons for Call:

- Most calls are related to Billing Questions, with Service Outages and Payments making up a smaller portion. This reinforces the need to focus on improving billing processes and addressing service-related issues more proactively.

Project Insights-

Key Insights Grid:

Customer Satisfaction and Response Time:

- Calls related to billing questions or service outages are often resolved within SLA, but there are instances (like those from Tatum Ledrane) where response times go above SLA, possibly affecting customer satisfaction

Calls by City:

- The dashboard tracks calls by city (e.g., Amarillo, Denver, Philadelphia, Portland), providing granular insights into where customers are reaching out the most. This data can be used to understand demand and tailor solutions to specific locations.

Key Metrics for Tracking Performance:

- The Total Calls and Average Call Duration highlight the overall volume and efficiency of the call center operations.
- The Response Time and Calls Duration insights are crucial for performance metrics, helping identify bottlenecks in the system or areas that need resource adjustments.

Thank you

Your time and attention are appreciated. Happy to discuss insights or improvements.

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 https://github.com/IqraIshfaq14/Credit_Card_Financial_Dashboard/upload/main

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