

# Call Centre Trends

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# OBJECTIVE

**To analyze and visualize call center performance trends through a Power BI dashboard, aiming to enhance operational efficiency and improve customer satisfaction by uncovering key insights into call patterns, agent performance, and customer experiences.**



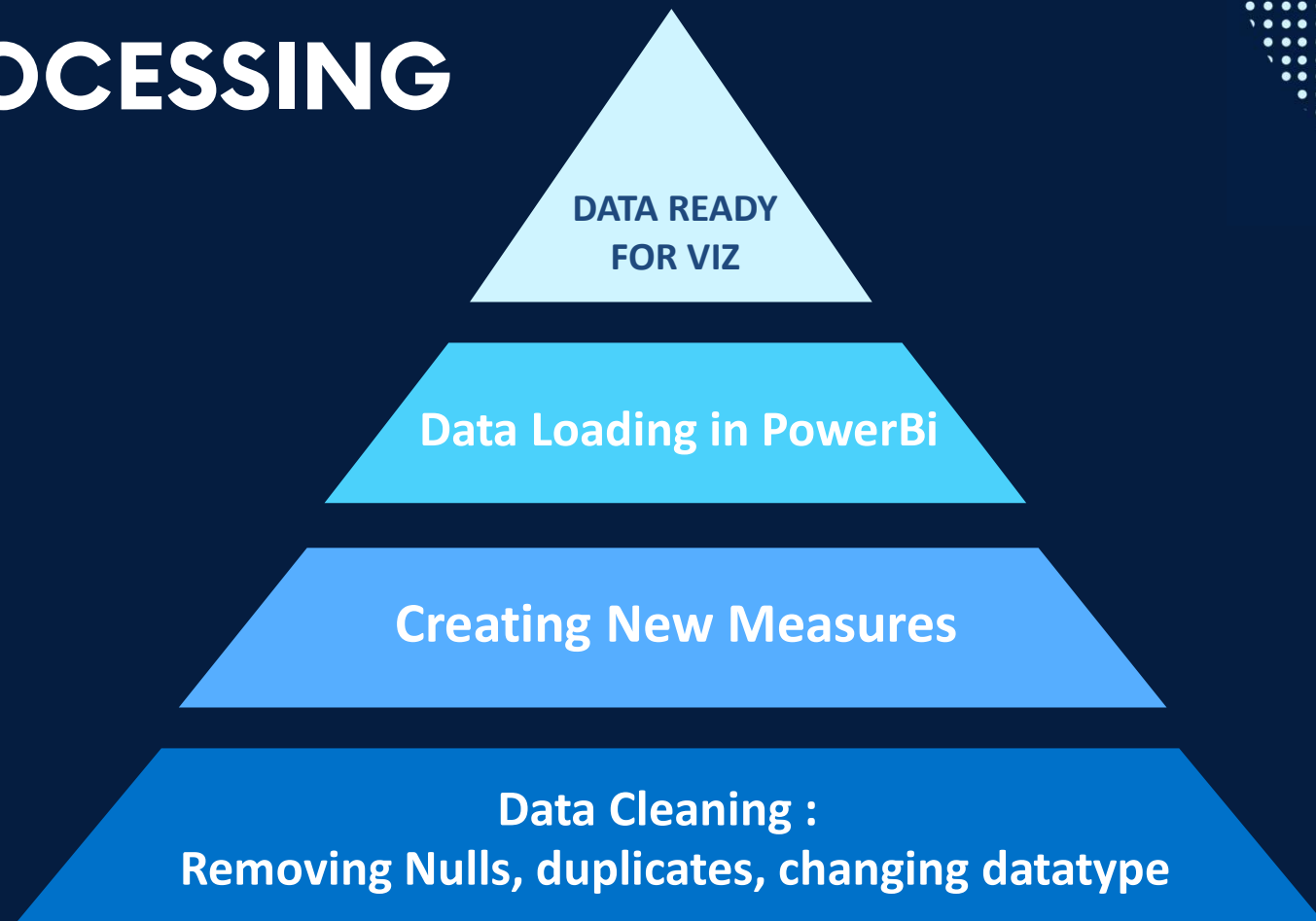
A background image showing a call center environment with several agents working at their desks. The image is partially obscured by a dark blue overlay that contains the title and key features.

# DATASET DESCRIPTION

## Key Features of the Call Center Dataset:

1. **Call\_ID**: Unique identifier for each call.
2. **Agent**: The agent handling the call.
3. **Date & Time**: When the call was made.
4. **Topic**: Subject of the call.
5. **Answered (Y/N)**: Indicator if the call was answered.
6. **Resolved (Y/N)**: Indicator if the issue was resolved.
7. **Speed of Answer**: Time to answer (seconds).
8. **AvgTalkDuration**: Average call duration.
9. **SatisfactionRating**: Customer's rating (1-5).

# DATA PREPROCESSING





# QUESTIONS ADDRESSED

**What is the breakdown of calls answered versus calls abandoned?**

**How many customers rated their experience between 1 to 5?**

**How is the productivity of each agent measured in terms of call handling and issue resolution?**

**What is the impact of agent performance on customer satisfaction?**

**How does the number of calls answered vary on a monthly basis?**

**What is the average handling time per call for each agent?**



# CALL VOLUME AND HANDLING EFFICIENCY

Analyzing call volumes and handling efficiency ensures smooth call center operations and meets customer demand. By examining total calls, abandonment rates, and agent distribution, we can pinpoint bottlenecks and optimize processes.

The call center received a total of 5000 calls over the first quarter.

Out of 5000 calls, 4054 were answered, and 946 were abandoned, giving an abandonment rate of 18.92%

The call abandonment rate of 18.92% indicates that a significant portion of callers do not get their calls answered, highlighting the need for additional staffing or process improvements during peak times.

## **MONTHLY** **BREAKDOWN**

**1298 calls answered**

**January**

**1455 Calls answered**

**February**

**March**

**1301 Calls Answered**

The analysis of call volumes for January, February, and March shows a slight fluctuation with a minor increase towards the end of the quarter. Addressing these variations through strategic staffing, process optimization, and technology integration will be crucial for the call center to maintain operational efficiency and high levels of customer satisfaction.



# Agent Call Distribution

Call load analysis shows that Agent Dan handled the highest volume with 452 calls answered and least abandonment rate of 19.52%, while Agent Diane handled the least volume with highest abandonment rate of 20.85% .

This disparity suggests opportunities for balancing workloads more evenly across agents.





# AGENT PERFORMANCE



Though Agent Dan answered maximum calls but **Greg with highest efficiency rate of 90.64%** was more efficient than rest all in terms of resolving the problem of customers. So, he is the best performer of the quarter.



Out of total answered calls, **Stewart with least efficiency rate of 88.89%**, resolved least number of issues. Thus, he has to work hard to come to the top.



# Customer Satisfaction

- Customer satisfaction is a critical measure of call center success.
- With Avg Speed Of Answer being 67.52s, 1218 customers gave a rating of 3 on 5 scale.
- There is a significant number of customers ,417 who gave poor rating of 1
- The majority of ratings are positive, reflecting overall satisfaction with service quality.

# Suggestions

- Offer comprehensive training programs to enhance agent skills and customer service.
- Implement AI-powered chatbots to handle routine queries and reduce wait times.
- Expand customer support channels to include email, chat, and social media platforms.
- Use customer feedback to continuously improve service quality and satisfaction.



# Thank's For Watching



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