OPERATIONAL FAILURE – REAL BUSINESS CASE

Business Problem:

When a client expresses the desire to cancel his plan, he is automatically redirect to a specialized Customer Service Center, the attendant will try to retain the client. If the client keeps his intention of cancelling he needs to be **redirect to a specific** survey Additionally, the attendant is responsible for following the prescribed procedure for **updating the system** with the necessary actions concerning the customer.

For this project the company has an AI that classify the reasons and main KPIs in customer the interactions with the Call Center.
So, there are two main questions:

1) Why the customers that mention the intention to cancel were not redirect to the survey?
2) What information are the attendants entering into the system during these interactions?

Data used:

There are 4 main Data Base used for this project (attached on the section "Data Base"):
- Speech Analytics -> This base store the reasons from every call
- Survey -> Calls that have been redirected to the cancellation survey.
- Iteration -> This database captures and stores all updates made by the attendants in the system during customer interactions.
- Government Agencies Complaints -> Captures which customers and when they made claims in gov agencies.

Methodology:

1) Data Selection - Speech Analytics Database:

- Filtered the data to isolate calls that were directed to the cancellation call center, where clients expressed their intent to cancel their plans.

2) Integration with Survey Database:

- We cross-referenced the selected calls with the Survey Database to identify instances where calls were accurately redirected to the cancellation survey.

3) Identifying Unresolved Cancellation Mentions:

- For calls not found in the Survey Database, we conducted a secondary filter to isolate calls where clients explicitly mentioned the intention to cancel their plans.

4) System Update Analysis:

- Analyzed the interactions and communications made by attendants during these calls.
- A key focus was on understanding and documenting what attendants were updating in the system.

5) Identification of Significant Reasons and Instructions:

- Paid close attention to uncover any significant reasons or instructions said during the customer interactions.
- Data Analysis techniques to identify patterns and noteworthy elements in the conversations.

6) Government Agency Claims:

- This additional step allowed us to understand the specific scenarios in which these operational issues became more critical.

This comprehensive methodology enabled us to assess the efficiency of the customer service process, particularly with respect to plan cancellations. Working closely with the operations team ensured the study's relevance and accuracy. This partnership helped focus on essential data, aligning our research with practical telecom operations.