# Data Storytelling – Out of the Scorecard (Business Insights)

## 1. Monthly Trend of CSAT & Error Rate

- **Logic Applied**: Aggregated data month-wise and calculated average CSAT and Error Rate.

- **Insight**: While **Error Rate is stable at ~2%**, **CSAT swings between 47–55%**.

- **Business Implication**: Customers are **not dissatisfied due to errors**, but because of **service experience** (speed, tone, responsiveness).

- **Action**: Focus improvement programs on **soft skills & process efficiency**, not just accuracy.

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## 2. Correlation Analysis

- **Logic Applied**: Used correlation formula → =CORREL(CSAT, Error Rate). Result = **0.07** (very weak).

- **Insight**: Error reduction alone does **not** guarantee higher CSAT.

- **Business Implication**: Quality audits must expand beyond error counts to include **customer empathy, communication, and timeliness**.

- **Action**: Introduce **Customer Experience KPIs** (first response time, resolution speed, tone monitoring).

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## 3. Outliers

- **Logic Applied**: Identified employees far below CSAT average (~51%).

- **Examples**:

  - valesca.castro@abc.com → CSAT 26%, Error Rate 0%

  - ranie.liwanag@basil.com → CSAT 35%, Error Rate 0%

- **Insight**: These employees deliver **technically correct work** but fail to create **positive customer experiences**.

- **Business Implication**: Points to a **hidden risk** — customers leave unsatisfied despite "zero errors."

- **Action**: Launch **customer empathy & service communication training** for such profiles.

### 4. Opportunity Areas

- **Logic Applied**: Flagged employees just below CSAT average (~51%) or slightly above Error Rate (~2%).

- **Examples**:

  - archie.cortez@basil.com → CSAT 42%

  - john.david@basil.com → CSAT 35%

- **Insight**: These are **recoverable performers**, not outliers.

- **Business Implication**: With targeted coaching, they can move from "average" to "high impact."

- **Action**: Prioritize them in **mentorship & skill upliftment programs**.

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### 5. Bottom 10 Performers

- **Logic Applied**: Created **Performance Score = CSAT – Error Rate**, sorted ascending.

- **Insight**: Employees like aljen.lizada@basil.com (15% CSAT, 4.9% error) are at **critical risk levels**.

- **Business Implication**: These individuals **directly impact brand trust** if not addressed.

- **Action**: Immediate **performance improvement plan (PIP)** or **role reassessment**.

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### 6. Employee vs Team Leader

- **Logic Applied**: Classified tenure (<4 years = Employee, >4 years = Team Lead). Compared averages.

- **Insight**: **Team Leaders deliver higher CSAT despite similar error rates**, proving experience drives **better customer handling**.

- **Business Implication**: Promoting tenure-based leadership improves CSAT consistency.

- **Action**: Build **leadership pipelines** from mid-level employees, with coaching focused on customer engagement.

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**Executive Takeaway : -**

- Errors are not the main driver of customer satisfaction.

- Soft skills and customer engagement matter more.

- Outliers show hidden dissatisfaction even when "zero error" is reported.

- Bottom 10 performers need urgent intervention to protect customer trust.

- Team Leader performance proves experience = better CX outcomes.

## Final Suggestion: -

The analysis shows that **Error Rate is not the main driver of Customer Satisfaction (CSAT)** - correlation is almost zero. While errors stay low (~2%), CSAT still fluctuates heavily (47–55%).

- **Outliers** reveal that some employees deliver error-free work but still receive very low CSAT (26–35%). This proves that customers value **experience, responsiveness, and communication** as much as accuracy.

- **Opportunity Areas** (employees slightly below average CSAT) can be improved through **targeted coaching**, preventing future dissatisfaction.

- **Bottom 10 performers** pose a direct risk to customer trust and need immediate performance improvement or role reassessment.

- **Team Leaders consistently perform better than Employees**, showing that **experience and tenure improve customer handling**.

## Recommendation:

The organization should **go beyond error reduction** and invest in **soft skills training, customer empathy programs, and leadership pipelines**. This will lift overall CSAT, reduce dissatisfaction outliers, and create long-term value in customer relationships.