Task1.
Customer Service Overview

Data Understanding
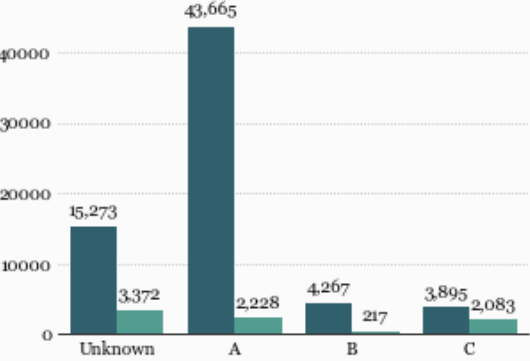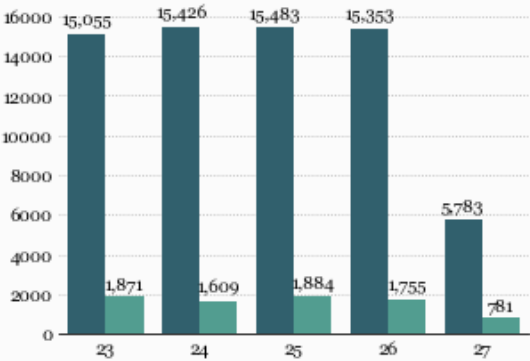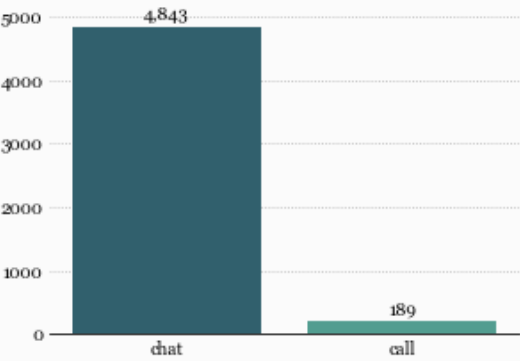

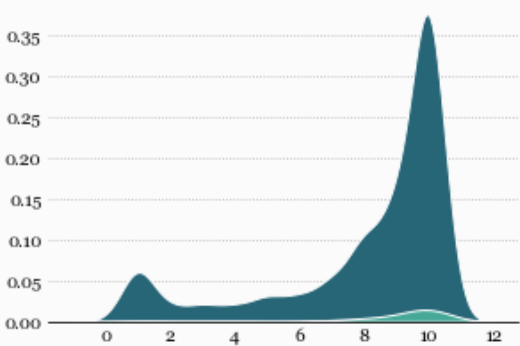How do our **call** & **chat** data compare?
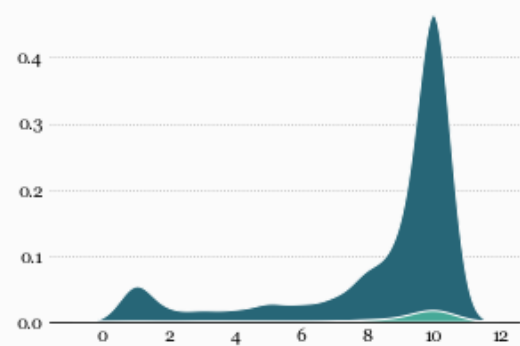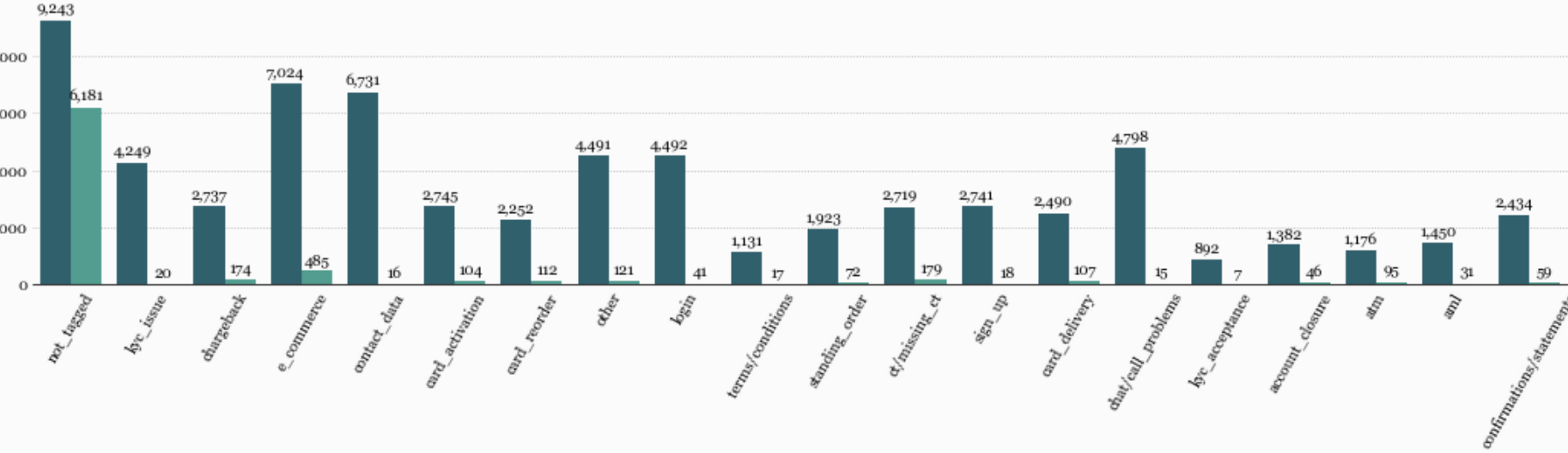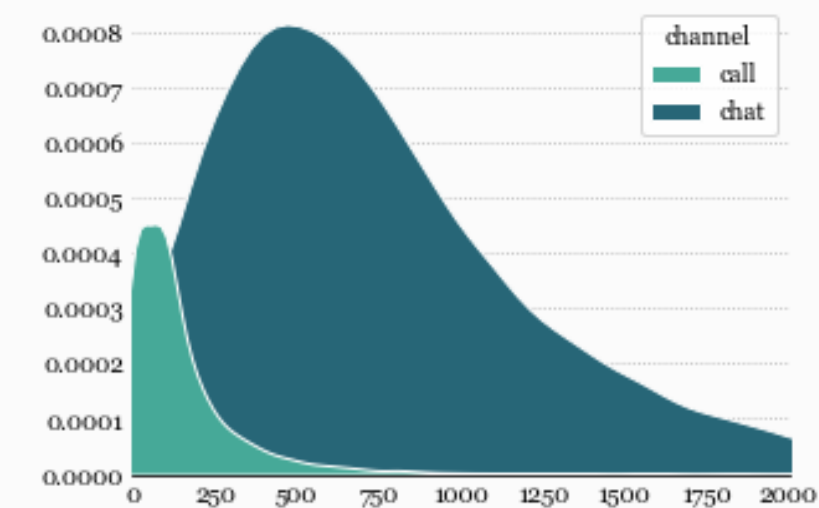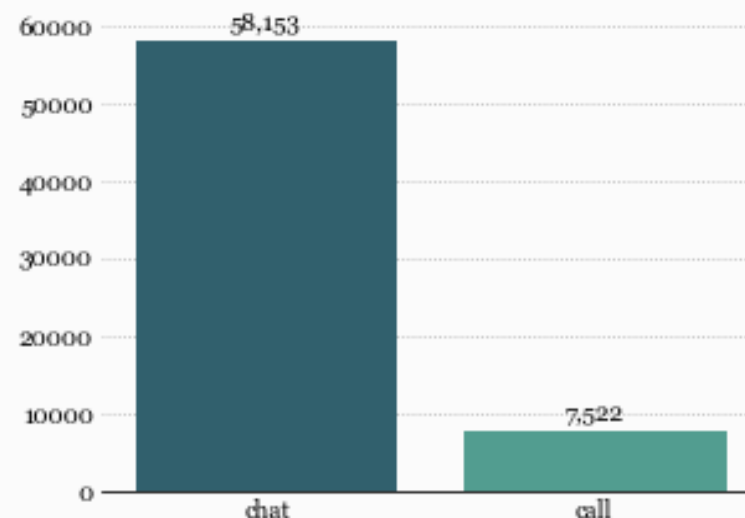
KPI #1: Average Resolution Time (ART)

The amount of time that it takes for a specialist to resolve service request.
The handling_time is the corresponding field for calculations.

Handling Time

Unabandoned Cases

Overall Handling Time
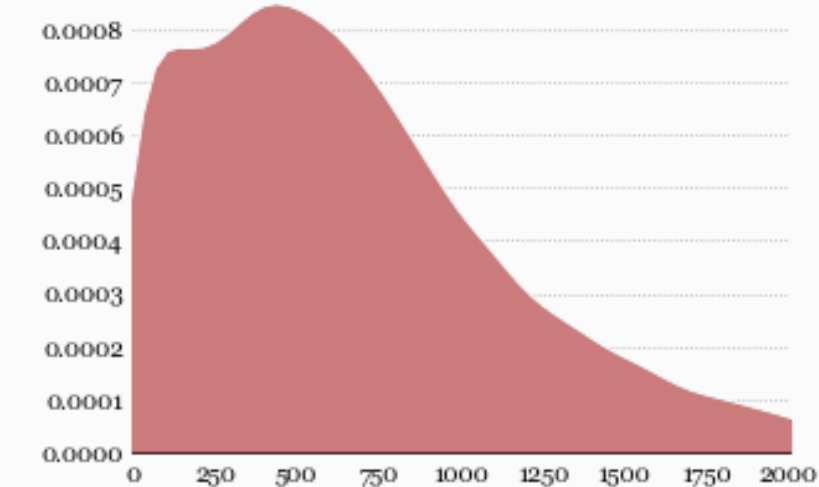
Average Resolution Time (ART)
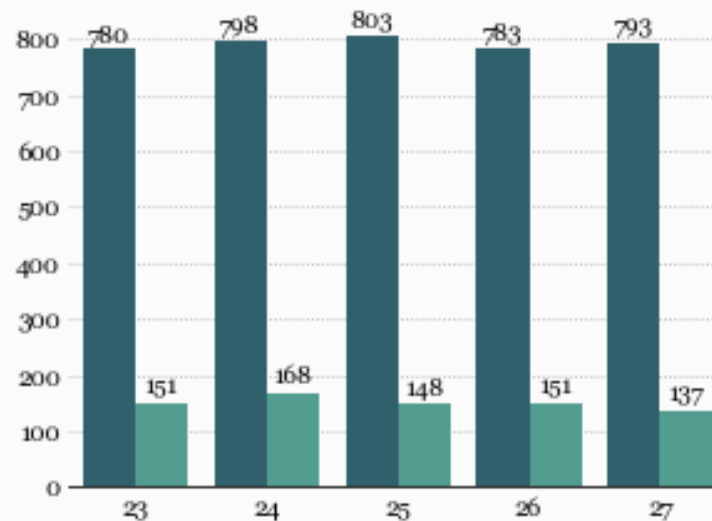
Insights

Abondoned cases had been removed from dataset, because handling time for these cases were 0.

There is a significant difference between chat and call handling times, therefore, calculations had been done separately.

For chats, most of the cases are handled between 250 to 1000 seconds.

For calls, most of the cases are handled between 10 to 250 seconds.

Calls had much less handling time than chats, which is reasonable.

We see similar pattern per week for Average Resolution Time (ART). ART for chats is about 790 seconds and for call is about 150 seconds on average.

KPI #2: First Response Time (FRT)

The amount of time passed from the time a customer first submits their case and a specialist responds to it.

Wait Time

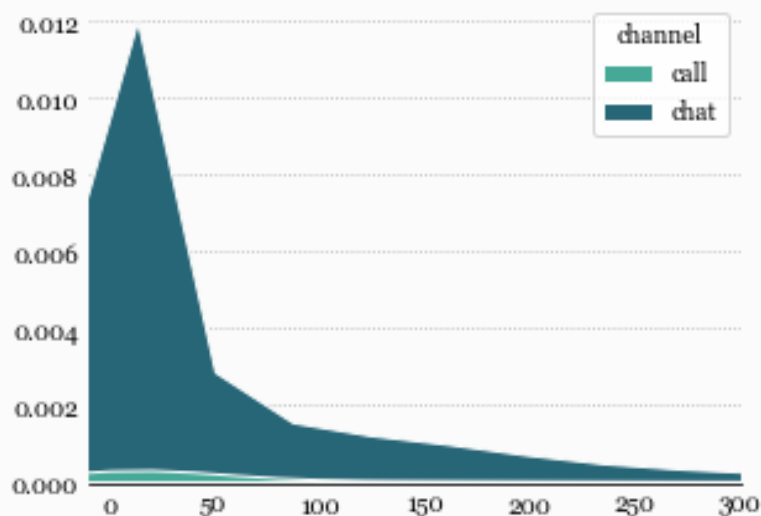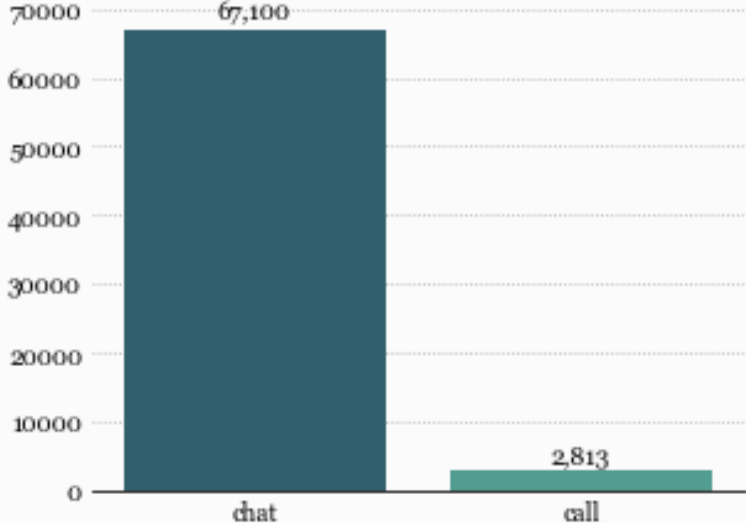## Not Initiated Cases

Overall Waiting Time
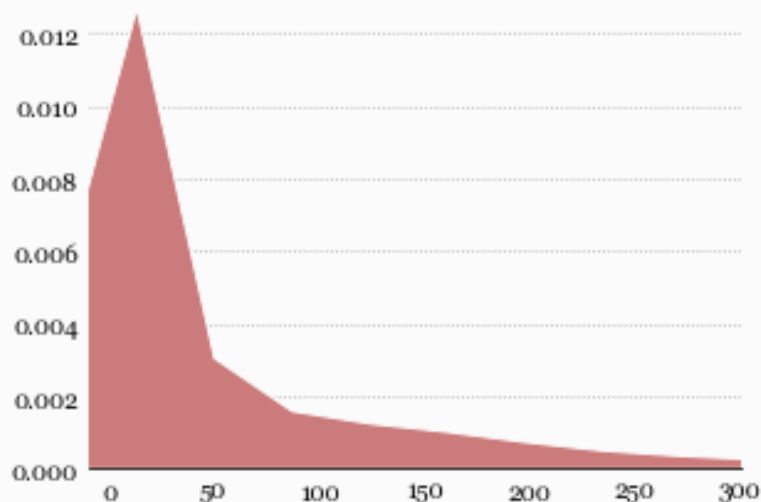
First Response Time (FRT)
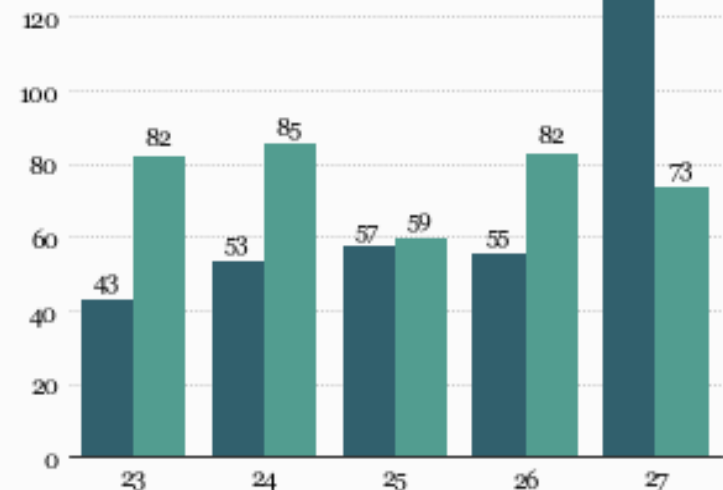
Insights

Contacts made by specialists had been removed from dataset, because in such cases, First Response Time (FRT) is meaningless.

Unlike ART There is not any significant difference between chat and call waiting times, but calculations had been done separately due to comparison.

For both chats and calls, most of the waiting times are less than 70 seconds.

Except the last week, we see similar pattern per week for FRT. FRT for chats is about 55 seconds and for call is about 70 seconds on average.

Unexpected increase in chats FRT requires more investigation to find the root causes.

KPI #3: Customer SATisfaction (CSAT)

Customer Satisfaction from 1 to 10 from surveys.
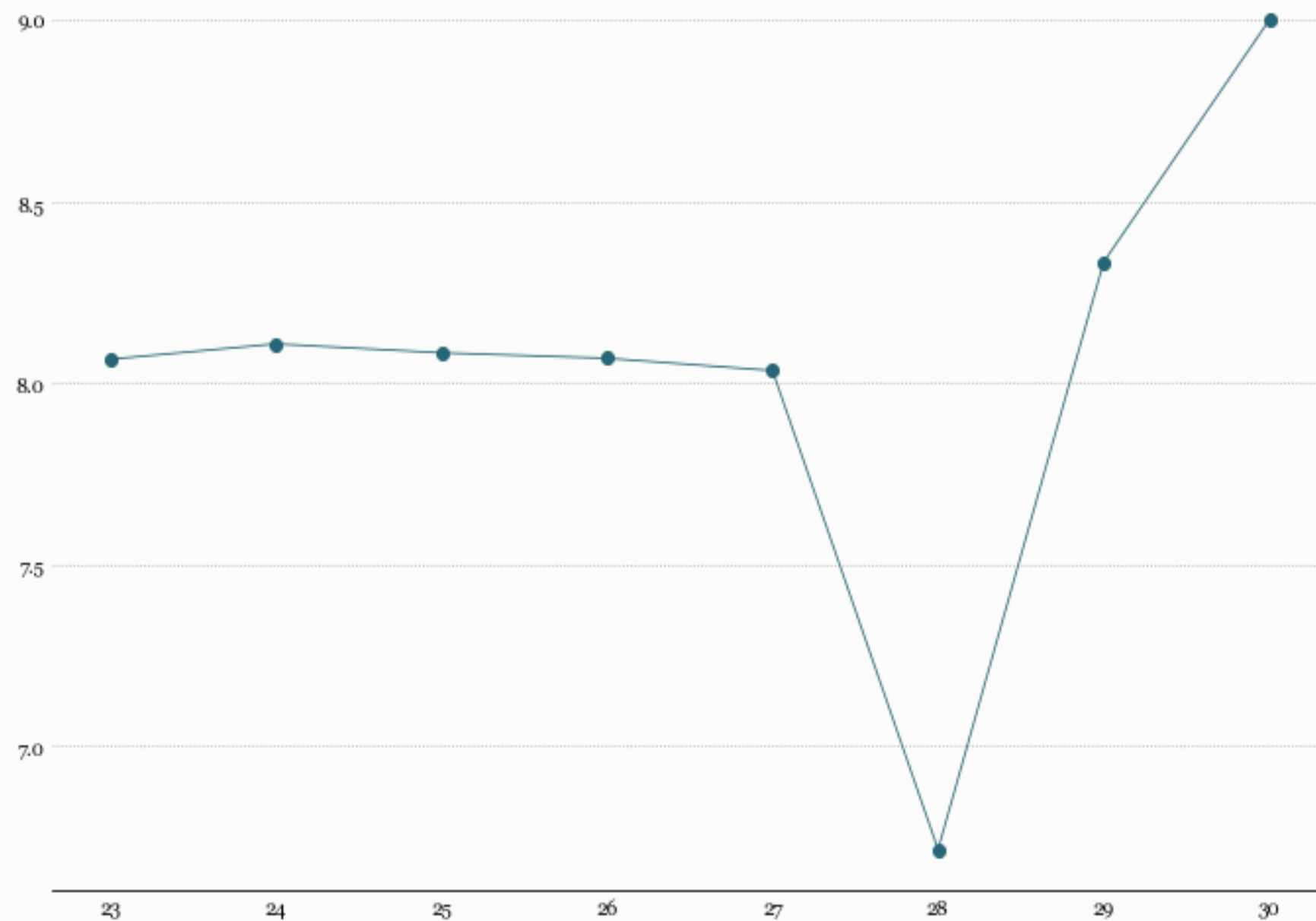
Task2.
CS Specialists

KPI #1: Specialists CSAT

Customer Satisfaction from 1 to 10 from surveys for specialists.

KPI #2: Handled Cases

How many cases top in_house specialists handled?

	c-Amber Heard	c-Ariana Grande	c-Barack Obama	c-Chrissy Teigen	c-Demi Lovato	c-Demi Moore	c-Elizabeth Taylor	c-Ian Somerhalder	c-James Franco	c-Jennifer Lawrence	c-Kevin Hart	c-Kourtney Kardashian	c-Lady GaGa	c-Miley Cyrus	c-Nicki Minaj	c-Sarah Geronimo	c-Serena Williams	c-Tom Cruise	c-Wentworth Miller
23			147			146		164								210		147	
24			161	139	172										138	174			
25		156					174		162			150							152
26	192						174				195			198			212		
27					116	93				72			79					85	

Insights

19 specialists in 5 weeks were among top 5s.

Tom Cruise was among top 5s in the first and last week. Maybe in the meantime, he was on an impossible mission :)

6 specialists were in top 5s more than once.

KPI #3: Average Resolution Time

How capable are our specialists?

	avg-Adam Levine	avg-Britney Spears	avg-Chad Michael Murray	avg-Channing Tatum	avg-David Hasselhoff	avg-Demi Lovato	avg-Denzel Washington	avg-Diana, Princess of Wales	avg-Donald Trump	avg-Kate Hudson	avg-Logan Lerman	avg-Meryl Streep	avg-Nick Jonas	avg-Professor Dumbledore	avg-Robert Downey Jr.
23						234.9			141.2			204.6	165.6	148	
24					248.9	208.6	227.6					162.7			251.4
25	258.2		215.8						275.9			144.2	178.3		
26				110.6					209.2	139.9		154	214.9		
27		145.2						78	164		81	163.6			

Insights

15 specialists in 5 weeks were among top 5s.

Meryl Streep and Donuld Trump are doing well. They had the best performances.

4 specialists were in top 5s more than once.