

Dashboard Details

The final dashboard includes a navigation pane at the top with three tabs for exploring the dashboard: (Each tab can be used to navigate this details document as well)

[Table](#) [Repeat Calls](#) [Day 0 and Day 1 Calls](#)

Table Tab

The **Table** tab contains two key tables, along with a **slider** at the top that allows stakeholders to filter both tables by a selected date range. This provides flexibility in viewing the data over a specified period.

Table	Repeat Call Charts	Day 0 and Day 1 Repeat Calls
Date Created 1/1/2022 to 3/31/2022		

Calls by Initial Call Date

Month of D..	Day of Date..	Contacts N	Contacts N 1	Contacts N 2	Contacts N 3	Contacts N 4	Contacts N 5	Contacts N 6	Contacts N 7
January	1	386	28	25	14	16	7	7	8
	2	396	31	18	37	13	10	4	9
	3	983	62	62	39	34	23	17	28
	4	806	73	50	36	26	15	25	29
	5	844	74	38	15	21	32	15	17
	6	989	66	36	19	34	34	23	25
	7	701	48	31	37	36	25	28	26
	8	433	37	38	28	17	15	16	8
	9	391	42	32	19	20	10	13	10
	10	704	54	35	37	28	15	17	13
	11	725	70	35	34	22	14	27	18
	12	827	65	51	13	14	26	17	25

Calls by Market and Type

		Contacts N	Contacts N 1	Contacts N 2	Contacts N 3	Contacts N 4	Contacts N 5	Contacts N 6	Contacts N 7
market_1	type_1	2,504	221	136	106	114	97	86	90
	type_2	23,665	1,180	831	663	623	603	565	577
	type_3	1,353	156	128	116	80	69	71	71
	type_4	284	23	15	16	14	9	10	8
	type_5	17,527	1,806	1,043	788	645	640	524	523
	Total	45,333	3,386	2,153	1,689	1,476	1,418	1,256	1,269
market_2	type_1	290	14	11	9	4	4	7	3
	type_2	1,997	105	51	31	38	26	20	36
	type_3	77	3	2	4	3	3	4	5
	type_4	20	2	1	2		2	1	
	type_5	2,005	141	77	45	37	39	27	30
	Total	4,389	265	142	91	82	74	59	74

- **First Table – Call Types by Initial Call Date:**

This table displays **all call types**, organized by their **initial call date**, providing a clear view of when different types of calls occurred.

- **Second Table – Call Types by Problem and Market:**

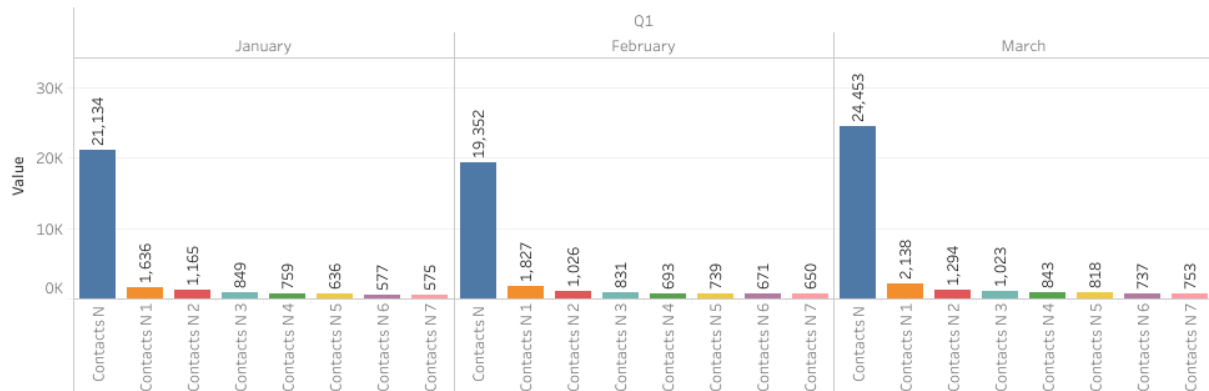
The second table offers a more detailed breakdown, separating **call types** by both **problem type** and **market**. This allows stakeholders to gain valuable insights into which problem types generate the most calls and repeat calls, and how these trends vary across different markets.

Repeat Calls Tab

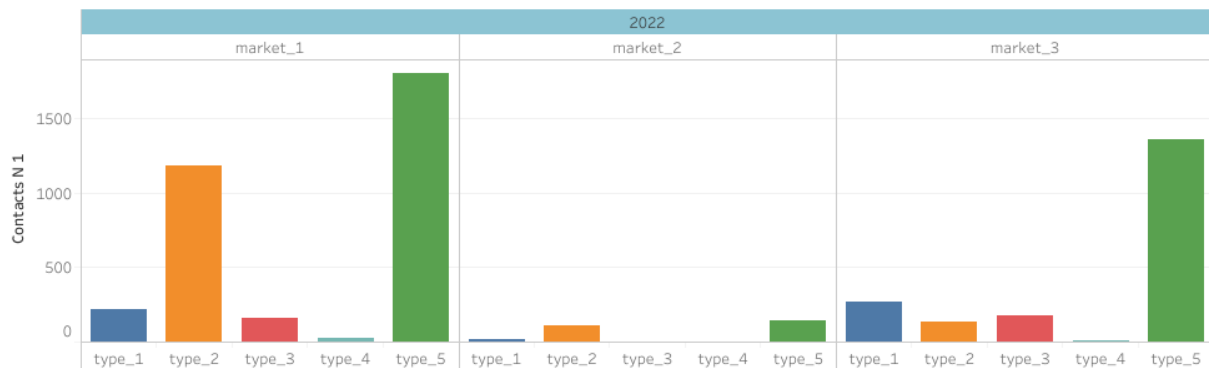
The second tab, **Repeat Call Charts**, includes two main visualizations: **Repeat Calls by Month and Market and Type for Day 1 Repeat Calls**. Both charts offer drill-down functionality by clicking on headers. The level of filtering will change depending on where the stakeholder clicks. For instance, selecting on just a specific month like **January** or a specific market like **Market_1** would display the drilled down charts filtered for that information specifically. The dashboard is designed to provide actionable insights into **repeat call trends** and **initial calls**, helping stakeholders make data-driven decisions to improve customer support operations.

Table	Repeat Call Charts	Day 0 and Day 1 Repeat Calls
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Repeat Calls by Month



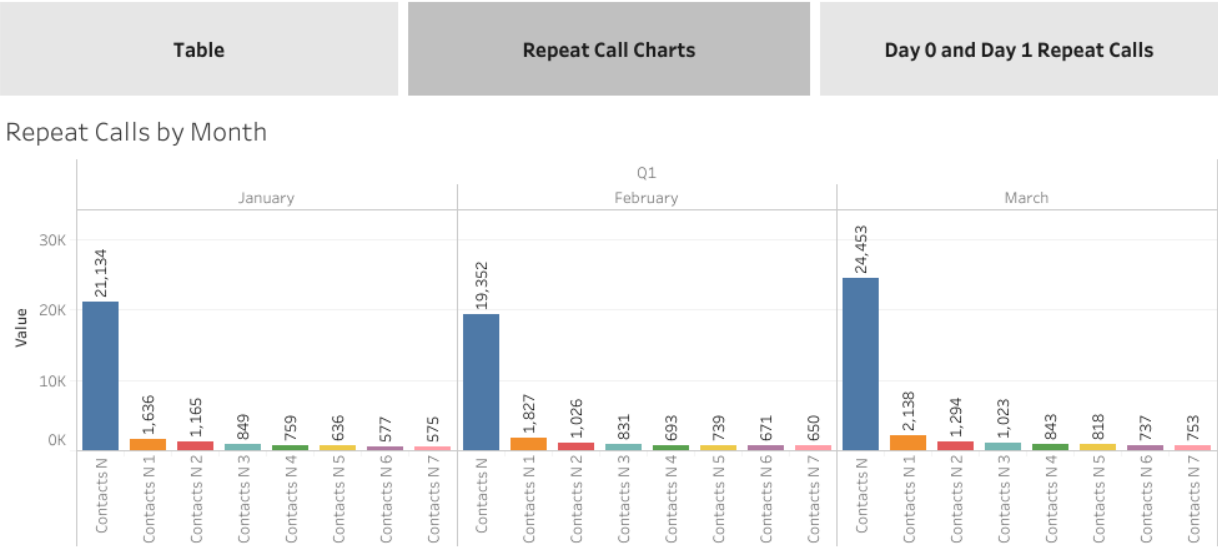
Market and Type for Day 1 Repeat Calls



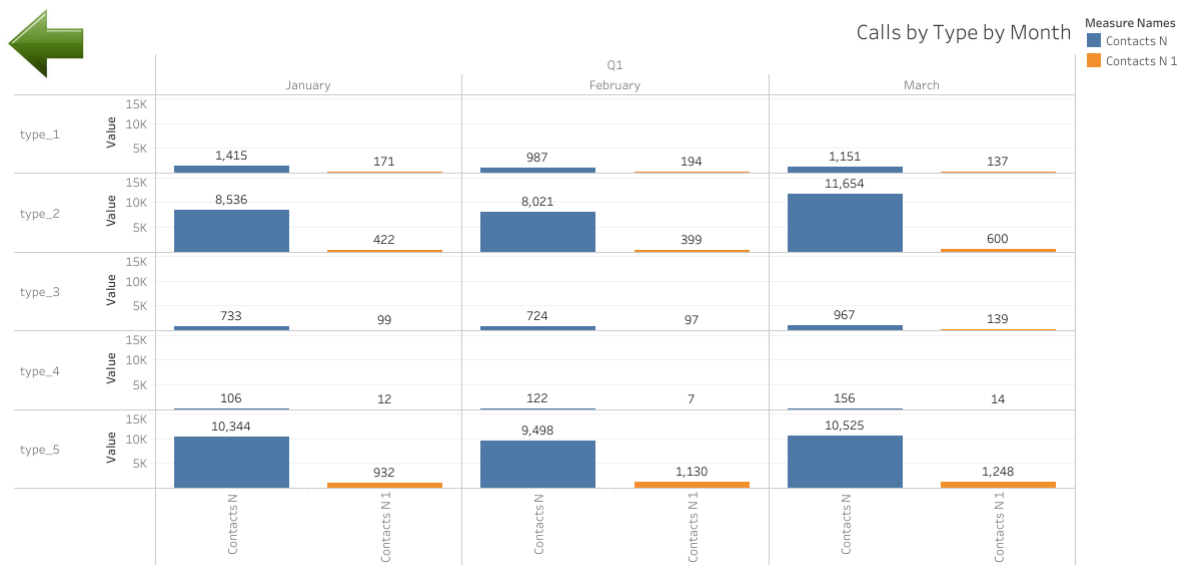
First Chart – Visualizing Repeat Call Trends by Month:

In **January**, there were **21,134 total calls**, with **1,636 customers** making a **repeat call on the first day**, while only **575 customers** called again seven days later.

- In **February**, despite the total number of calls dropping to **19,352**, **first-day repeat calls** increased to **1,827**. This rise in repeat calls, even as total calls decreased, highlights a **service delivery gap** that may require further investigation.
- **Stakeholder Interaction:** By clicking on the **Q1 header**, stakeholders can explore additional information about **initial calls** broken down by **problem type** and **day of the week** for each month. This allows deeper analysis and helps identify when and why repeat calls are occurring.



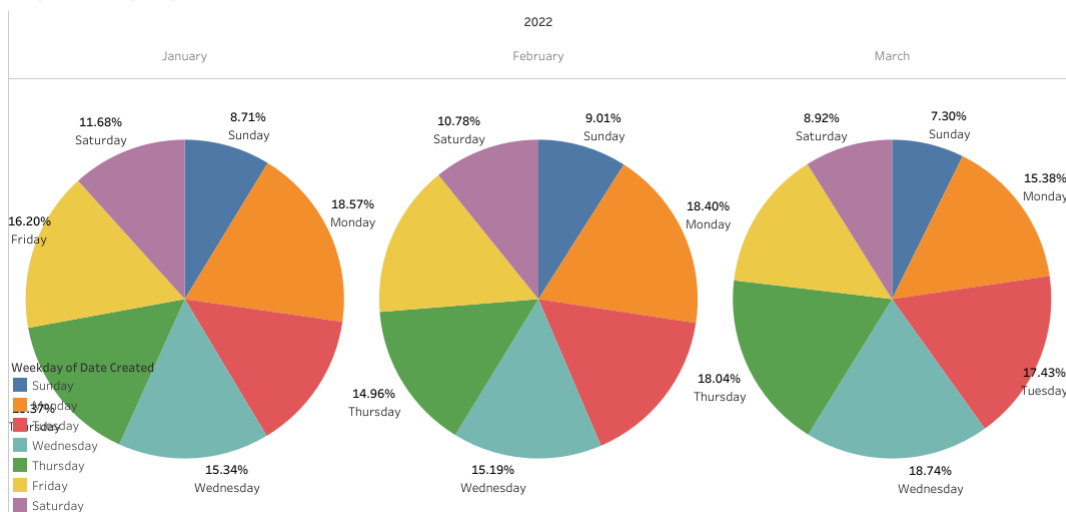
Drill Down 1 - Problem Type Insights (Calls by Type by Month) – Detailed Breakdown:



- The first chart in the drill down dashboard breaks down **monthly data** with headers showing **initial calls** and **first repeat calls**, while rows are organized by **problem type**. For instance:
 - In **February**, there were **9,498 initial calls** and **1,130 first repeat calls** for **Problem Type 5 (Internet/Wi-Fi Issues)**.
 - Comparing this to **January**, which had **10,344 initial calls** and **932 first repeat calls**, we can observe an **8.18% decrease in initial calls** but a significant **21.24% increase in first repeat calls**.
 - **Insight:** This trend, where initial calls dropped while repeat calls surged, gives a clear indication that **Wi-Fi issues were not being resolved on first contact**. It suggests a growing challenge in problem resolution, which could stem from infrastructure issues or insufficient troubleshooting at the first point of contact. These insights provide **critical context** for the high-level trend visualization and can help guide resource allocation and process improvements.

Drill Down 2 - Call Trends by Day (Day 0 Calls by Day of Week) – Midweek Call Volume Trends

Day 0 Calls by Day of Week



The pie charts in the drill down dashboard provide clear visual representations of the **day-of-the-week trends**, helping stakeholders understand when call volumes peak and how this impacts service efficiency.

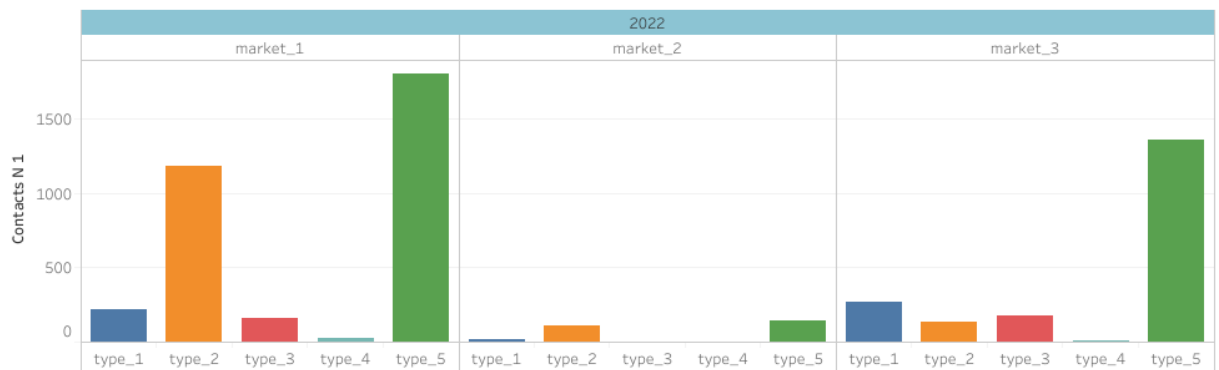
- **Midweek Call Trends by Day:**
 - Throughout **January and February**, **Monday** consistently held the highest percentage of total call volumes, peaking at **18%**. However, by **March**, the

trend shifted, and **Wednesday** surpassed Monday, rising to **18%**, while Monday dropped to **15%**.

- **Thursday** saw an interesting trend. It initially decreased from **15.37%** in January to **14.96%** in February but then surged to **18.04%** in March, suggesting growing demand for service calls later in the week.
- **Friday**, in contrast, experienced a steady **1% decrease each month**, indicating a gradual reduction in call volumes toward the end of the week.
- **Stakeholder Interaction and Insights:**
 - The pie charts provide a **high-level overview** of which days saw the most customer engagement, but they also encourage further exploration by breaking down call trends by **problem type** and **repeat calls**.
 - **Insight:** The rise in **Wednesday and Thursday** call volumes by March, combined with the **increase in repeat calls**, suggests that customer support may not have been adequately prepared to handle midweek surges. This could indicate a need for better resource allocation or adjusted staffing on key days to manage higher call volumes more effectively.
- **Context for Operational Adjustments:**
 - These trends, combined with the problem type breakdowns, allow stakeholders to identify specific days where **support resources** may need to be reallocated. For example, **Tuesday** consistently saw a rise in call volume, which may have been overlooked in resource planning, leading to higher repeat calls later in the week.
 - **Actionable Insight:** Understanding the **day-of-the-week trends** can help guide decisions to **adjust support staffing** and ensure resources are focused on peak midweek days to reduce wait times and improve first-contact resolution rates.

Second Chart – Visualizing Market and Type for Day 1 Repeat Calls

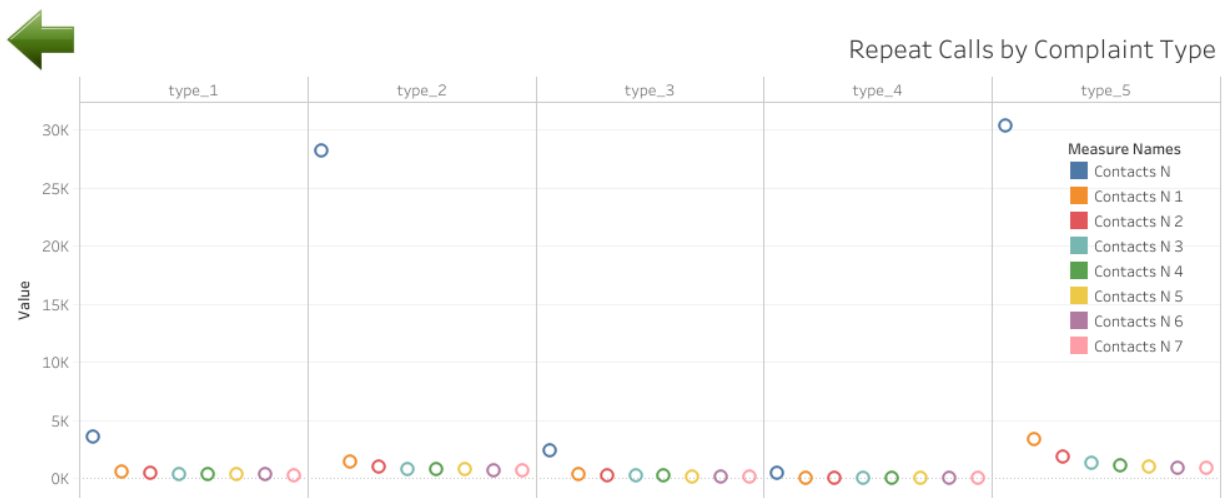
Market and Type for Day 1 Repeat Calls



This second chart uses information from the **tables** to visualize trends in **repeat calls** organized by **market** and **problem type**. For instance:

- Looking at the chart, across all markets, **Problem Type 5** accounted for the majority of repeat calls. This indicates that there are infrastructure issues that are leading to customers having more complaints about this issue than any other.
- Stakeholder interaction:** By clicking on the **2022** header, stakeholders can explore further trends in both **initial** and **repeat** calls broken into two separate charts for **market** and **type**. This allows stakeholders to gain more granular insights into the trends affecting the high-level view.

Drill Down 1 - Call Trends by Complaint Type



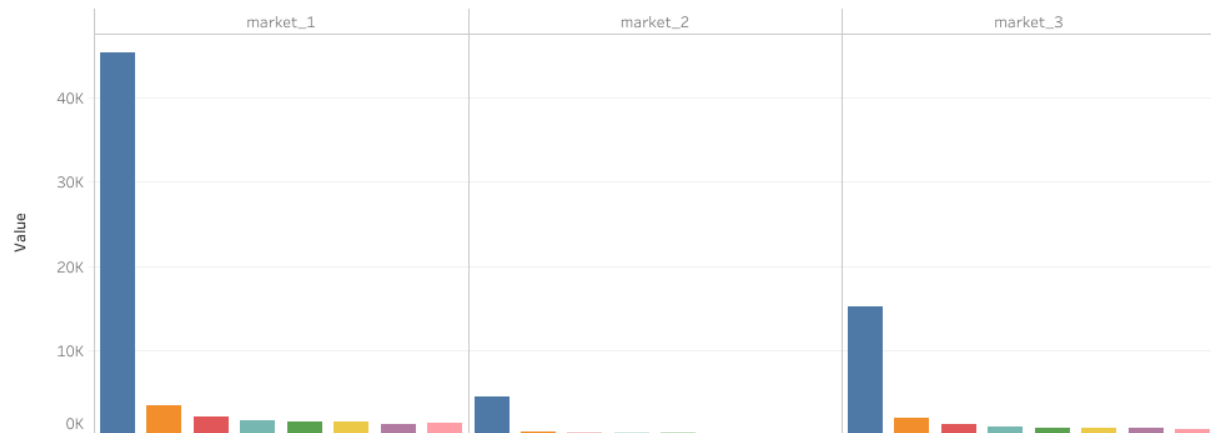
- The first drill-down chart uses a **circle chart** to visualize **initial calls** and **repeat calls** by problem type.
- Trend Insight:** As expected, each subsequent contact date shows a decrease in call volume. However, for **Problem Type 5**, there is a **disproportionately higher number**

of **first repeat calls**, reinforcing the idea that there are **infrastructure issues** causing these repeated interactions.

- **Actionable Insight:** This trend points to a need for **improved infrastructure and support processes** to reduce repeat calls for Problem Type 5, specifically addressing root causes to improve first-contact resolutions.

Drill Down 2 - Call Trends by Market Type

Repeat Calls by Market

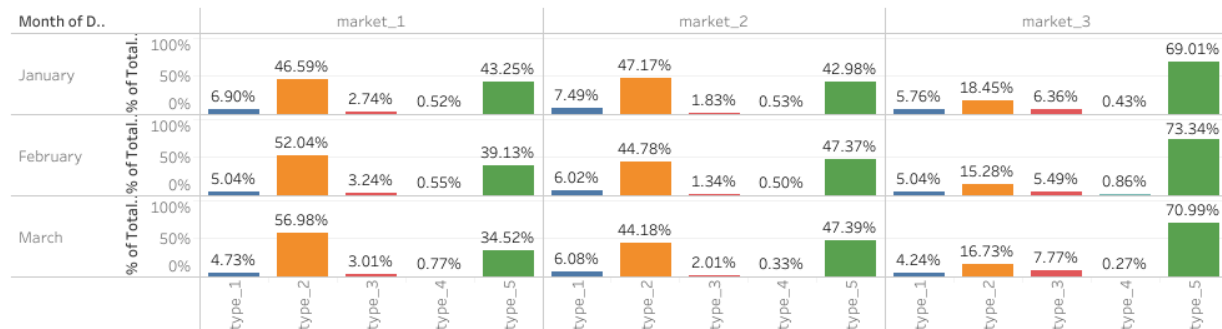


- The second drill-down chart provides a **bar chart** to visualize the number of calls and repeat calls for each market.
- **Market Performance Insight:**
 - **Market 2** consistently receives the **least number of calls** and repeat calls, which suggests it is performing better than the other markets. However, this chart does not provide information about the **size or age** of the market, so continued **proactive monitoring** is necessary to ensure performance remains high as the market matures.
 - **Market 1**, on the other hand, receives the **most calls and repeat calls**, which highlights the need for more focused improvements in support processes or infrastructure within this region to reduce call volumes and increase customer satisfaction.

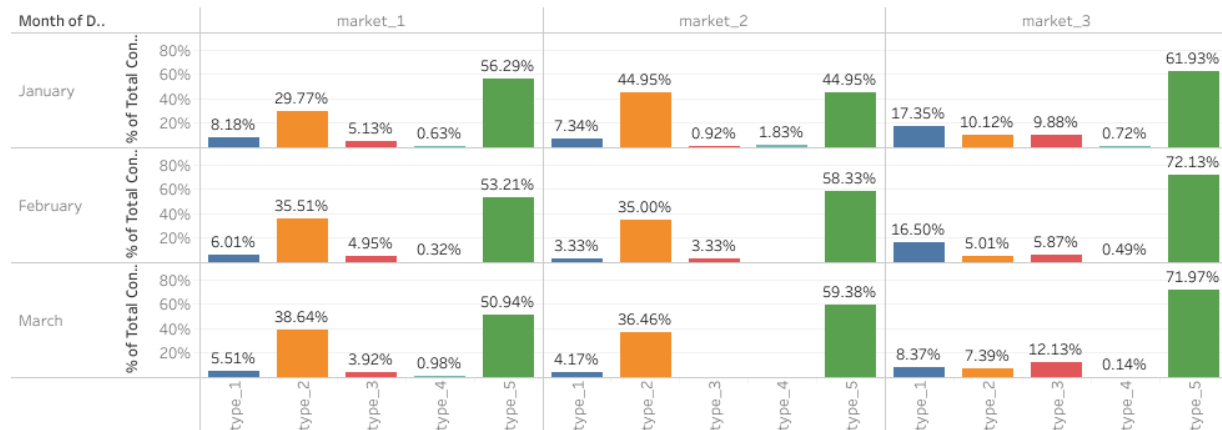
Day 0 and Day 1 Repeat Calls Tab

Table	Repeat Call Charts	Day 0 and Day 1 Calls
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Day 0 Calls by Market and Type Percentages



Day 1 Calls by Market and Type Percentages

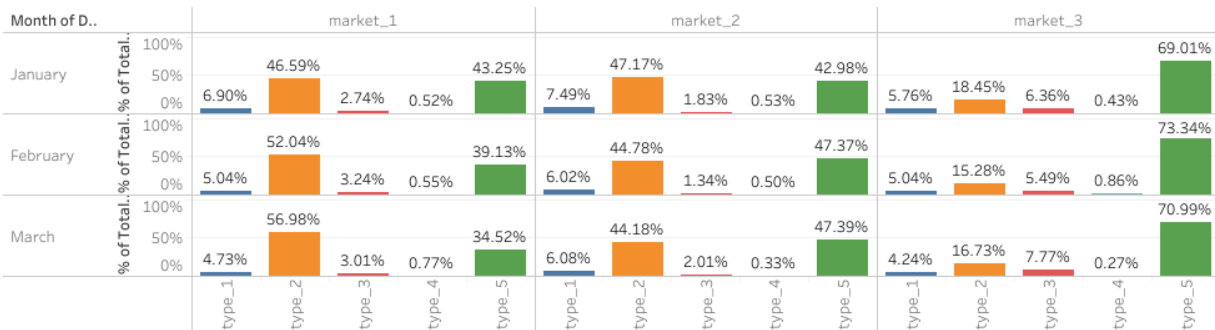


The final tab in the dashboard includes two **bar charts** that display **initial calls** and **repeat calls** by market and problem type in percentages. Both charts contain market headers with measure values for each problem type separated across each month. These are displayed along with the other information in the dashboard to get an idea for what problem types are making up the largest percentage of calls both initially and in repeats for easy comparison of stakeholders. Insights from these comparisons give another view into the efficiency of customer service depending on the problem type in each market.

First Chart – Day 0 Calls by Market and Type Percentages

Table	Repeat Call Charts	Day 0 and Day 1 Calls
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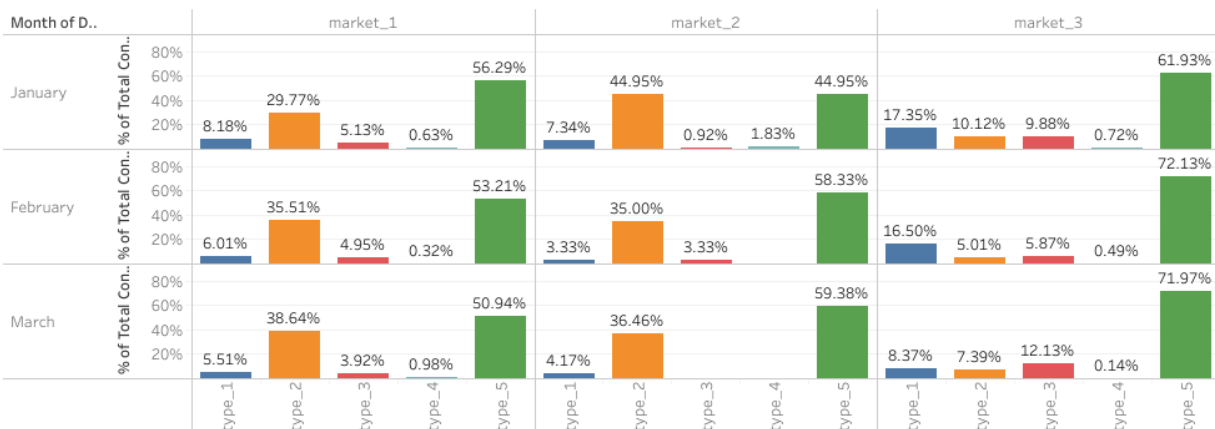
Day 0 Calls by Market and Type Percentages



- Market 1 Insight:**
 In **Market 1, Problem Type 2 (Technician Troubleshooting)** consistently accounted for the largest percentage of initial calls across each month, although by a small margin. This indicates that troubleshooting issues are a frequent driver of initial calls in this market.
- Market 3 Insight:**
 In **Market 3, Problem Type 5 (Internet/Wi-Fi Issues)** dominated the initial calls, accounting for the largest percentage by a significant margin. This highlights that infrastructure issues related to internet and Wi-Fi are the primary concern in this market.

Second Chart – Day 1 Calls by Market and Type Percentages

Day 1 Calls by Market and Type Percentages



- Market 1 Insight:**
 For **Market 1**, while **Problem Type 5 (Internet/Wi-Fi Issues)** made up a smaller

portion of initial calls, it accounted for the largest percentage of **first repeat calls**. This disparity suggests that **Wi-Fi issues** are not being resolved on first contact, likely pointing to infrastructure problems that are leading to a higher volume of repeat calls.

▪ **Market 3 Insight:**

In **Market 3**, **repeat calls** continue to make up the majority of total calls. **Problem Type 5** remains dominant in both **initial and repeat calls**, reinforcing the need for **infrastructure improvements** to better address these recurring issues in both **Markets 1 and 3**.

Day 0 and Day 1 Calls Tab Comparison – Summary:

The analysis of **Day 0 (initial) calls** and **Day 1 (repeat) calls** reveals clear trends in both **Market 1** and **Market 3** that suggest the need for immediate action to address rising repeat calls.

- In **Market 1**, **Problem Type 5 (Internet/Wi-Fi Issues)** consistently accounts for a significant portion of **first repeat calls**, despite making up a smaller percentage of initial contacts. This points to ongoing **infrastructure challenges** that are preventing effective first-contact resolutions. Additionally, the presence of **Problem Type 2 (Technician Troubleshooting)** as the leading issue in initial calls highlights a gap in **technician training and processes**. Improving troubleshooting efficiency and ensuring technicians have the tools and knowledge to resolve issues during the first contact will reduce the need for repeat calls and improve customer satisfaction.
- In **Market 3**, **Problem Type 5 (Wi-Fi issues)** continues to dominate both initial and repeat calls, reinforcing the need for **infrastructure improvements**. However, the data also indicates a potential issue with **problem resolution processes**, as these issues persist across both call types. A targeted approach that combines **infrastructure upgrades** with enhanced **technician training** will help ensure that more issues are resolved during the initial interaction, reducing the burden of repeat calls.

By addressing both the **infrastructure** and **process challenges** across these markets, stakeholders can expect a decrease in repeat calls and improved overall service efficiency. Investing in **technician training and process improvements** will be critical to resolving **Technician Troubleshooting** issues quickly and preventing escalations that lead to repeat calls. Combined with the necessary **infrastructure upgrades** for WiFi, this approach will ensure a more robust, customer-focused support system.