

# Data Analysis Case Study

## Improving Service Quality & Client Retention at Nairobi Connect Solutions

### Executive Summary

Nairobi Connect Solutions faced significant client attrition due to service quality issues. Data analysis revealed that the Data Entry service was the primary driver of client dissatisfaction, with response times up to 9x slower and accuracy rates 20% lower than the best-performing team. This case study presents a data-driven strategy to address these issues and improve client retention.

### Critical Performance Metrics

Metric	Value	Note
Data Entry Response Time	31.67 min	9x slower than IT Support
Data Entry Accuracy	79.85%	20% lower than IT Support
Customer Satisfaction	4.98/10	Lowest among all services
Contract Attrition	52%	27% canceled + 25% paused

### Service Performance Comparison

Service Type	Avg Response Time	Accuracy Rate	Customer Satisfaction
Data Entry	31.67 min	79.85%	4.98/10
Virtual Assistance	16.88 min	92.50%	7.38/10
Customer Support	9.24 min	95.20%	7.18/10
IT Support	3.65 min	98.90%	9.44/10

### Strategic Recommendations

#### 1. Emergency Data Entry Intervention (Days 1-30)

- Reduce response time to <15 mins, increase accuracy to >90%
- Form dedicated task force to redesign workflows
- Implement daily performance reviews
- Conduct weekly quality assurance audits
- Provide intensive agent training and coaching

#### 2. Service Standardization (Days 31-60)

- Company-wide benchmarks of Response Time <10 mins, Accuracy >95%
- Document and replicate IT Support best practices
- Launch cross-training program
- Establish uniform performance standards
- Implement quality control processes

#### 3. Real-Time Performance Monitoring

- Implementation: Power BI dashboards with automated alerts

- Build live monitoring dashboards for key metrics
- Train team leads on data-driven management
- Set up proactive alert systems for performance drops
- Enable real-time decision making

## Expected Business Outcomes (60 Days)

Metric	Current State	Target Improvement	Business Impact
Data Entry Response Time	31.67 min	30% reduction	Faster client service delivery
Data Entry Accuracy	79.85%	15% improvement	Higher quality outputs
Contract Attrition	52%	10% reduction	Increased client retention
Customer Satisfaction	4.98/10	2-point increase	Improved client relationships

Conclusion: This data-driven approach systematically addresses service quality issues, focusing primarily on the Data Entry team. Implementing these recommendations will significantly improve client satisfaction and retention within 60 days, positioning Nairobi Connect Solutions for sustainable growth.

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