Analytics Case Study

Situation

The Chief Operating Officer of a wireless phone company, TelCo Inc., has noticed that the company's customer satisfaction scores have been dropping. Additionally, the call volume in their customer service center has been increasing, which is driving increased operating costs.

They have asked you to analyze their current operations to see if there is anything driving these issues. The following sections contain the information you will need to complete their request.

Data

Attached is a workbook with four pieces of data:

- **Customer Satisfaction Results**: After each contact with TelCo, customers are asked to take a customer satisfaction survey. The information on this tab corresponds to the survey questions below:
    1. Considering everything from the time you placed your call until this call was completed, how would you rate your overall contact experience? Please use a scale of 1 to 5, where 5 is excellent and 1 is poor, and you may use any number between 1 and 5.
    2. Now that we've gotten your feedback about your overall experience, we'd like you to think now JUST about the service provided by the person who assisted you. Thinking about the LAST person who handled your call, how would you rate that service professional on the following aspects, using the same scale of 1 to 5, where 5 is excellent and 1 is poor.
        a. The overall quality of the service provided by that particular service professional
        b. Ability to resolve your issue
        c. Being courteous
        d. Being knowledgeable about products and services
- **Account Interactions**: Provides information on the interactions that take place in the customer service centers.
- **Agent Information**: Provides information on the customer service agents who handled the account interactions.
- **Definitions**: Defines the terms used in the above data sheets

Use this data to analyze the situation and answer the questions in the results section below.

Results

After conducting your analysis, please complete the following questions:

- What are some potential drivers of the decreased customer satisfaction and increased call volume?
- What data supports these findings and how did you come to these conclusions?
- What are some potential recommendations to improve these issues?
- What are the benefits of implementing your recommendations?