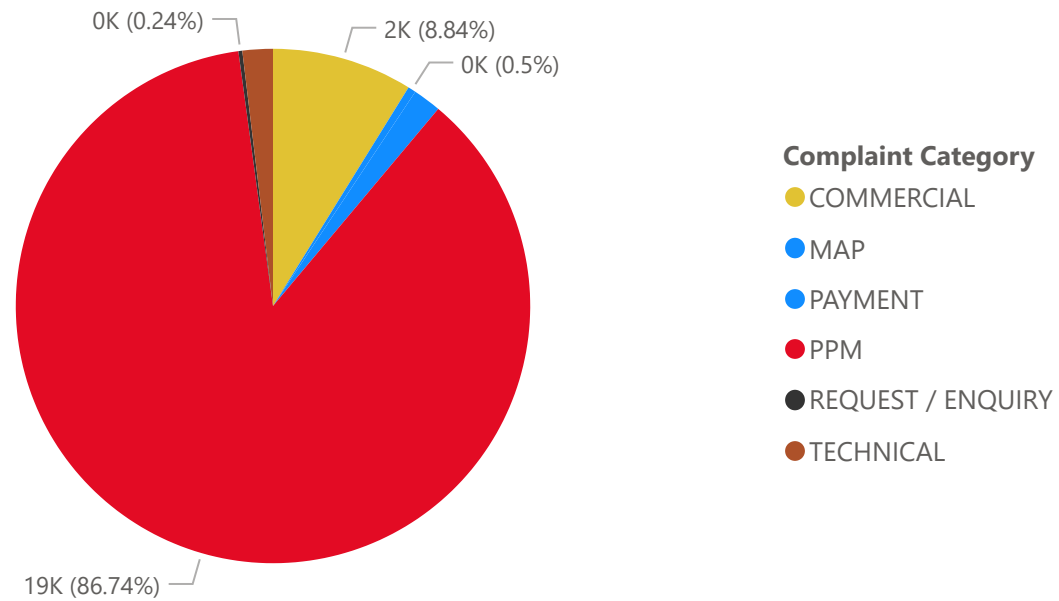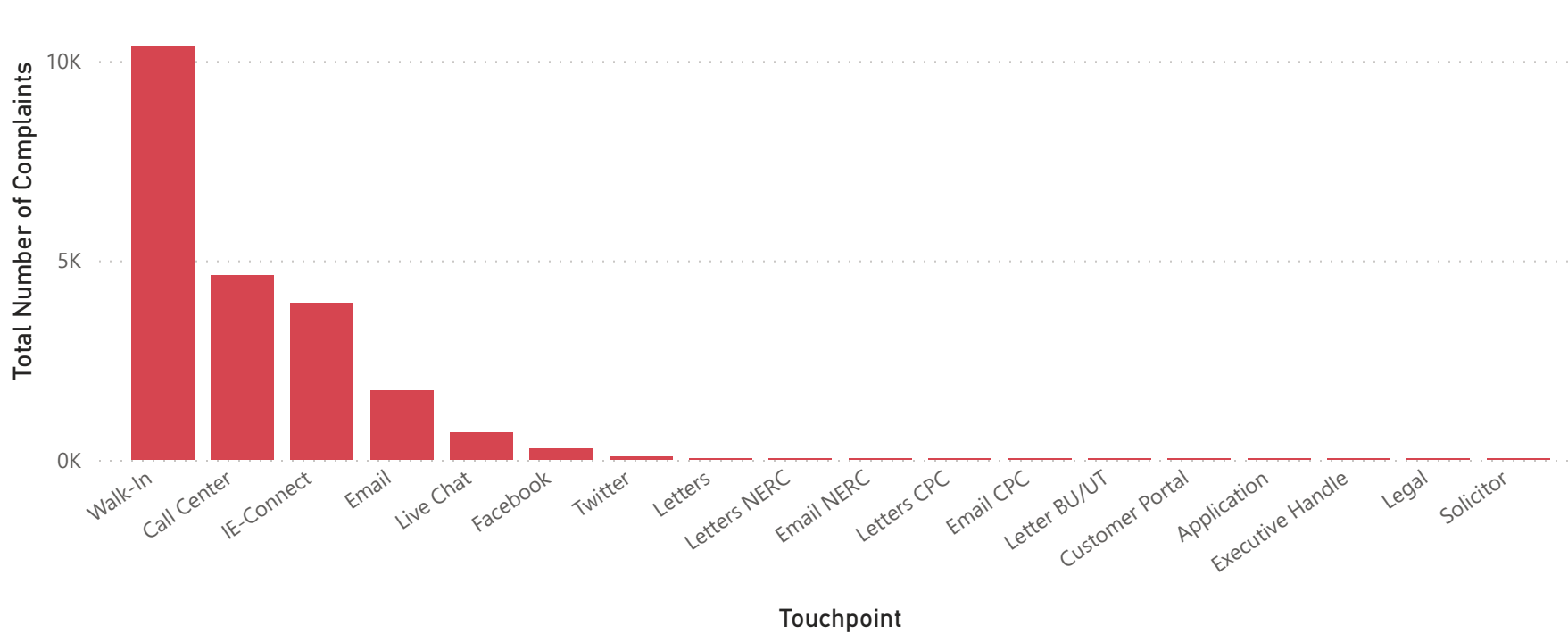# Customer's Behavior
(Preferred Touchpoint and Complaint Type)

August 2022 CRM Data

Location	Application	Call Center	Customer Portal	Email	Email CPC	Email NERC	Executive Handle	Facebook	IE-Connect	Legal	Letter BU/UT	Letters	Letters CPC	Letters NERC	Live Chat	Solicitor	T...
Ikorodu		1145		393	1	2		114	1450			7	1	1	203		
Shomolu		719	3	401	2	4		15	926			9	5	4	54		
Akowonjo		1063		392	1	4	2	74	177	1		3	2	3	207		
Oshodi		673		186	2	1		20	258		6	1	1	2	113	1	
Abule Egba	1	630		208		1		42	555			5		1	68		
Ikeja	1	399		163				14	554			6	1	3	33		
Total	**2**	**4629**	**3**	**1743**	**6**	**12**	**2**	**279**	**3920**	**1**	**6**	**31**	**10**	**14**	**678**	**1**	

Complaint Category
- COMMERCIAL
- MAP
- PAYMENT
- PPM
- REQUEST / ENQUIRY
- TECHNICAL

Pie chart labels: 0K (0.24%), 2K (8.84%), 0K (0.5%), 19K (86.74%)

Location

- [ ] Abule Egba
- [ ] Akowonjo
- [ ] Ikeja
- [ ] Ikorodu
- [ ] Oshodi
- [ ] Shomolu

Location	Call Center	Email	IE-Connect	Letters	Live Chat	Social Media	Walk-In	Web Portal/ Applications	Total
Abule Egba	630	209	555	6	68	52	1341	1	2862
Akowonjo	1063	397	177	9	207	95	2055		4003
Ikeja	399	163	554	10	33	16	879	1	2055
Ikorodu	1145	396	1450	9	203	131	2362		5696
Oshodi	673	189	258	11	113	28	1626		2898
Shomolu	719	407	926	18	54	31	2092	3	4250
Total	4629	1761	3920	63	678	353	10355	5	21764

22K
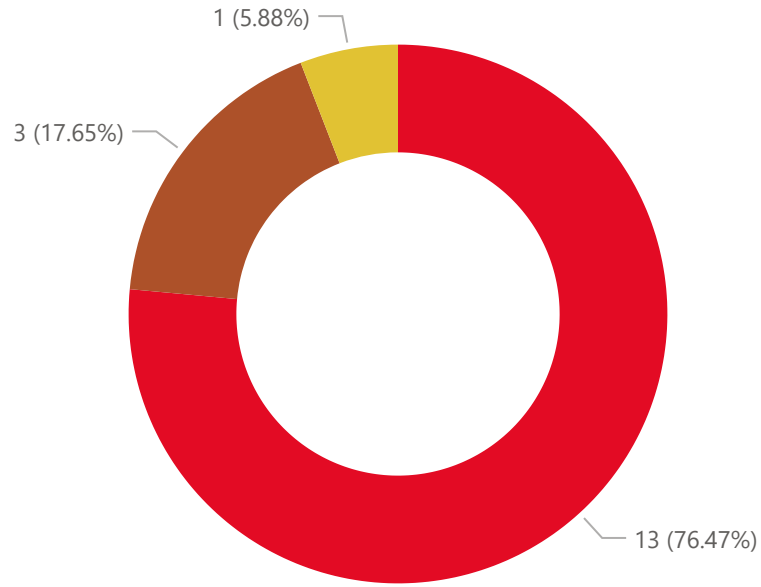
Complaint Category
- PPM
- TECHNICAL
- COMMERCIAL

1 (5.88%)
3 (17.65%)
13 (76.47%)

Location
- ☐ Akowonjo
- ☐ Ikorodu
- ☐ Oshodi
- ☐ Shomolu

Status, Total Number of...
- ☐ Closed
- ☐ In_Progress
- ☐ Open
- ■ Pending

Status	Akowonjo	Ikorodu	Oshodi	Shomolu	Total
Pending	2	10	1	4	17
Total	2	10	1	4	17

17

SUMMARY

The data tells us about the customers' behavior of the contact center with respect to their preferred touchpoints and most common complaint.

Hence, from our findings, the company will be able to make data-driven decisions on how to improve customer satisfaction.