INDIAN CALL CENTRE ANALYSIS

Problem Statement:

The Call Centre Analysis project aims to provide actionable insights into the performance and efficiency of a call center operation. The call center handles a large volume of incoming calls from customers seeking support, assistance, or information regarding products or services offered by the company.

Objectives:

1. **Performance Monitoring:** Develop visualizations to monitor key performance indicators (KPIs) such as average call handling time, call abandonment rate, service level adherence, and agent productivity.
2. **Root Cause Analysis:** Identify the root causes of issues such as high call wait times, frequent call escalations, or low customer satisfaction scores.
3. **Agent Performance Evaluation:** Analyze individual agent performance metrics including call resolution rate, customer satisfaction ratings, and adherence to call scripts or guidelines.
4. **Customer Experience Enhancement:** Explore trends in customer inquiries, complaints, or feedback to improve overall customer experience and satisfaction.
5. **Forecasting and Resource Planning:** Utilize historical call data to forecast future call volumes and allocate resources (agents, equipment, etc.) effectively to meet demand without compromising service quality.

Data Sources:

1. **Call Logs:** Detailed records of incoming calls, including timestamps, caller ID, call duration, reason for call, and outcome (resolved, escalated, abandoned, etc.).
2. **Agent Performance Metrics:** Metrics tracking individual agent performance such as call handling time, resolution rate, average customer rating, and adherence to schedule.
3. **Customer Feedback:** Surveys, reviews, or feedback forms capturing customer satisfaction ratings, comments, and suggestions.

Deliverables:

1. Interactive dashboards and reports in Power BI showcasing key metrics and trends.
2. Insights and recommendations based on data analysis to improve call center performance and customer satisfaction.
3. Documentation outlining the methodology, findings, and recommendations for stakeholders.

Key Stakeholders:

1. Call Center Managers: Responsible for day-to-day operations and performance management.
2. Customer Service Representatives (Agents): Frontline staff handling customer inquiries and support.
3. Customer Experience Team: Focuses on improving customer satisfaction and loyalty.

4. Executive Leadership: Receives high-level insights and recommendations for strategic decision-making.

Success Criteria:

1. Improved efficiency and productivity of call center operations.
2. Enhanced customer satisfaction and loyalty.
3. Reduction in call wait times and abandonment rates.
4. More effective allocation of resources based on demand forecasts