

# CALL CENTER INSIGHTS

## 1. Here is the background information on your task:

The digital revolution and our fast-changing world requires a skills revolution. And it's not just about the digital skills. The skills revolution is about helping people build their digital awareness, emotional intelligence and creativity to fully participate in the digital future workplace — and it needs to start now.

At PwC, we are working with other organisations across the world, building on our work with clients and on upskilling our 276,000 people. Still, more must be done if we are to ensure everyone has the opportunity to learn, work and participate in the digital world. This is at the heart of our [purpose](#).

We are enabling employees who are motivated to further accelerate their skills to do so by offering them a “career pivot” to become what we call “Digital Accelerators”. Accelerators rapidly deepen their skills in digital specialties, such as data, automation, AI, and digital storytelling by learning a variety of self-service tools and coding languages and applying these skills across our business.

## 2. Here is your task

It's omnipresent: telecom marketing. Better price here. Better service there. Best for small businesses here. Best for young urbanites there. But what do customers really want? Our client, a big telecom company needs to know. This email just arrived for you:



Hi Digital Accelerator,

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,  
Claire

Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

**Possible KPIs include (to get you started, but not limited to):**

- Overall customer satisfaction
- Overall calls answered/abandoned
- Calls by time
- Average speed of answer
- Agent's performance quadrant -> average handle time (talk duration) vs calls answered

### **3. Approach**

**Understanding the task:**

- Dived into the information to frame the analysis.

**Data Collection & Preparation:**

- The dataset was provided by the PwC course, which included details about calls, agents, and customer interactions.
- Data cleaning and transformation were carried out to ensure consistency and prepare the data for analysis.

**Data Analysis:**

- Focused on analyzing the performance of agents in handling calls, the resolution rate, and trends in customer calls.
- Specific metrics such as the count of calls by topic and resolution status were examined to identify key areas of improvement.

**Dashboard Creation:**

- Created an interactive dashboard that includes visualizations that delve deeper into the insights

**Insights and Recommendations:**

- Based on the visualized data, insights were derived regarding agent performance, areas requiring operational improvement, and strategies to enhance customer satisfaction and retention.

### **4. Tools Used**

**Power BI:**

- **Primary Tool:** Power BI was used to build an interactive and visually engaging dashboard. Its features enabled the creation of various charts and metrics, providing users with a clear and concise view of call centre performance.

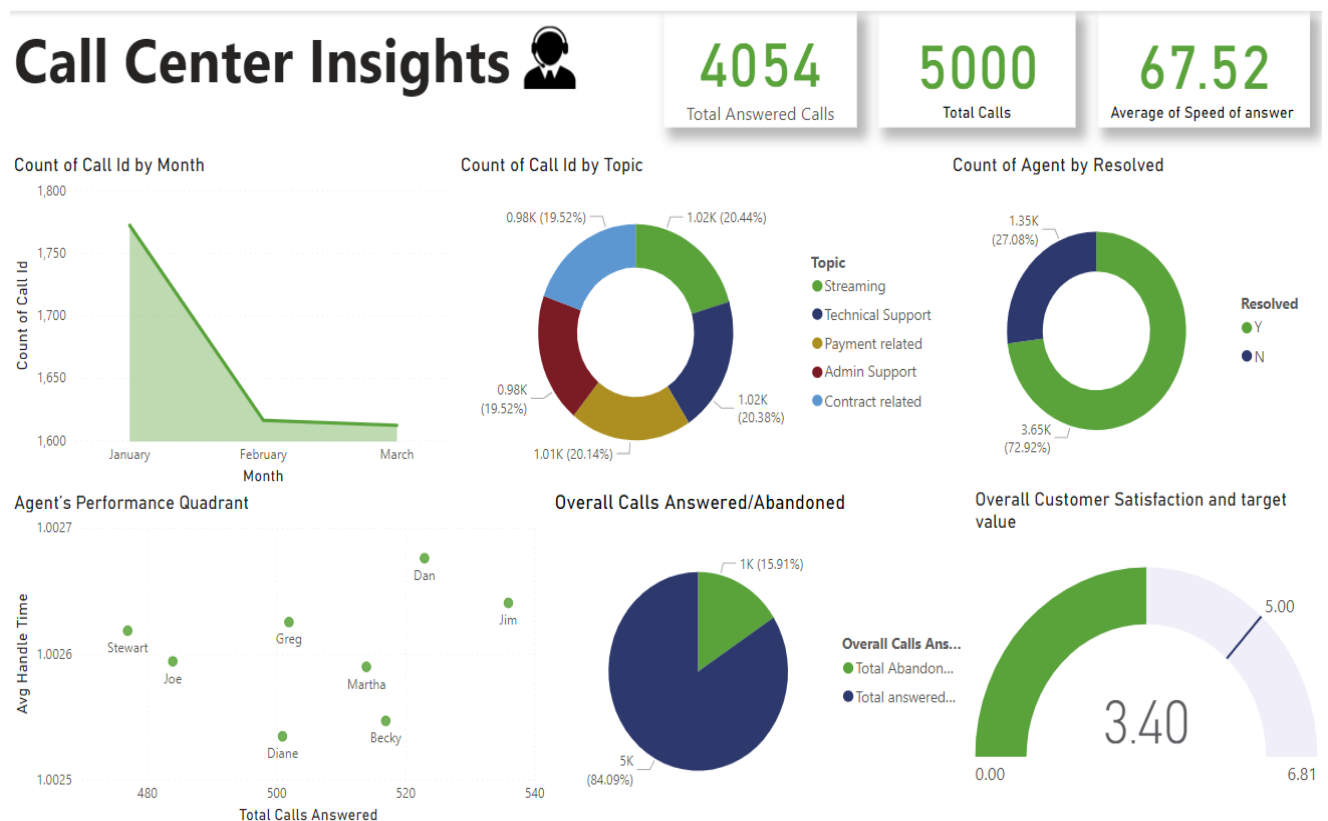
## Data Sources:

- **Excel / CSV Files:** Data was imported from provided CSV files, containing information on call topics, agents, and performance metrics.

## DAX and Data Transformation:

- **Data Modelling:** DAX functions were used to calculate essential metrics.
- **Data Cleaning:** Performed data transformation tasks such as changing data types, removal of duplicates, and ensuring data consistency.

## 5. Dashboard view



## 6. Key Insights

### Total Calls:

5000 total calls were handled by the call centre.

4054 calls are answered by the call centre

67.52 seconds is the average speed of answer, which means the call centre is answering customer calls in about 68 seconds on average.

### Calls by Month:

The number of calls dropped significantly from January (~1750 calls) to March (~1600 calls). This could indicate a decreasing trend in customer inquiries or issues.

**Calls by Topic:**

The most frequent issues were Contract-related (20.38%) and Technical Support (20.44%).

Other issues, such as Streaming (19.52%), Payment-related (19.52%), and Admin Support (20.14%), are fairly evenly distributed.

**Resolution Rate:**

72.92% of calls were resolved successfully, which shows good performance.

27.08% remain unresolved, indicating that nearly one-third of calls require further attention or improvement in handling.

**Agent's Performance Quadrant:**

Performance is mapped by Total Calls Answered and Average Handle Time.

While some agents handle more calls (around 540), handle time variations indicate inconsistency. Some agents are handling calls faster but with fewer total calls.

**Calls Answered vs. Abandoned:**

84.09% of calls were answered, which is excellent.

15.91% of calls were abandoned, which might be higher than desired and worth investigating. Abandonment could result from long hold times or poor service quality.

**Customer Satisfaction:**

The average Customer Satisfaction Score (CSAT) is 3.40, compared to a possible target value of 6.81, which suggests customer satisfaction is below the expected target.

## **7. Recommendations**

1. Improve Speed of Answer
2. Address Unresolved Calls
3. Reduce Call Abandonment
4. Focus on Underperforming Agents
5. Boost Customer Satisfaction
6. Monitor Call Trends

## **8. Conclusion**

This Call Centre Insights dashboard provides a holistic view of the operational metrics necessary to improve both agent performance and customer satisfaction.