

CALL CENTER ANALYSIS

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INTRODUCTION

Problem : In today's customer-centric business landscape, call centers play a pivotal role in ensuring exceptional customer service. Recently the call center performance was dropping off so, to harness the power of data and improve call center performance analysis has been done to implement and take care of those changes in the future to maintain a strong performance in this industry.

Background : An overview of call center data for the month of October, 2020 is given in this report. To find trends and patterns in call center, data was gathered from various states and call centers located in various locations around United States Of America and was analyzed.

GOALS AND KPI'S

GOALS :

- Increase customer satisfaction by 10% within 4 months.
- Increase customer satisfaction
- Identify and address the root cause of decline in call center performance.
- Reduce average handle time.

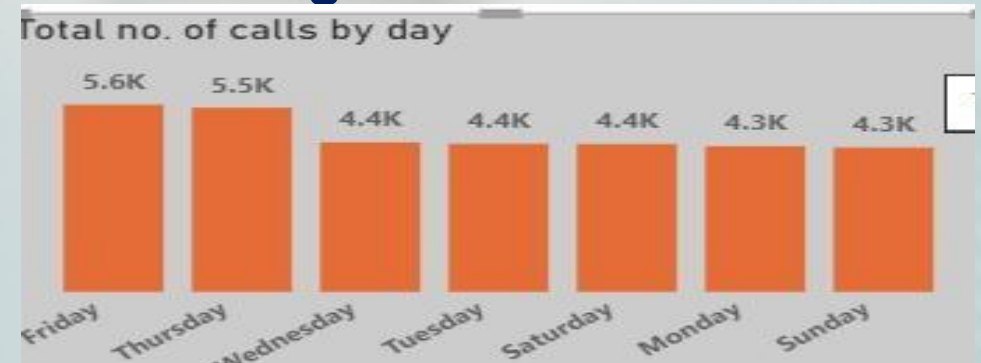
KPI'S :

- Total number of calls
- Average call duration
- Total call duration in minutes
- Total call duration in hours

RECOMMENDED ANALYSIS

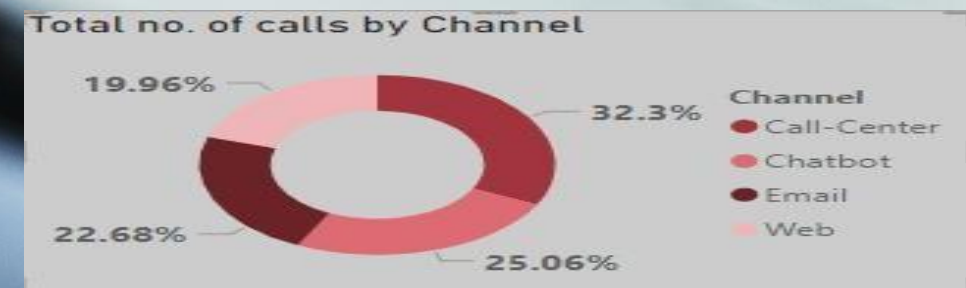
- Which day has the highest number of calls?

Ans) Friday among all other days has the highest number of calls.



- Through which channel most calls received?

Ans) Call-Center holding upto 32.3% has received the most calls.





➤ **Where are the most calls from?**

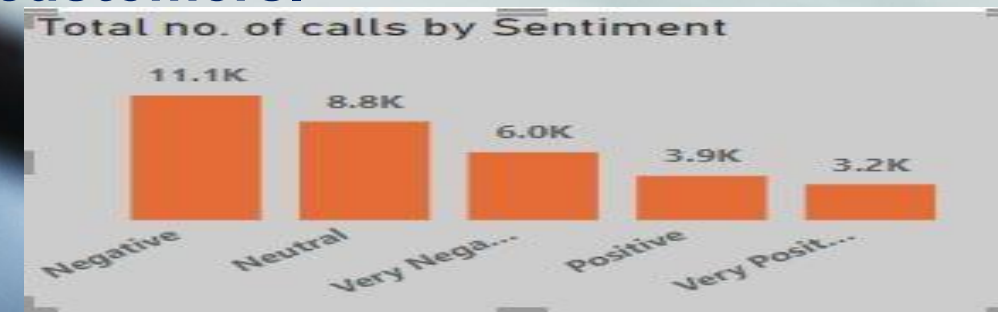
Ans) Most calls are received from North America.

The state from which most calls are received was from California with total calls 3631.



➤ **What is the most common sentiment received from the customers?**

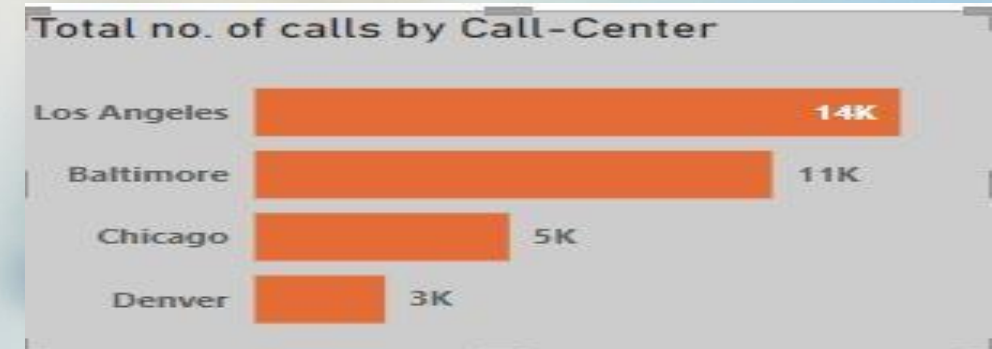
Ans) Negative is the most common sentiment which has been received from customers.





- Which Call-Center receives maximum number of calls?

Ans) Los Angeles is the call center which receives the maximum number of calls with total calls equal to 14000.



- What is the most common reason for which the customers are calling?

Ans) The most common reason because which customers are calling is related to Billing Question with total count of 23000.



CONCLUSION

The given dataset is a useful tool for examining the call center performance of a particular month. It is used to investigate a number of suggested analysis inquiries about the performance. The dataset provides a thorough overview of the trends in the total number of calls by states, channels, reasons, sentiments, call - center, days which may be utilized to develop insights and make sensible decisions.



Thank You!



Do you have any questions?



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