

Optimized Appliance Maintenance



With the growing usage of electrical appliances, there's been a corresponding rise in the need for maintenance.

To address this increase, maintenance companies should focus on analyzing maintenance call data. By doing so, they can gain valuable insights into the quality of spare parts used and predict the likelihood of component failures, enabling them to optimize their inventory.

Additionally, this data can help observe seasonal trends, evaluate workforce efficiency, and assess the revenue generated by the business.

A thorough analysis of customer data

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Problem Statement



In an effort to enhance customer satisfaction and improve product reliability, our home appliance company aims to conduct a comprehensive analysis of our customer service history data. The primary objective is to identify and understand the underlying issues affecting our products, segmented by various parameters such as geographic region and warranty status.

By leveraging this data, we seek to uncover patterns and root causes of product malfunctions or failures. This insight will enable us to implement targeted improvements, thereby reducing the frequency and severity of these issues.

Additionally, we are tracking the performance of our service technicians. Specifically, we are analyzing the average time taken to resolve customer complaints. This analysis will help us identify areas for improvement in our service processes, leading to more efficient and effective resolutions.

The insights derived from this analysis will inform strategic decisions aimed at enhancing product quality, optimizing warranty policies, and improving the overall efficiency of our customer service operations. Ultimately, this will lead to increased customer satisfaction and loyalty, positioning our company as a leader in the home appliance industry.



Select all

In Contract

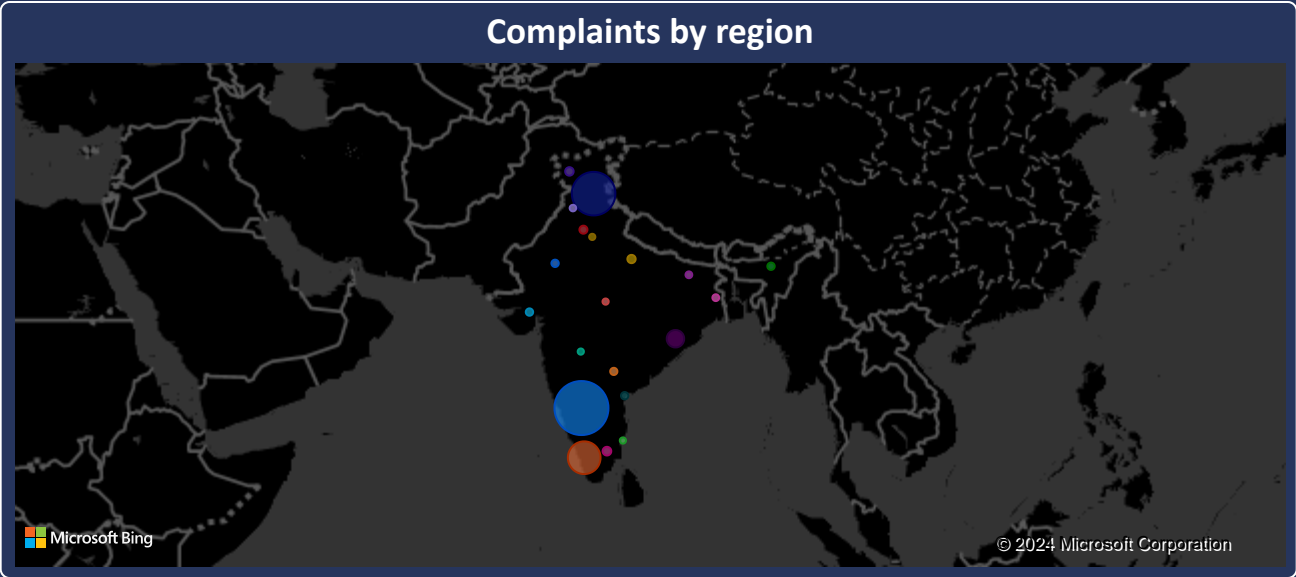
In Warranty

Out Of Warranty

Select Purchase Year

2015

2024



7618

Total Calls

4182

Calls resolved in two hours

5788

Calls resolved in 24 hours

1016

Total repeat calls

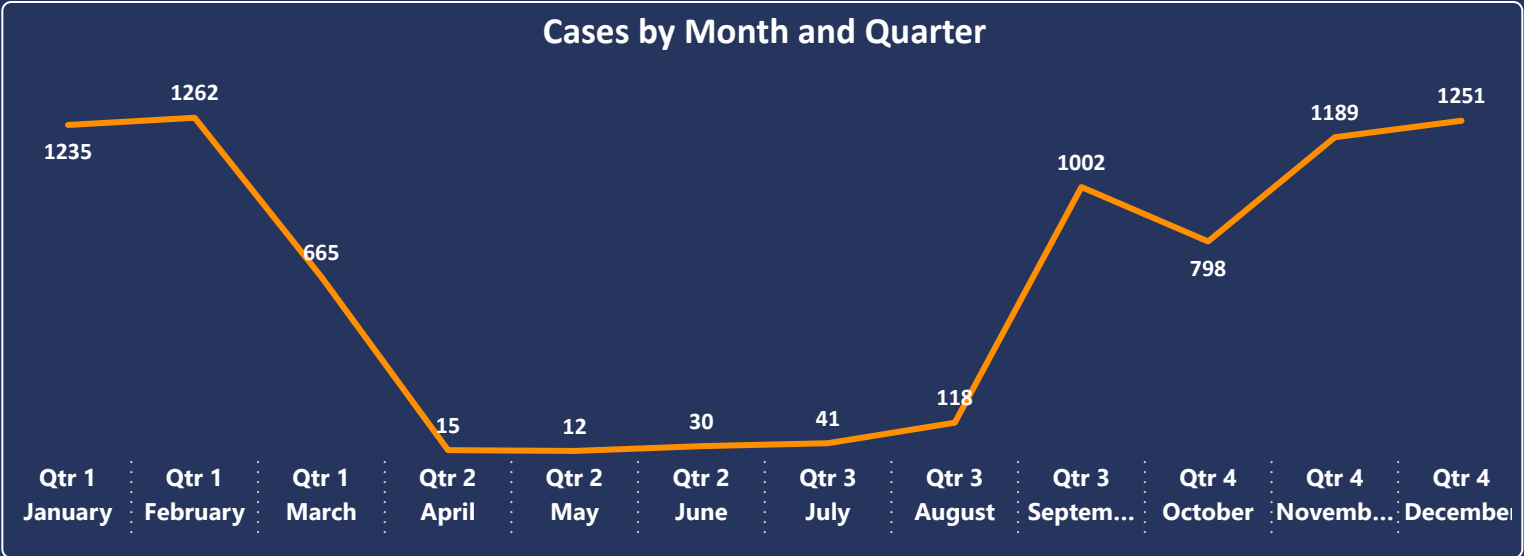
15

Calls cancelled in 48 hours

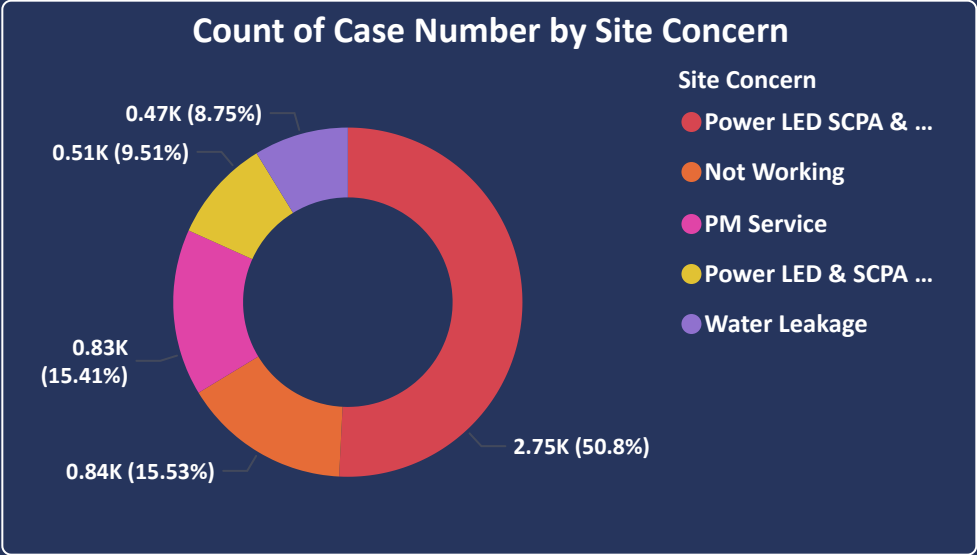
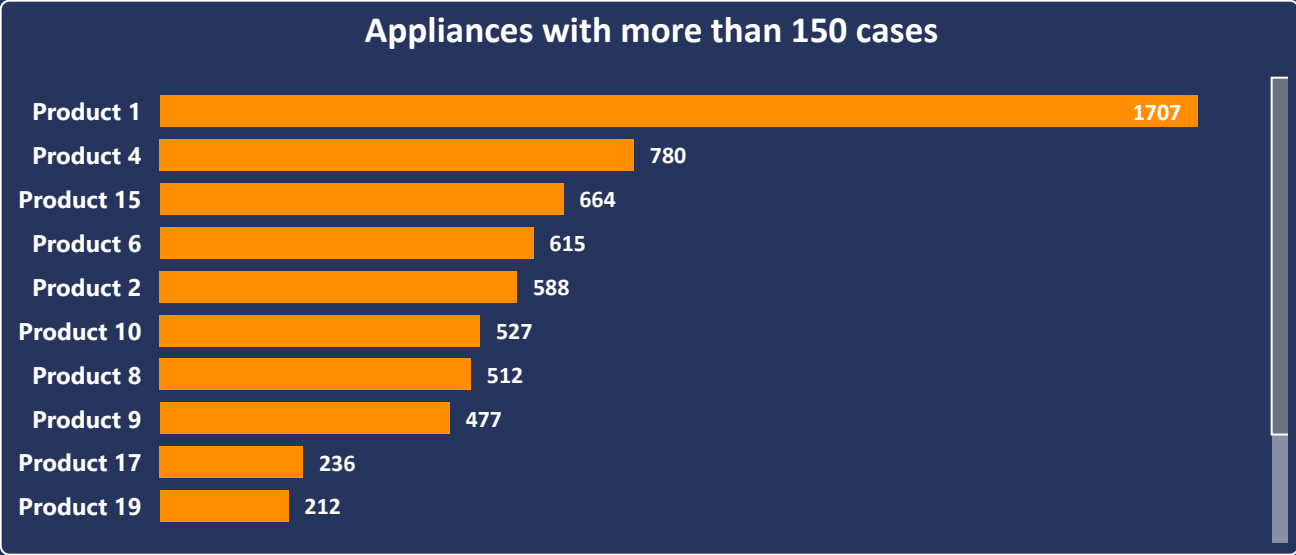
1026

Full closure of calls in 72 hours

Site Concern	Total number of Cases
Power LED SCPA & RO LED Blinking	2745
Not Working	839
PM Service	833
Power LED & SCPA LED Blinking	514
Water Leakage	473
Damage	449
Contract Request	443
Free Installation	373
No Reject Water	278
Taking More time to Fill Tank	183
PM Service 1	100
Re-Installation	52
Total	7618



Cause	Total number of Cases
Pre Filter-MMP	1361
SCB Filter(Dual Filter)	582
Sediment Filter	510
Membrane	494
Preventive Maintenance Service Visit	461
New Contract Request	443
New Product Installation	373
Inlet Solenoid Valve	364
ART Max Filter	348
Wiring Harness	321
Flow Restrictor	275
Service Done	39
Total	7618



Conclusion



By analyzing customer data, we can draw valuable insights regarding the appliances the company services and the maintenance packages it offers.

1. Notably, the majority of calls and service requests for products under warranty are related to product installation, accounting for 733 cases. This indicates that, based on our data over the past year, the product line is reliable and has a low failure rate.
2. Out of 7,618 service requests, 5,788 were attended to within 24 hours, achieving an impressive 76% resolution rate within this timeframe.
3. Product 1 represents 22.4% of the total service requests, with the most common issue being a faulty LED.
4. Additionally, our analysis reveals a significant decline in customer service requests from April to July.
5. The regions with the highest number of customer service requests are Karnataka, Kerala, and Himachal Pradesh, collectively accounting for 7,289 service requests.