**CALL CENTER DATA ANALYSIS**

**UNDERSTANDING AND ANALYSIS OF DATA**

**Introduction** –

This document describes call center data, recorded over 3 months (from 1/06/2017 till 31/08/2017).

The call center constitutes of:

• 25 agent positions

• 3 Team lead positions

**Data Structure**: There are three tables in dataset.

1. **Fact Table**
2. Data (Excel/Oracle)
3. **Dimension table**
4. Agent(Excel/ Oracle)
5. Team Leaders (Excel/Oracle)
6. DATA
7. YR\_MO - Year and month in YYYY/MM format
8. CALL\_DATE – Date of Call received
9. AGENT\_ID – There are total 25 Agents, Unique ID has assigned to each agent
10. TEAM\_LEAD\_ID - There are total 03 Team Leads, Unique ID has assigned to each Team Lead
11. CALL\_CENTER – Call center name
12. CALLS - No. of calls Received for the particular day
13. HANDLE\_TIME – Call handle time for No. calls received
14. CALL\_REGEN – Repetitive calls
15. CALLS\_WITH\_OFFER - No. of calls with offer
16. CALLS\_OFFER\_APPLIED - No. of calls on which offers applied
17. TRANSFERS - Contact center agents sometimes need to transfer calls to other resources for better call resolution
18. AHT\_MULTI - Average Handle Time is the average amount of time to handle a call from start to finish. It includes hold times and after-call tasks. You can use this metric to set team benchmarks and to discern which agents need further training to handle customer calls.
19. CALL\_REGEN\_MULTI – Repetitive calls
20. TRANSFERS\_MULTI - Contact center agents sometimes need to transfer calls to other resources for better call resolution. While most of these transfers are necessary, customers seldom enjoy the experience. As a rule of thumb, call centers should aim to keep call transfers at a minimum.  
    *Formula: (Number of Transferred Calls ÷ Total Number of Calls) x 100%*
21. APPLIED\_PER\_CALL\_MULTI – Percent of calls that had an applied offer
22. BREAKAGE\_MULTI - Percent of calls where an offer was not applied
23. Agent (Excel/ Oracle)
24. AGENT\_ID
25. AGENT\_NAME
26. Team Leaders (Excel/Oracle)
27. TEAM\_LEAD\_ID
28. TEAM\_LEAD\_NAME

Calculations:

1. Total Calls
2. Average Handle Time
3. Transfer Call Percentage
4. Total Accepted Calls
5. Total Offer Percentage
6. Total Offer Applied
7. Offer Applied Percentage

Visuals:

1. Total Calls/Month
2. Total Calls/Repetitive Calls
3. Transfer Calls/Day

Measures:

1. Offer Applied
2. Offer %
3. Transfer Call
4. Average Handle Time

**Key Performance Indicator-**

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| Metric | Definition |
| Calls Handled | Inbound call taken by an agent |
| Avg Handle Time (or AHT) | Average time to complete a call |
| Transfer % | Percent of calls that resulted in a transfer out |
| Offer % | Percent of offers made on a call |
| Accept % | Percent of accepts on offers made |
| Applied % | Percent of applies on accepted offers |
| Breakage % | Percent of calls where an offer was not applied |
| Applied Per Call % | Percent of calls that had an applied offer |
| Call-back within 2 Days % | Percent of calls where customer called back within 48 hours |
| Total calls | Total Calls received |
| Total calls transfer | Total calls transferred |
| Total Calls Accepted | Total Calls Accepted |
| Total Handled time | Total handled time |
| TOP 10 Calls Received | TOP 10 Agent who have received maximum calls |
| TOP 10 Calls Accepted | TOP 10 Agent who have accepted maximum calls |

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