

Call Centre Analysis 2021





Problem Statement

Prepare a **dashboard** on **Call Centre trends** that I can be used for a basis for discussion with my management. Like **total number of calls answered** and **abandoned, speed of answer, length of calls, overall customer satisfaction, etc..**, and I want an accurate overview of **long-term trends in customer and agent behaviour**.



Overview

Agent Name	Calls Answered	Calls Not Answered	Calls Resolved	Calls not resolved	Avg Speed of ans in sec	Avg Call Duration	Avg Satisfaction Rating
Joe	484	109	436	48	70.99	31	3.33
Martha	514	124	461	53	69.49	30	3.47
Greg	502	122	455	47	68.44	29	3.40
Dan	523	110	471	52	67.28	31	3.45
Jim	536	130	485	51	66.34	30	3.39
Diane	501	132	452	49	66.27	30	3.41
Stewart	477	105	424	53	66.18	30	3.40
Becky	517	114	462	55	65.33	30	3.37
Total	4054	946	3646	408	67.52	30	3.40

Drillthrough



Call Centre Analysis 2021

Total Calls

5000

Abandoned
Calls

19%

Calls Not
Resolved

27%

Avg Speed of
Ans in Sec

68

Avg Call
Duration

30

Agent

- ☐ Becky
- ☐ Dan
- ☐ Diane
- ☐ Greg
- ☐ Jim
- ☐ Joe
- ☐ Martha
- ☐ Stewart

Month

- ☐ January
- ☐ February
- ☐ March

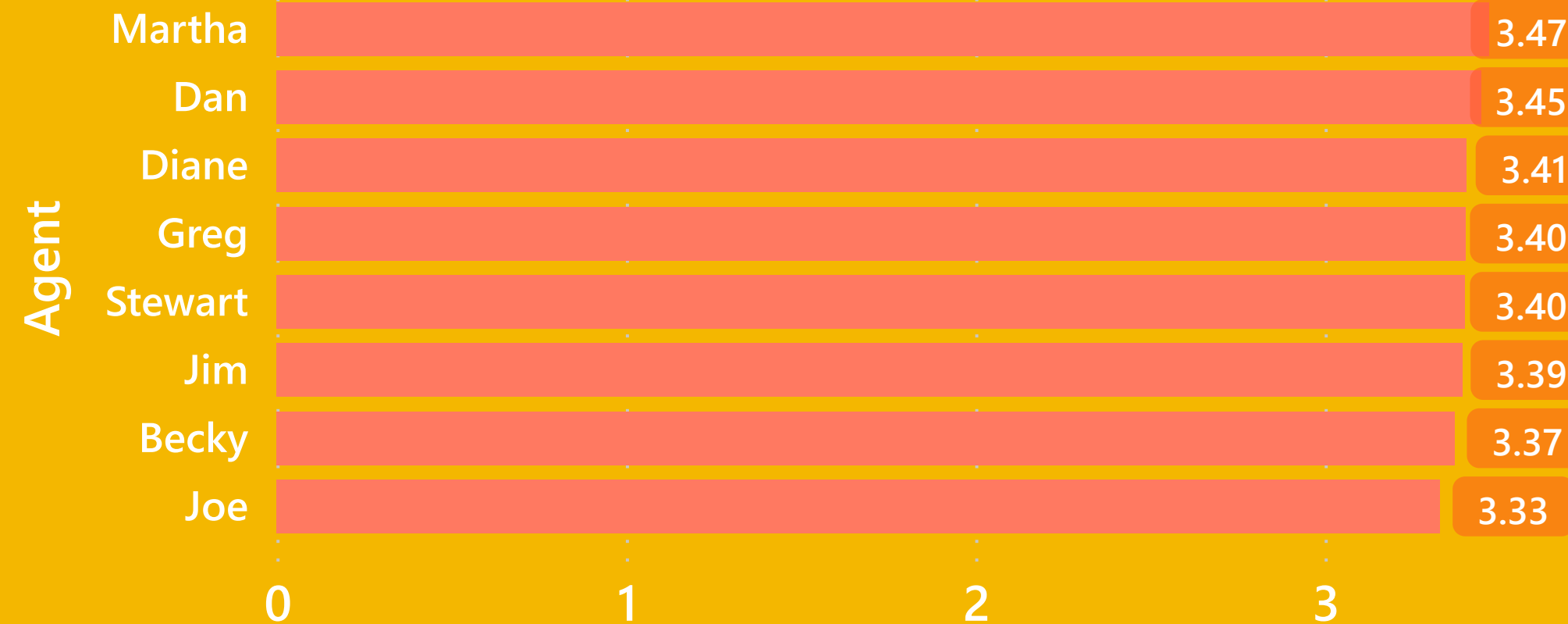
Analysis

Call Trends

Insights

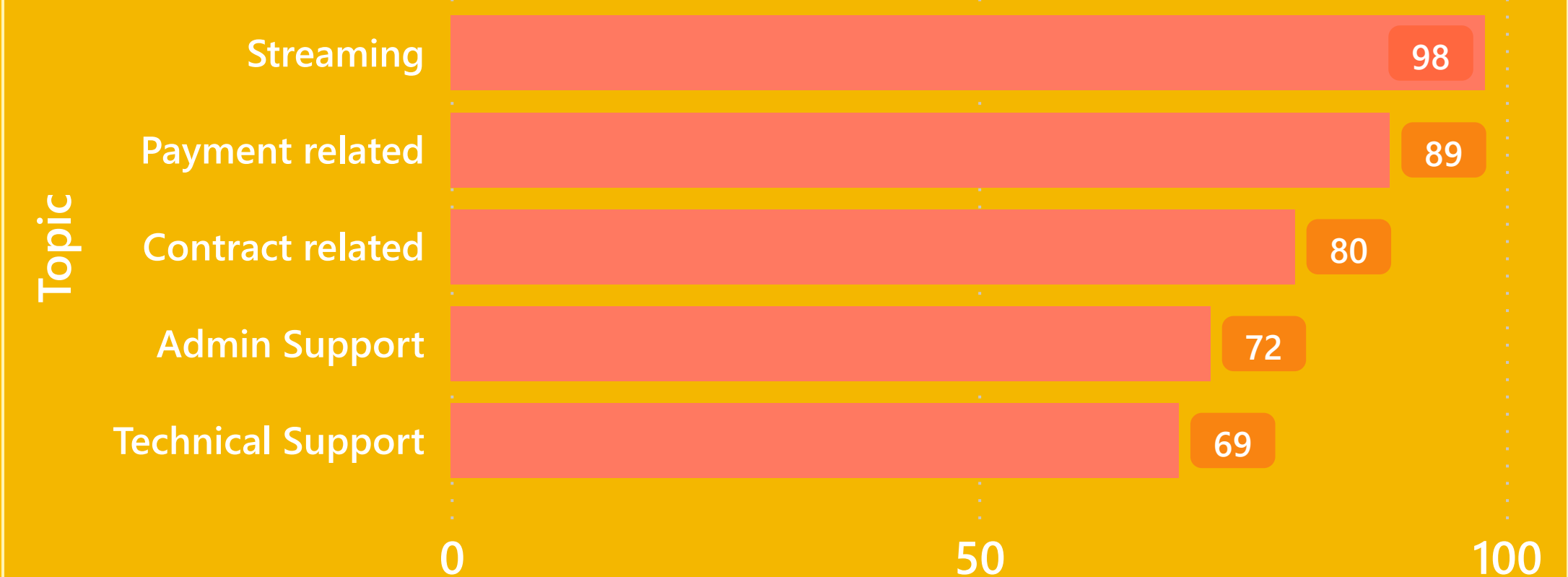
Drillthrough

Average of Satisfaction rating by Agent



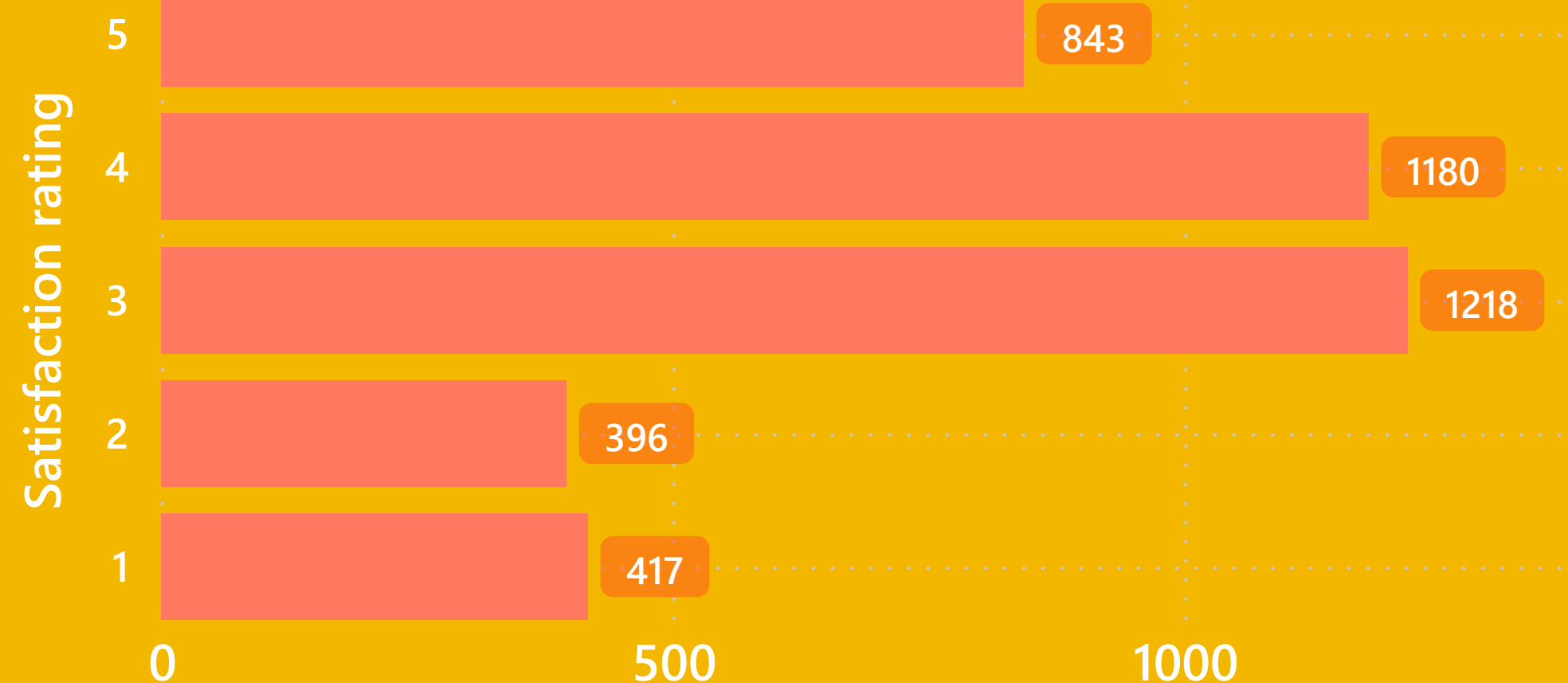
Average of Satisfaction rating

Calls not resolved by Topic



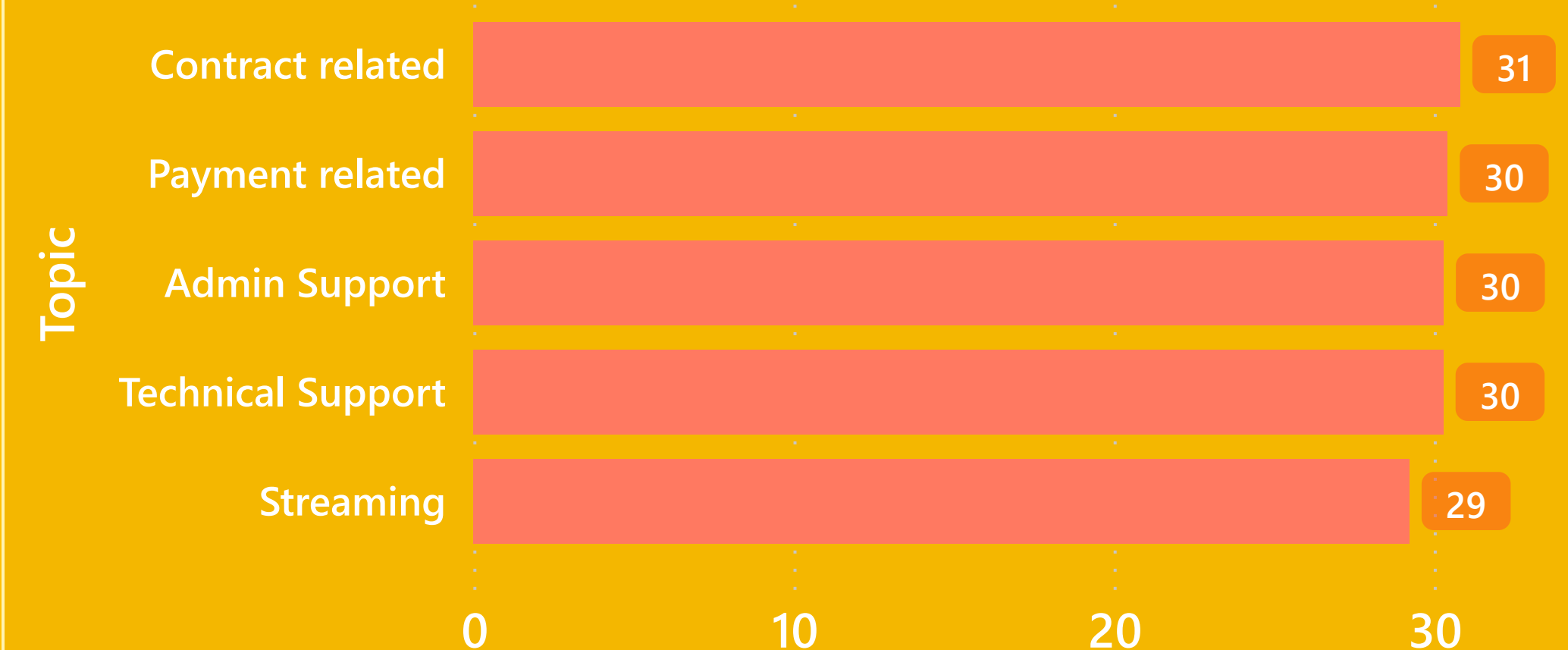
Calls not resolved

Calls Answered by Satisfaction rating



Calls Answered

Average of Avg Duration by Topic



Average of Avg Duration



Call Centre Analysis 2021

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Agent

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Month

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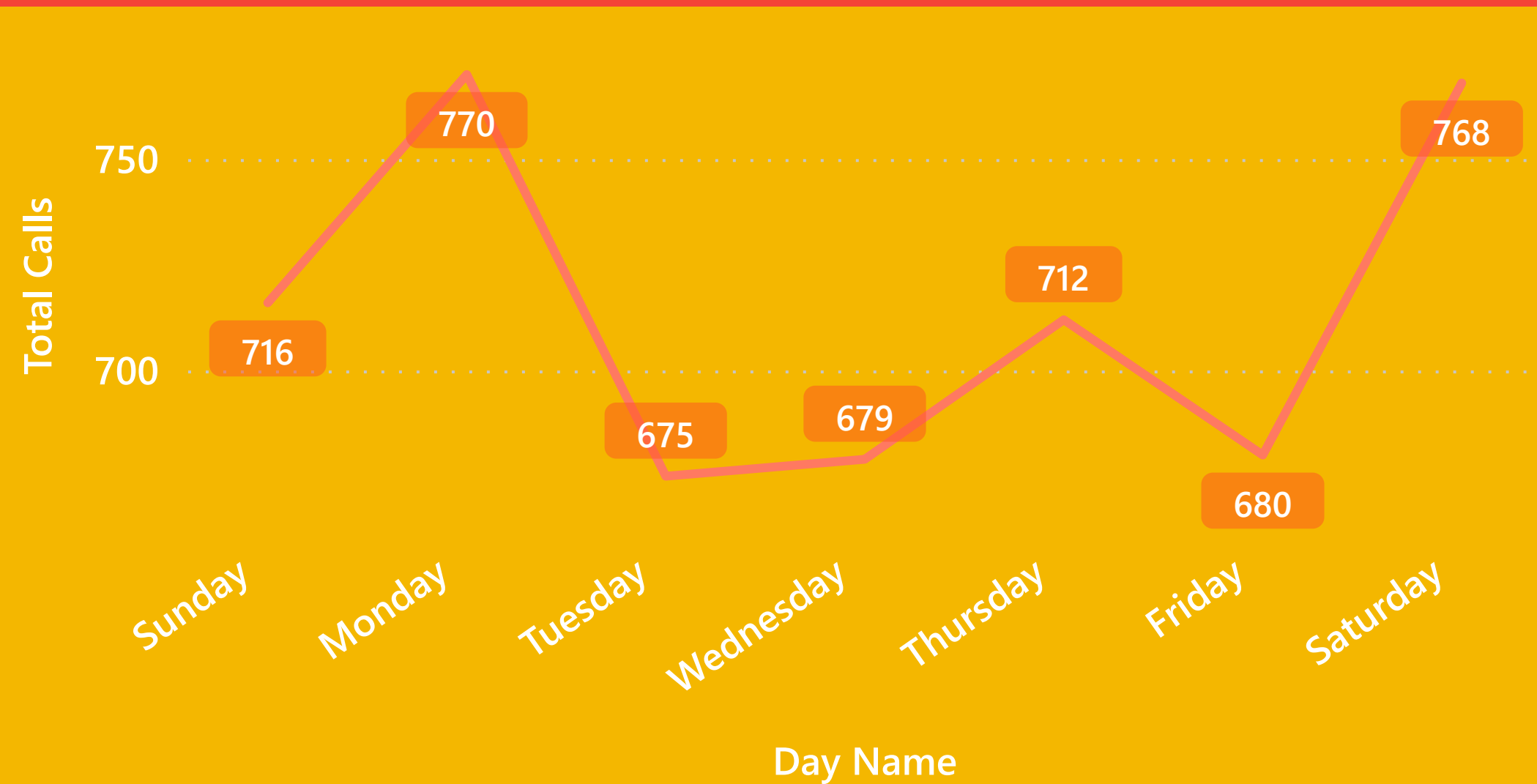
Analysis

Call Trends

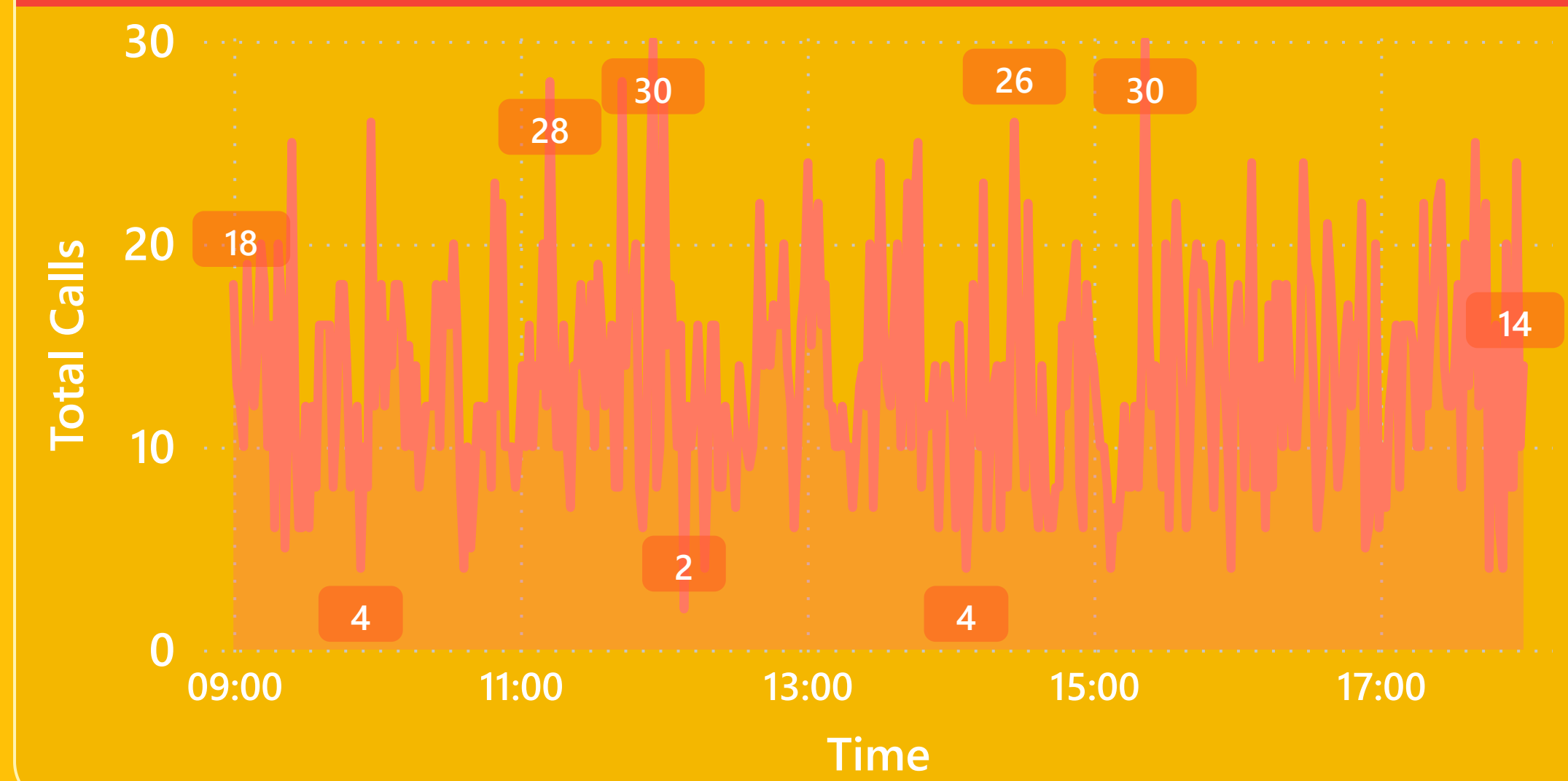
Insights

Drillthrough

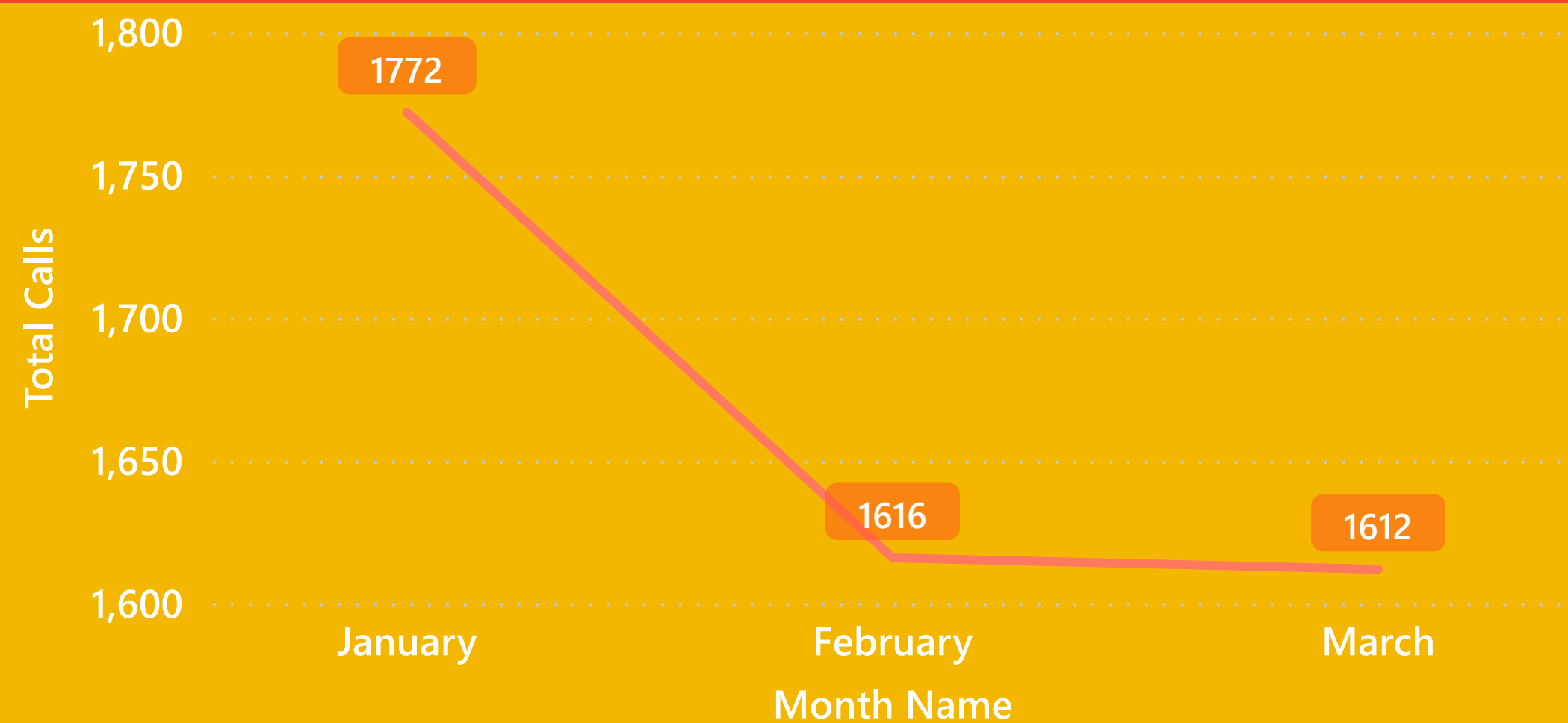
Total Calls by Day Name



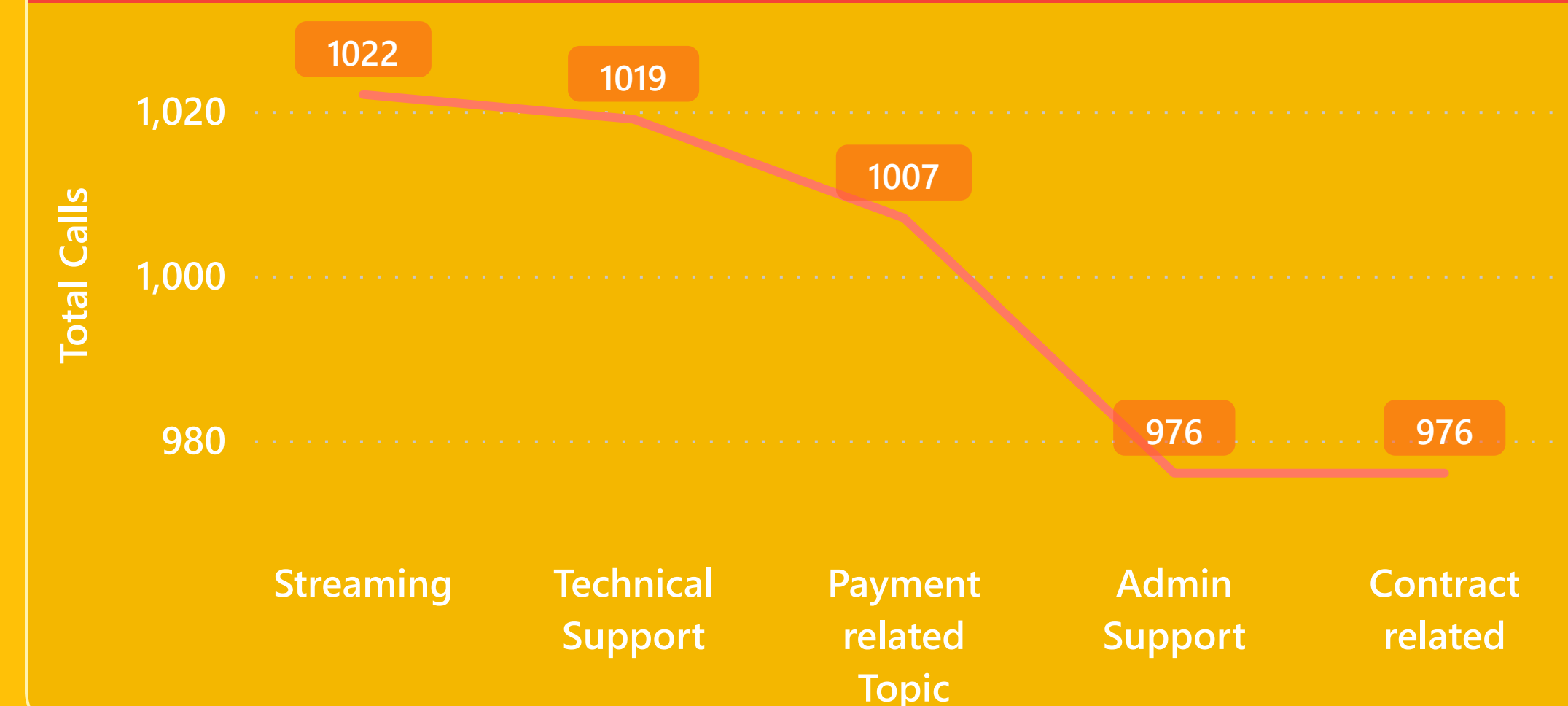
Total Calls by Time



Total Calls by Month Name



Total Calls by Topic





Call Centre Analysis 2021

Month

All



Agent

Becky

Total Calls

12.62%

Avg Speed of Ans in
Sec

65.33

Avg Satisfaction
Rating

3.37

Calls Resolved

73.22%

Calls Answered

82%

Calls Not Answered

18%

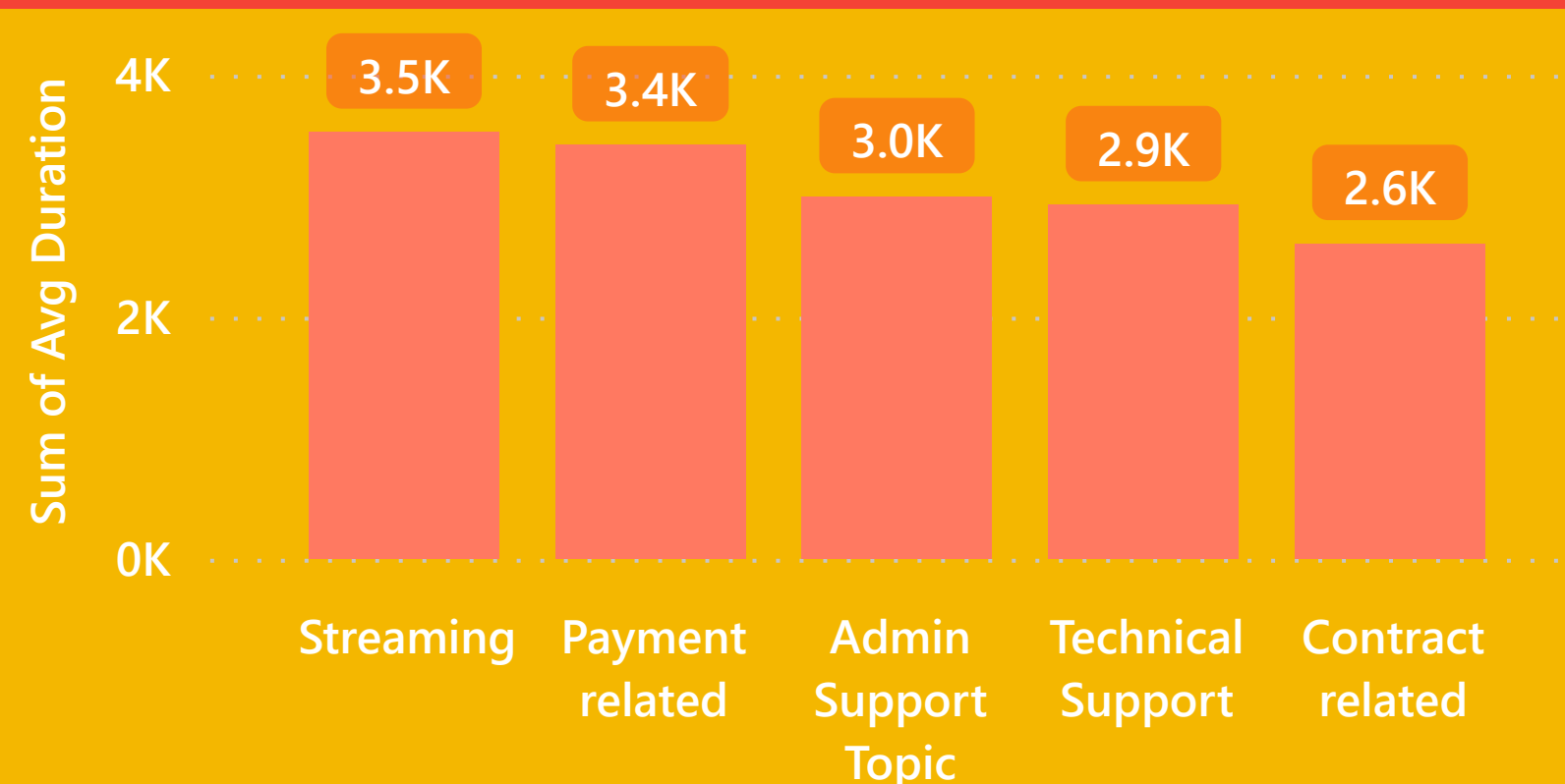
Avg Call Duration

29.91

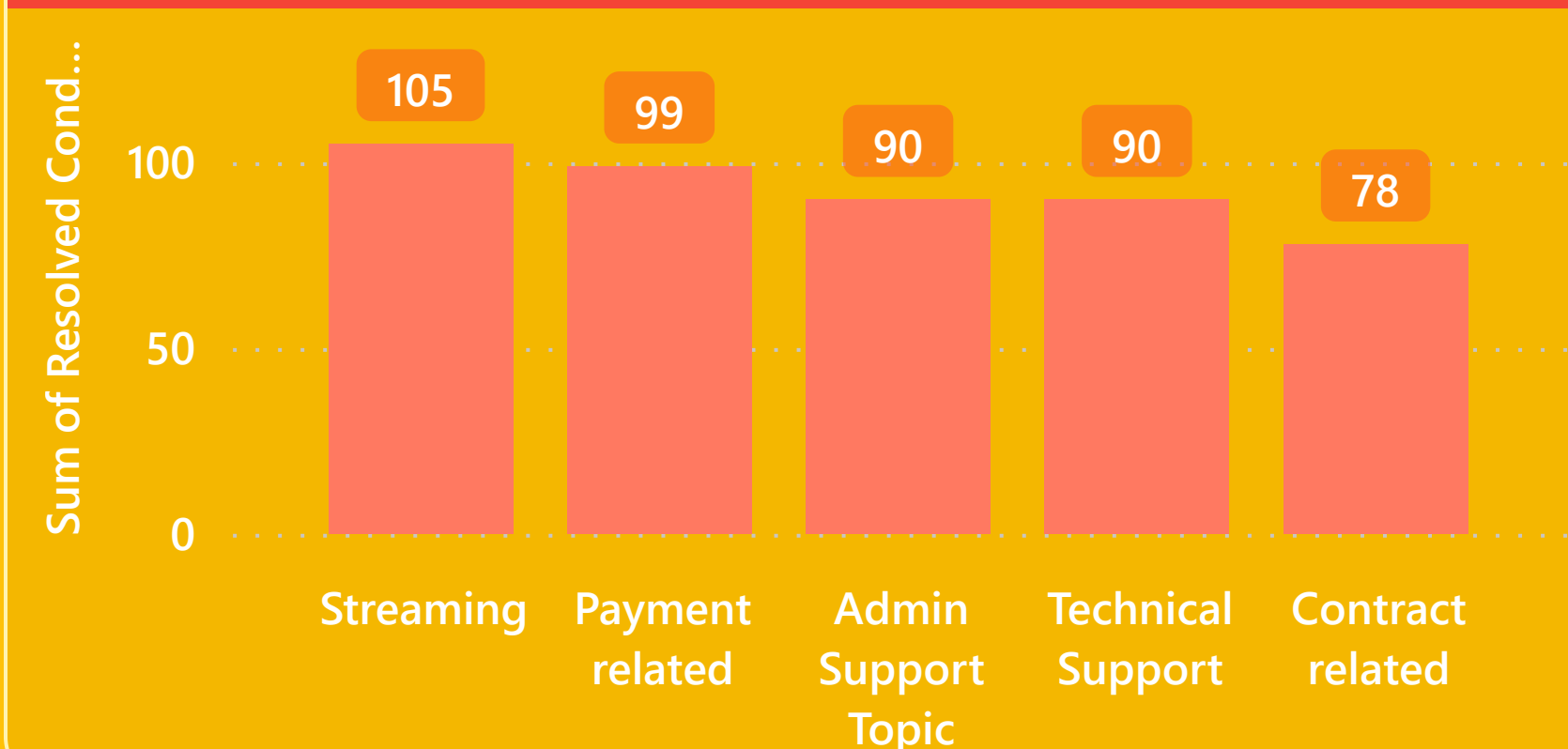
Calls Not Resolved

27%

Topic by Average Duration



Topic by Call Resolved





Insights

- 1) Total Calls was highest for Streaming followed by Technical Support and Payment related. So we need to intimate our client to **rectify the bugs** if present and need to **make interface much easier** to understand and ask them to make the **content encoded properly** to avoid the problems with the streaming server also make payment gateway to **accept payments in all modes**.
- 2) Same measures to be taken in the case of calls not resolved for topics Streaming, Payment Related and Contract Related. Also the **SOP** need to be perfectly studied by the agents to give the customers a perfect resolution.
- 3) 40% of the calls are not satisfied. Better to take **feedback** from the customers to get a better understanding.
- 4) We can **appreciate our agents** for giving resolution faster, Because they are providing solution within a minute.
- 5) Monday and Saturday are **Peak Days** and 11:00 AM - 12:00 PM, 2:30 PM - 03:30PM are **Peak Hours** for a day so we need to prepare the **roaster break** according to that. Also January is a **Peak Month** we are having more calls because it is the vacation time and users might increase at that time.