

Case Study - work on it and share your understanding and analysis in a deck.

DO SHARE YOUR WORKING FILES ALONG WITH RESEARCH YOU DO.

Task I:

Here is the case data (attached) with respective metrics for each case with all details, you need to use the Google sheet as the base to work on all the calculations.

1. *Problem Statement*: There are few regions and agents where we are seeing high TRT. Can you please do a study and share the reasons for the same with complete details like impact from the different variables from the data set. Also add comprehensive recommendations and suggestions to the problems/opportunities identified.

2. *Need detailed data pointers*, add if you think of any other analysis apart from below questions. Please note that some data pointers are related & you are free to blend them in your data representation.

- Count for Video category cases on a daily basis across all geographical locations under Platform product.
- Analyst's case count with TRTxBB below 24 hrs opened and closed in the same week.
- Spanish (es) case volume taken by LATAM team through email channel.
- Average emails sent by HCL HYD MON at case region level on Month on Month and Week and Week
- No. of consults raised by HCL HYD PLAT and Total resolution time for consults.
- Calculate average TTA for cases created over the weekend across all Geo's and products.
- Average of TRTxBB for all Regions - Week on Week, MoM and Quarterly Level.
- Median of TRTxBB for all Regions - Week on Week, MoM and Quarterly Level.
- Week and Week Average of TFR hours, highlight in RED if it is more than 4 hrs - Chat and Email channels separately.
- Week and Week Average of TTA hours, highlighted in RED if it is more than 1 hrs
- Language level Median TRTxBB and Avg TRTxBB.

Task II:**Background -**

The US based client is looking for an efficient sales and revenue optimization service provider who could help them increase their business revenue of a product offered. The requirement is to have a team to make outbound calls to explain the product features, convince clients to adopt those features (come at a cost). The product features once adopted will help the client in increasing their sales. This consultative selling requires the agents to be technically qualified and have excellent communication skills.

Challenges: Need strategies/solutions on the below to fix operational problems:

- We need well trained and tenured people to manage the operations, but the attrition is trending high @40%/ quarter
- Client has increased the sales revenue target by 20% from the previous quarter. What are the steps one should take to meet the numbers?
- Client asked to ramp up the team by 50% with a live date in 60 days whereas our training time itself is 45 days. What's the best way to handle it? What are the challenges, risks and opportunities expected in this situation and risk mitigation strategies? What will be the communication strategy?