PWC Call Centre Trends

01-01-2021 📅 **31-03-2021** 📅

Average of Satisfaction rating

0.00   3.40   5.00

Call Resolved

1.35K
(27.08%)

3.65K
(72.92%)

Call Answered Y/N

0.95K
(18.92%)

4.05K
(81.08%)
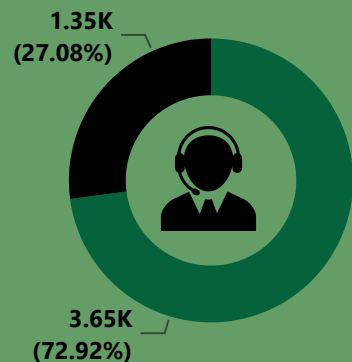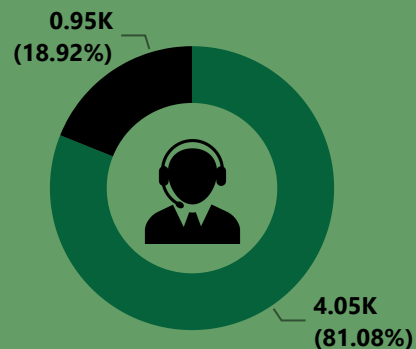
Average of Satisfaction rating by Topic

Average of Satis...

3.44
3.42
3.40
3.38
3.36

Adm... Tech... Strea... Pay... Cont...

Topic
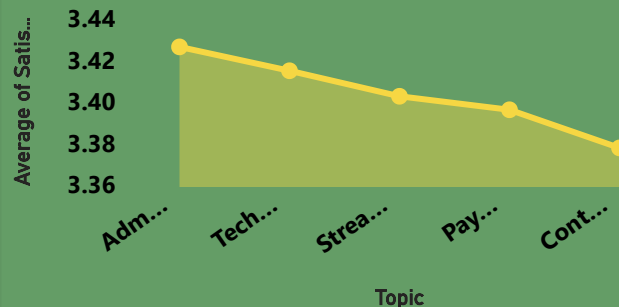
Average of Satisfaction rating by Agent

Average of Satis...

3.5

3.4

3.3

Mart... Dan Diane Greg Stew... Jim Becky Joe
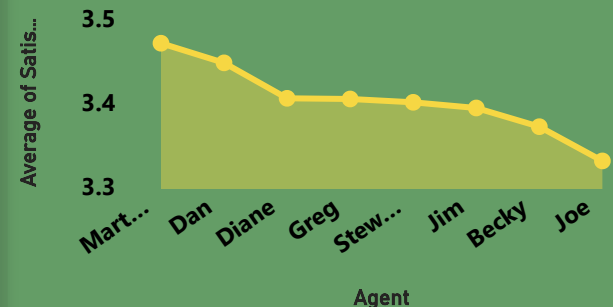
Agent

Average of Speed of answer in seconds by Agent

Average of Spe...

50

0

Joe Martha Greg Dan Jim Diane Stewart Becky

Call Id by Month and Answered (Y/N)

Ans... ● N ● Y

Count of Call ...

1K

0K

Jan... Feb... Ma...

Month

Call Id by Month and Answered (Y/N)

Count of Answered (Y/N)

200

100

0

09:00 12:00 15:00 18:00

Time.2 (bins)
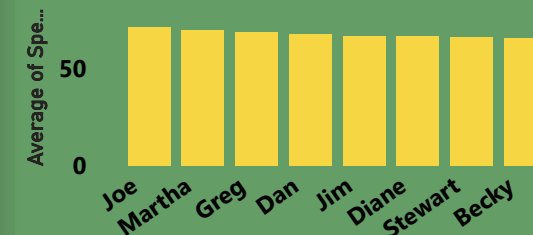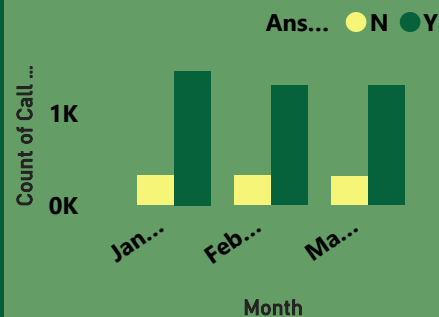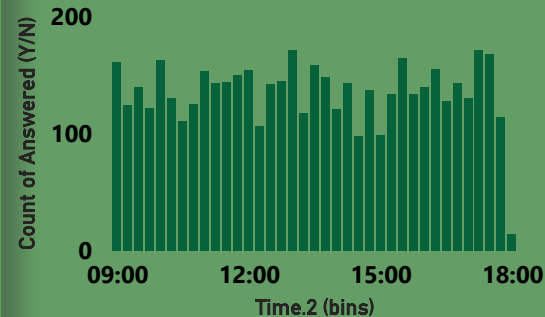
Avg call time of agent

avg

0.002

0.000

Dan Jim Greg Ste... Joe Mar... Becky

Agent

Avg speed of ans

50

0

09:00 12:00 15:00 18:00
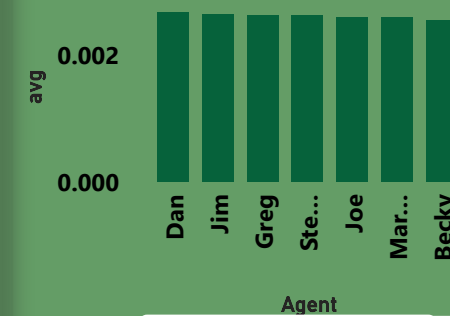
Time.2 (bins)
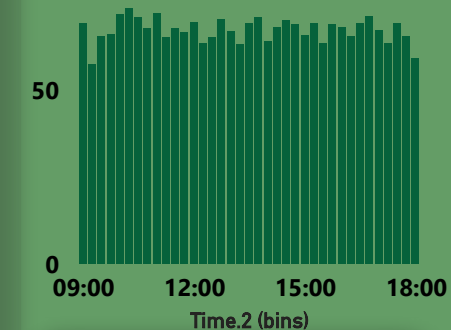
Agent	Count of Resolved	Count of Answered (Y/N)	Average of Speed of answer in seconds	Earliest AvgTalkDuratio
Becky	631	631	65.33	31 December 1899
Dan	633	633	67.28	31 December 1899
Diane	633	633	66.27	31 December 1899
Greg	624	624	68.44	31 December 1899
Jim	666	666	66.34	31 December 1899
Joe	593	593	70.99	31 December 1899
Martha	638	638	69.49	31 December 1899
Stewart	582	582	66.18	31 December 1899

Agent

☐ Select all
☐ Becky
☐ Dan
☐ Diane
☐ Greg
☐ Jim
☐ Joe
☐ Martha
☐ Stewart

Churn Dashboard

1869
Customers at risk

2173
# of Tech Tickets

885
# of Admin Tickets

$2.86M
Yearly Charges

$139.13K
Monthly Charges
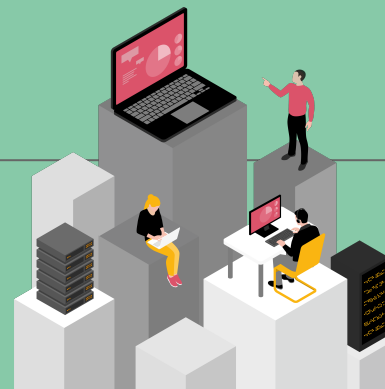
Demographics

- Female - Male

49.8%

50.2%

25% Senior-Citizen

36% Partner

17% Dependents

Subscription time

< 1 year	53%
< 2 years	17%
< 3 years	10%
< 4 years	8%
< 5 years	7%
< 6 years	5%

0%   50%
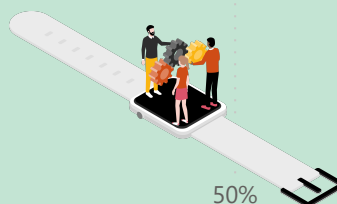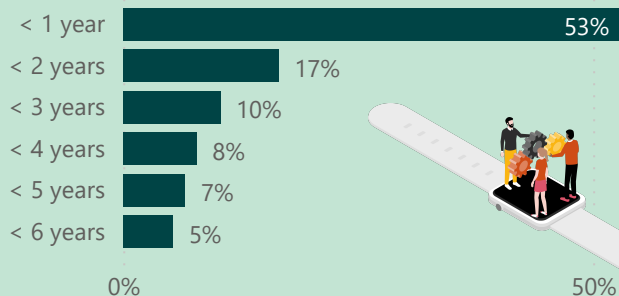
Customer account information

Payment method

Electronic check	57%
Mailed check	16%
Bank transfer (...	14%
Credit card (au...	12%
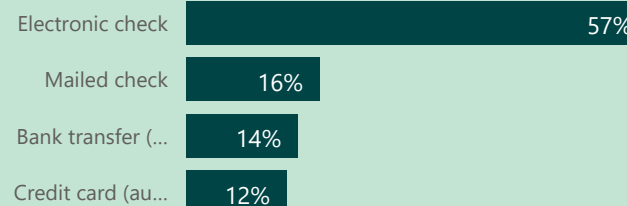
Paperless billing

25.09%

74.91%

- Yes - No
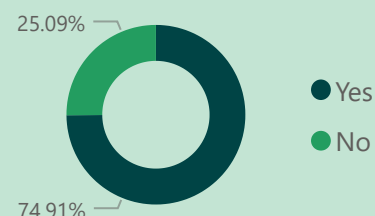
Average charges

$74.44 Monthly

$1,531.80 Total

Type of contract

Month-to-month	89%
One year	
Two year	

Services customers signed up for

91% Phone Service

Multiple Lines? → **49.97%** no   **50.03%** yes

44% Streaming TV

44% Streaming Movies

29% Device protection

28% Online Backup

17% Tech Support

16% Online Security

- Fiber optic - DSL - No

6%

25%

69%

pwc
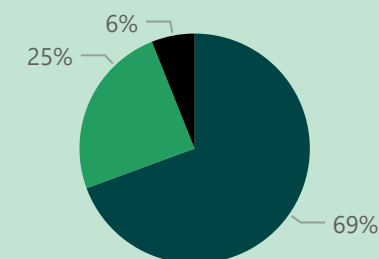
Customer Risk Analysis

pwc

Risk of churn
- [ ] No
- [ ] Yes

Internet service
- [ ] DSL
- [ ] Fiber optic
- [ ] No

Months subscribed
| 0 | 72 |

Contract type
- [ ] Month-to-month
- [ ] One year
- [ ] Two year

7043 Total customers

26.54% churn rate %
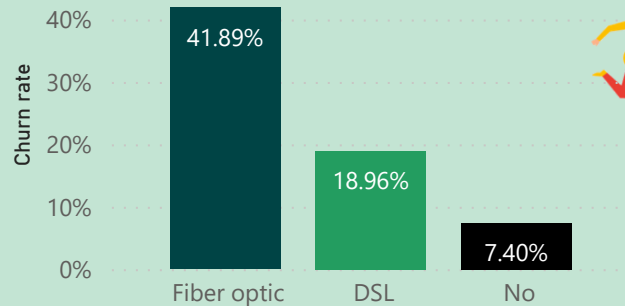
0 — 1869 churn — 7043
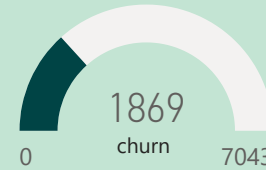
$16.06M Yearly Charges

2955 Tech Tickets

3632 Admin Tickets

Churn by type of internet service
- Fiber optic: 41.89%
- DSL: 18.96%
- No: 7.40%

(Churn rate axis: 0% – 40%)

of customers by internet service
- 3.1K
- 2.42K
- 1.53K
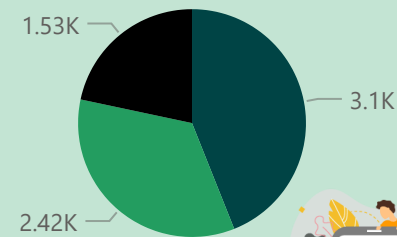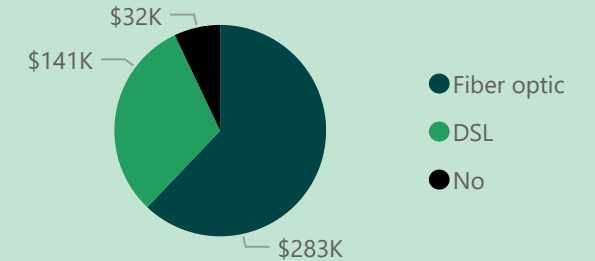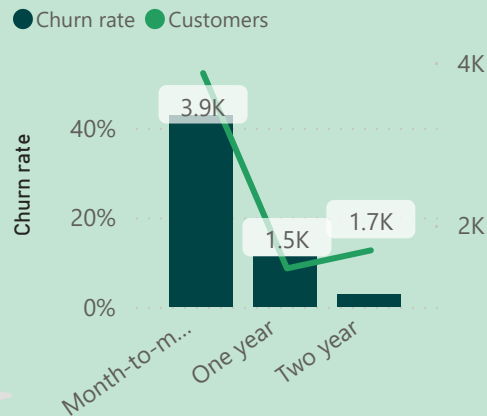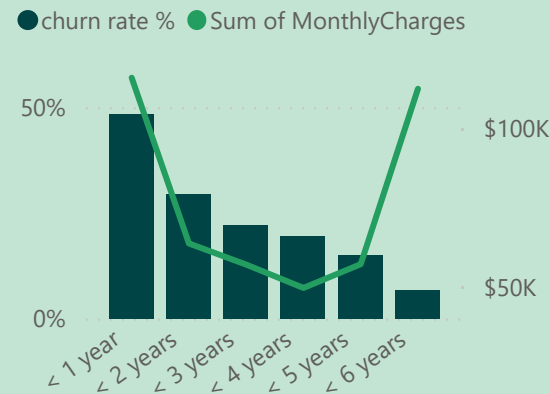
Sum of monthly charges
- $283K
- $141K
- $32K
- Fiber optic
- DSL
- No

Type of contract
- ● Churn rate ● Customers
- Month-to-m...: 3.9K
- One year: 1.5K
- Two year: 1.7K

(Churn rate axis: 0% – 40%; right axis 2K – 4K)

Years of contract
- ● churn rate % ● Sum of MonthlyCharges
- < 1 year, < 2 years, < 3 years, < 4 years, < 5 years, < 6 years

(Left axis 0% – 50%; right axis $50K – $100K)

Churn by payment method
- ● churn rate % ● Sum of MonthlyCharges
- Electro... check
- Mailed check
- Bank transfer (autom...
- Credit card (autom...

(Left axis 0% – 50%; right axis $100K – $200K)

Diversity & Inclusion

pwc
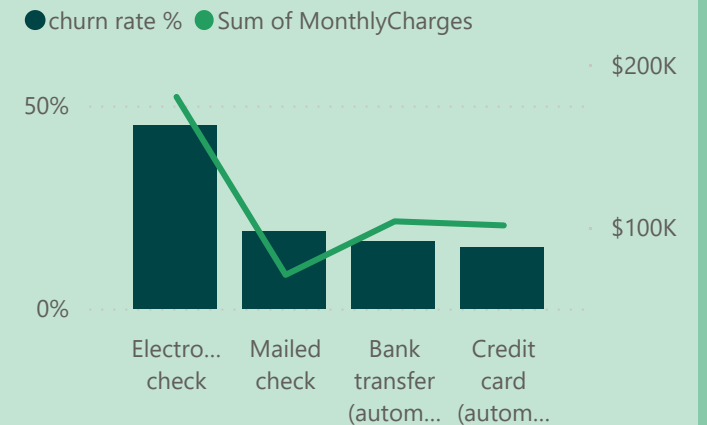
KPI1 HIRING

Gender ● Female ● Male

Job Level	Female	Male
6 - Junior Of...	53.43%	46.57%
5 - Senior Of...	46.67%	53.33%
4 - Manager	36.59%	63.41%
3 - Senior M...	17.86%	82.14%
2 - Director		86.49%
1 - Executive		87.50%

0%   50%   100%

Gender ● Female ● Male

- 6 - Junior...: 109
- 5 - Senior...: 49
- 4 - Mana...: 30 / 52
- 3 - Senior...: 10 / 46
- 2 - Director: 5 / 32
- 1 - Execut...: 2 / 14
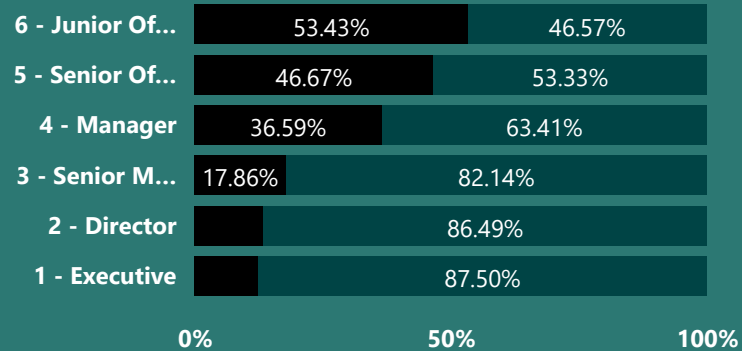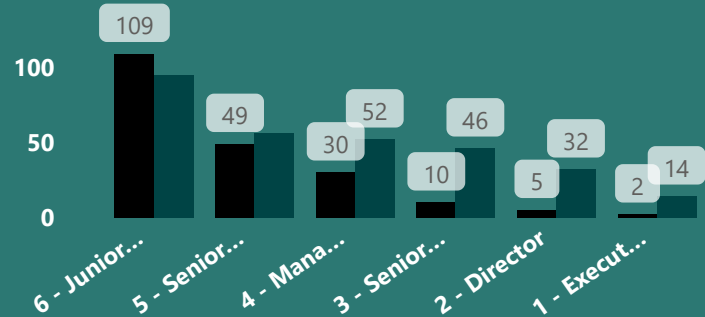
KPI2 PROMOTION

Gender ● Female ● Male

- 6 - Junior...: 91
- 5 - Senior...: 50
- 4 - Mana...: 25 / 54
- 3 - Senior...: 11 / 46
- (Blank): 21
- 2 - Director: 4 / 29
- 1 - Execut...: 3

Gender ● Female ● Male

- 2 - Director
- 5 - Senior O...
- 4 - Manager
- 3 - Senior M...
- 6 - Junior O...
- 1 - Executive

0   2
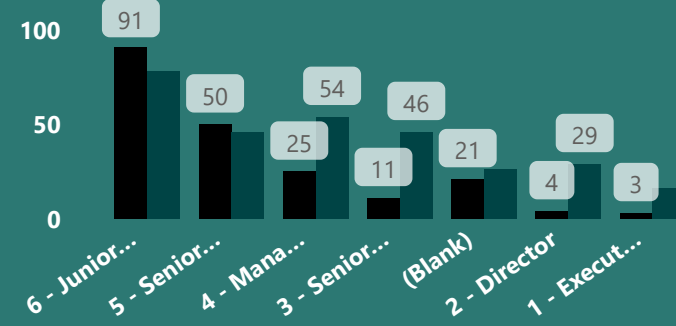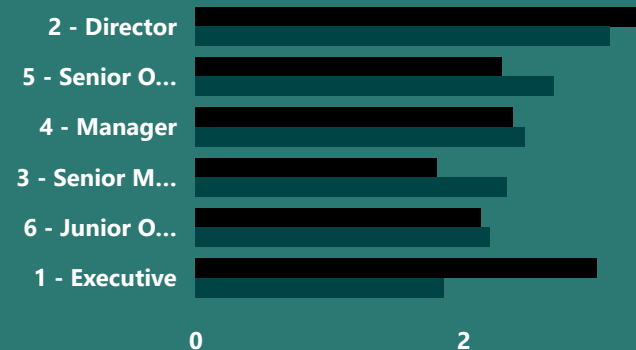
KPI3 TURNOVER RATE

FY20 leaver? ● No ● Yes

3.0
2.5
2.0

3 - Senior ...   6 - Junior ...   4 - Manager   5 - Senior ...   2 - Director   1 - Executi...

FY20 leaver? ● No ● Yes

4
3
2

6 - Junior Officer   2 - Direc...   3 - Senior Mana...   1 - Execu...   5 - Senior Officer   4 - Mana...

Diversity & Inclusion

pwc

👍 KPI4 PERFORMANCE RATING

Gender ⬤ Female ⬤ Male

	Female	Male
4	36.84%	63.16%
3	39.74%	60.26%
2	38.39%	61.61%
1	36.84%	63.16%

0%   50%   100%

FY19 Perfor... ⬤1 ⬤2 ⬤3 ⬤4

Male	32.34%	56.60%
Female	39.07%	56.29%

0%   50%   100%
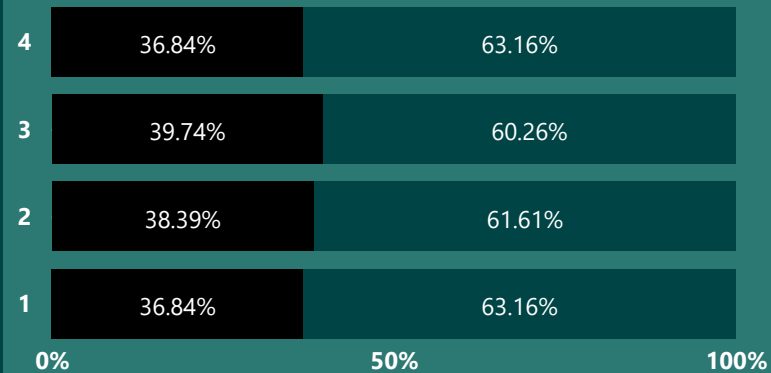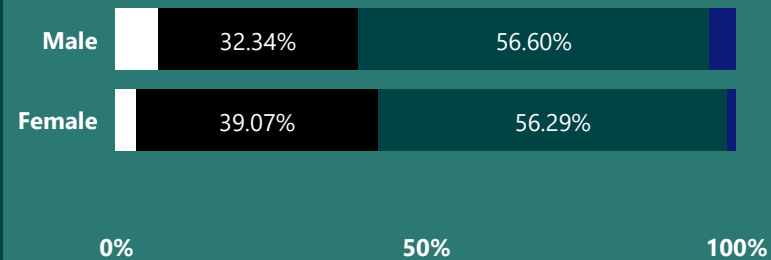
💰 KPI5 Executive Gender Balance

Executive split FY20   **Executive split FY21**

New Hires   **Promotions**

👥 KPI6 AGE GROUP

Age group	Value
20 to 29	215
30 to 39	161
40 to 49	64
16 to 19	
50 to 59	
60 to 69	

0   100   200
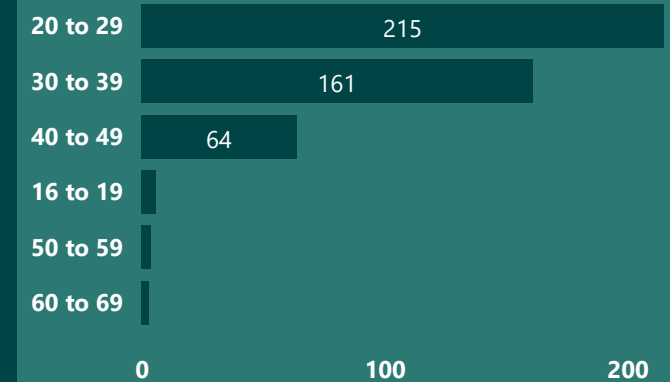
Age group ⬤16 to 19 ⬤20 to 29 ⬤30 to 39 ⬤40 to 49 ▷

100%

50%

0%

6 - Junior ...   5 - Senior ...   4 - Manager   3 - Senior ...   2 - Director   1 - Executive