

# MEDIA PLANET CALL CENTRE

## Analysis Report on 2021 Q1

### Introduction

At first glance, January's surge of nearly 1,800 calls (more than a third of the quarter) must have felt like drinking from a firehose. But it also reveals where customers' needs and the biggest opportunities lie. Agents are handling a solid 5,000 conversations across streaming glitches, payment questions and contract details, yet almost 3 in 10 callers still leave without answers.

### What Stood Out

#### 1. Peak Moments, Stretched Teams

- **January high-water mark:** 1,772 calls.
- **8 agents** balancing ~ 625 calls each over three months.
- **Recommendation:** *Make sure nobody's burning the midnight oil alone, consider January "surge squads" or short-term flex shifts.*

#### 2. Longer Chats, Deeper Issues

- Half of calls last 4-7 minutes; that is, **your streaming and tech-support customers are not here for small talk.**
- **Recommendation:** *Equip staff with quick-reference "cheat sheets" so that they can guide callers faster and with more confidence.*

#### 3. Almost 1,000 Queries in Every Bucket

- Streaming (1,022), Tech (1,019), Payments (1,007), Admin (976), Contracts (976).
- **Recommendation:** A little more specialized training or mini-workshops for each topic could turn the staff into superheroes.

#### 4. Resolution Gap

- **72%** get answers now, but **28%** leave puzzled.
- **Recommendation:** Celebrate first-call wins, then dig into why those other calls slipped through the cracks, sometimes even a 5-minute follow-up can turn frustration into loyalty.

## 5. Voices of Satisfaction

- 40% leave happy; 24% are neutral; 16% unhappy; and nearly 20% don't rate at all.
- **Recommendation:** A simpler, one-click survey (or a quick thank-you email asking "How'd we do?") will help hear more voices, especially from people who currently stay silent.

## Conclusion

Every chart and metric tells a story. A customer seeking a quick, friendly solution and an agent ready to deliver it. Tackling January's call surge with flexible staffing, empowering users through self-service for routine issues, and celebrating those "wow" moments when an agent resolves a problem on the spot leads to shorter wait times, more satisfied callers, and a noticeable jump in resolution rates.

Here's to turning these insights into impact and to an even stronger Q2.