Call Center Trends Analysis

pwc

5000
Total Calls

Filters

Agent
All

Topic
All

Answered (Y/N)
All

Month
All

Week Day
All

KPIs

CSAT	Calls Resolved	Calls Abandoned	Speed of Answer(S)	Call Duration(M)
68.07%	89.94%	18.92%	67.52	3.04

Agent Performance

Agent	Total Calls	Calls Answered	Calls Resolved	Speed of Answer ▼	CSAT
Joe	593	484	436	70.99	66.61%
Martha	638	514	461	69.49	69.42%
Greg	624	502	455	68.44	68.09%
Dan	633	523	471	67.28	68.95%
Jim	666	536	485	66.34	67.87%
Diane	633	501	452	66.27	68.10%
Stewart	582	477	424	66.18	68.01%
Becky	631	517	462	65.33	67.43%

Calls by Satisfaction Level

Not Served	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
946	417	396	1218	1180	843

Call Volume by Days

Mon	Tue	Wed	Thu	Fri	Sat	Sun
770	675	679	712	680	768	716

Call Volume by Hours

09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00
547	529	590	547	594	499	531	566	583	14
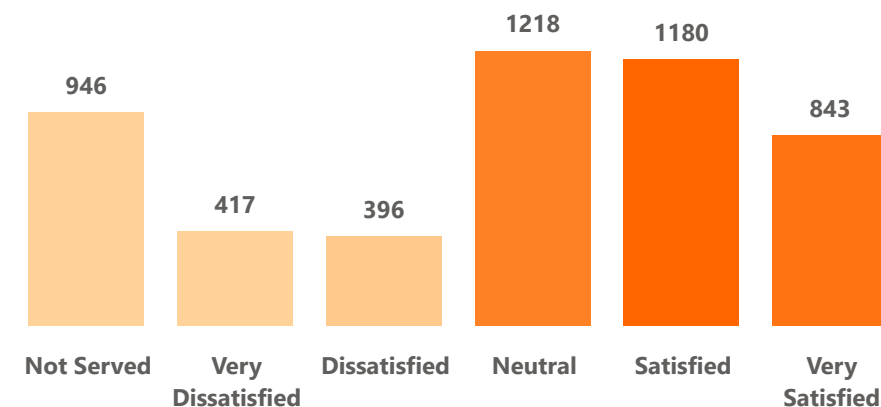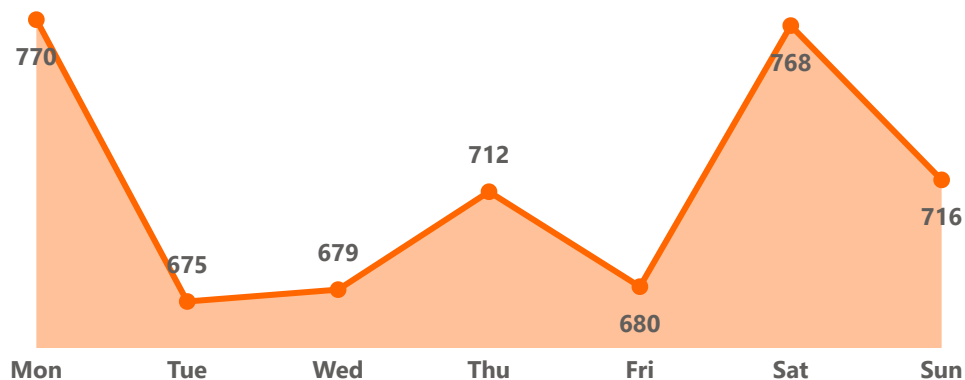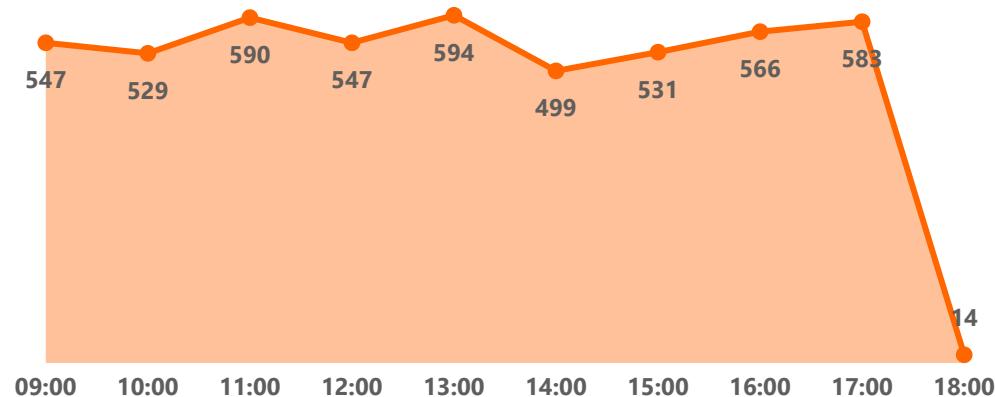
Customer Churn Analysis

7043	1869	26.54%	456.12K	16.06M	2955	3632
Total Customers	Churned Customers	Churn Rate	Monthly Charges	Total Charges	Tech Tickets	Admin Tickets

Demographic Insights

Gender Distribution

Female 49.52%
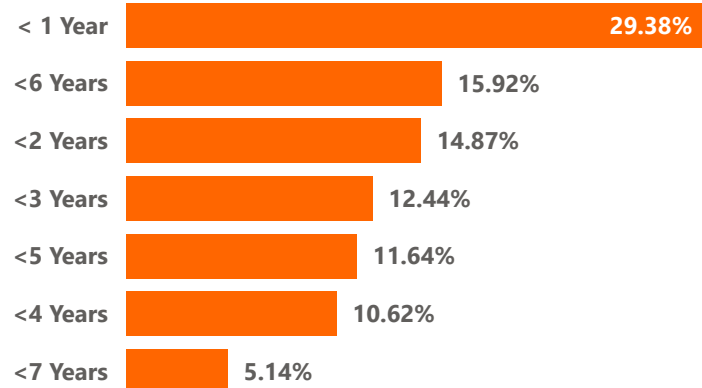Male 50.48%
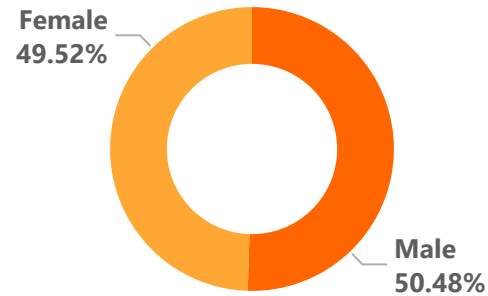
16.21% Senior Citizen
48.30% Partner
29.96% Dependents

Subscription Tenure

Tenure	%
< 1 Year	29.38%
<6 Years	15.92%
<2 Years	14.87%
<3 Years	12.44%
<5 Years	11.64%
<4 Years	10.62%
<7 Years	5.14%

Account Insights

Payment Method

Method	%
Electronic check	33.58%
Mailed check	22.89%
Bank transfer (automatic)	21.92%
Credit card (automatic)	21.61%
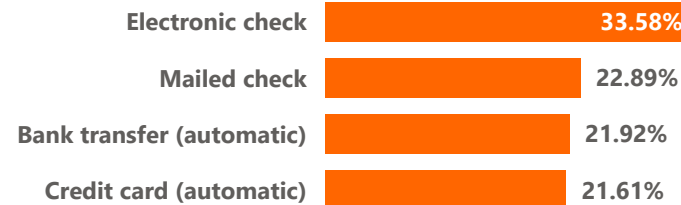
Paperless Billing

No 40.78%
Yes 59.22%
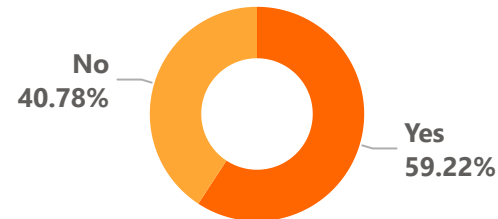
Average Charges

64.76 Monthly
2,283.30 Total

Contract Type

Type	%
Month-to-month	55.02%
Two year	24.07%
One year	20.91%

Service Insights

Multiple Lines

No phone se... 9.68%
No 48.13%
Yes 42.18%
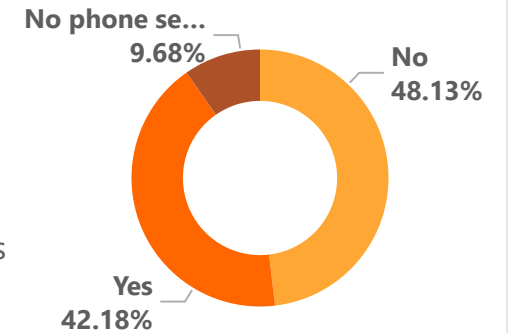
90.32% Phone Service
38.79% Streaming Movies
38.44% Streaming Tv
34.39% Device Protection
34.49% Online Backup
29.02% Tech Support
28.67% Online Security

Internet Service Type

Type	%
Fiber optic	43.96%
DSL	34.37%
No	21.67%

Customer Risk Analysis

pwc
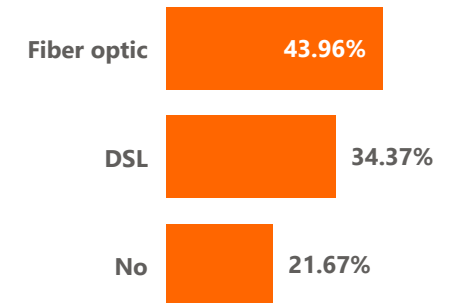
Churn
All

InternetService
All

Contract
All

Tenure Month
0 | 72

7043
Total Customers

26.54%
Churn Rate

1869
0 | 7043

16.06M
Yearly Charges

3632
Admin Tickets

2955
Tech Tickets

Churn Rate by InternetService

- Fiber optic: 41.89%
- DSL: 18.96%
- No: 7.40%
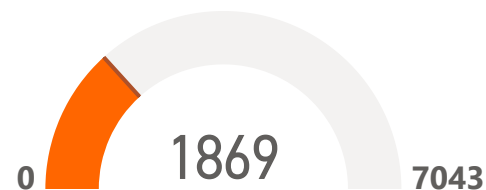
Total Customers by InternetService

- Fiber optic 43.96%
- DSL 34.37%
- No 21.67%

Monthly Charges by InternetService
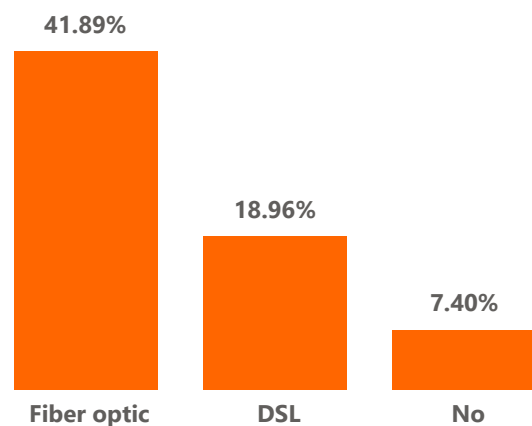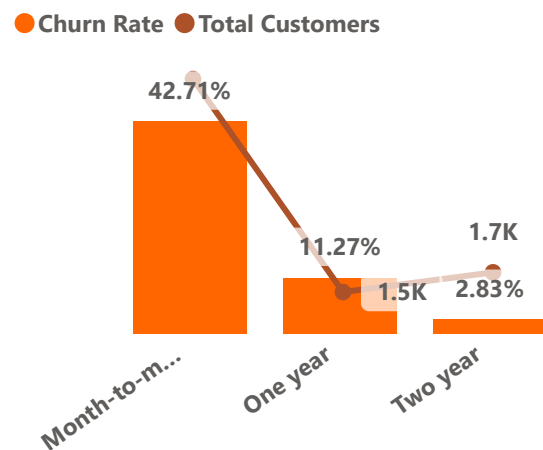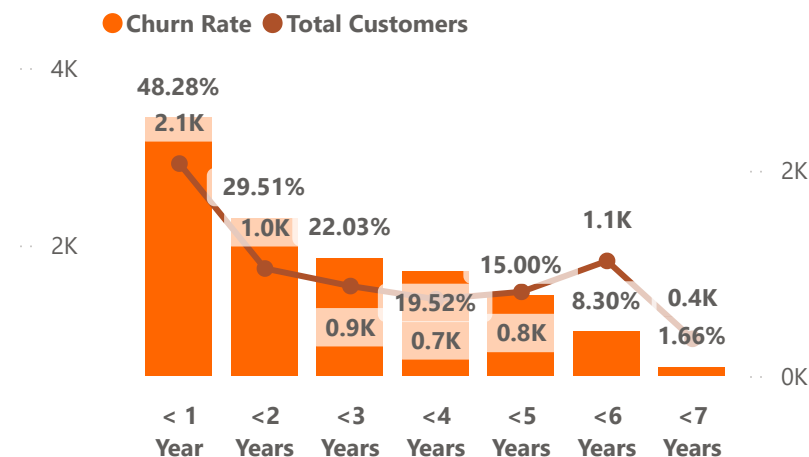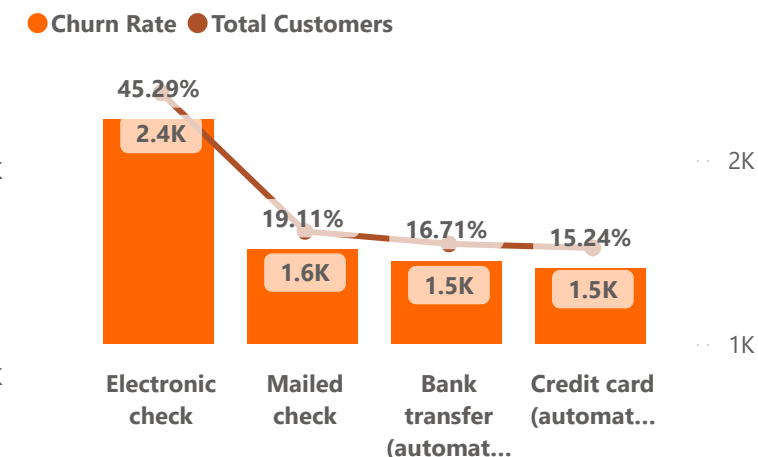
- Fiber optic 62.11%
- DSL 30.84%
- No 7.05%

Type of Contract

● Churn Rate ● Total Customers

- Month-to-m...: 42.71%
- One year: 11.27%, 1.5K
- Two year: 1.7K, 2.83%

Years of Contract

● Churn Rate ● Total Customers

- < 1 Year: 48.28%, 2.1K
- < 2 Years: 29.51%, 1.0K
- < 3 Years: 22.03%, 0.9K
- < 4 Years: 19.52%, 0.7K
- < 5 Years: 15.00%, 0.8K
- < 6 Years: 8.30%, 1.1K
- < 7 Years: 1.66%, 0.4K

Churn Payment Method

● Churn Rate ● Total Customers

- Electronic check: 45.29%, 2.4K
- Mailed check: 19.11%, 1.6K
- Bank transfer (automat...): 16.71%, 1.5K
- Credit card (automat...): 15.24%, 1.5K

Diversity and Inclusion(1)

KPI 1- Hiring

● Female ● Male

Job Level	Female	Male
1 - Executive		87.50%
2 - Director		86.49%
3 - Senior Manager	17.86%	82.14%
4 - Manager	36.59%	63.41%
5 - Senior Officer	46.67%	53.33%
6 - Junior Officer	53.43%	46.57%
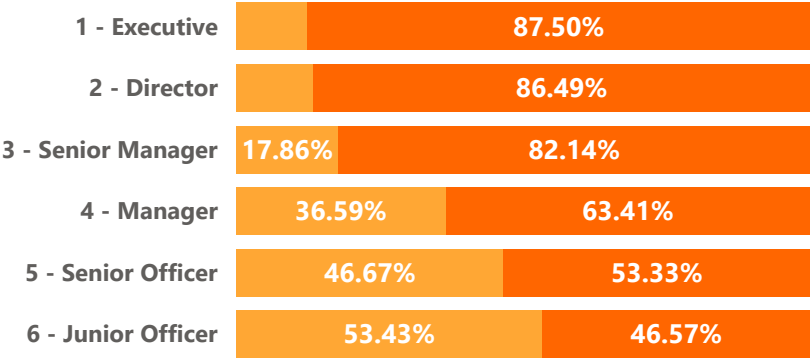
59% % Male   **41%** % Female

● Female ● Male ● % Female

Job Level	Female	Male	%
1 - Execu...	2	14	
2 - Direc...	5	32	
3 - Senior Mana...	10	46	
4 - Mana...	30	52	
5 - Senior Officer	49	56	
6 - Junior Officer	109	95	
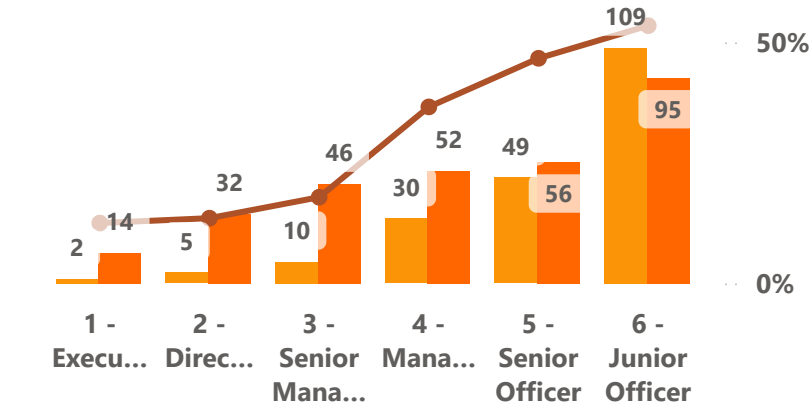
KPI 2 - Promotions (FY21)

● Female ● Male ● % Female

Job Level	Female	Male
1 - Execu...	3	16
2 - Direc...	4	29
3 - Senior Mana...	11	46
4 - Mana...	25	54
5 - Senior Officer	50	
6 - Junior Officer	91	78
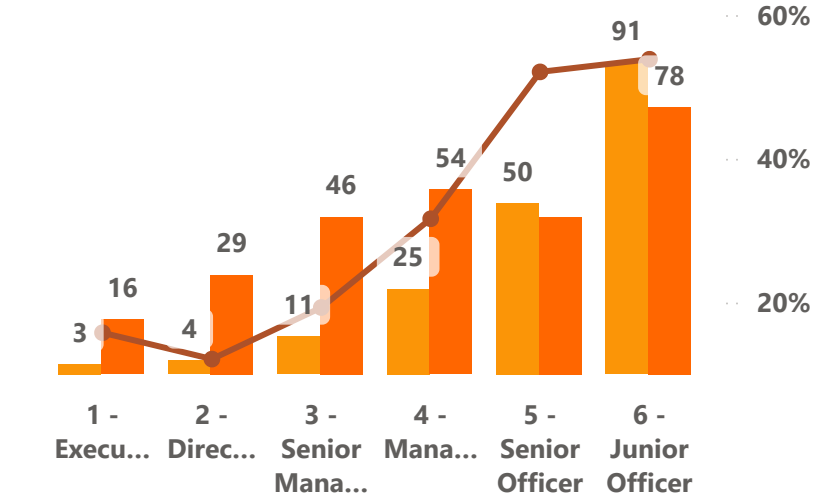
Avg Tenure of Employees Promoted in FY21

● Female ● Male

Job Level	Female	Male
1 - Executive	4.00	2.38
2 - Director	2.50	2.90
3 - Senior Manager	2.18	2.33
4 - Manager	2.28	2.39
5 - Senior Officer	2.24	2.30
6 - Junior Officer	1.97	2.09
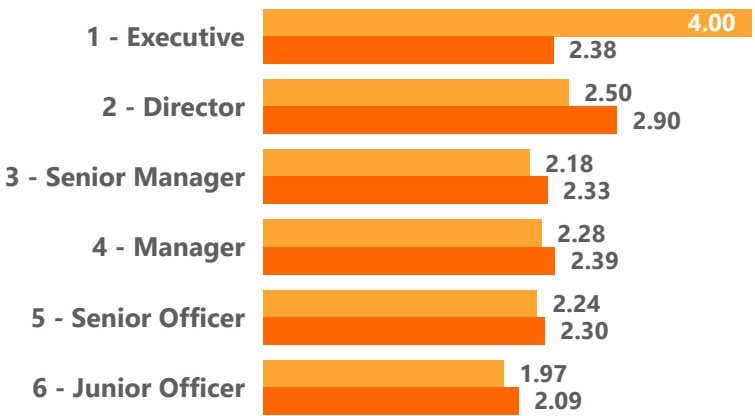
KPI 3 - Turnover Rate

Avg Performace Rating Leavers vs Non Leavers

8.81% Male

FY20 leaver? ● No ● Yes

Job Level	No	Yes
1 - Execu...	3.00	3.00
2 - Director	2.52	3.67
3 - Senior Mana...	2.43	3.25
4 - Mana...	2.39	3.00
5 - Senior Officer	2.41	3.00
6 - Junior Officer	2.89	2.77

Avg Performace Rating Leavers vs Non Leavers

10.24% Female

FY20 leaver? ● No ● Yes

Job Level	No	Yes
1 - Execu...	2.00	
2 - Director	2.33	3.00
3 - Senior Mana...	2.67	
4 - Mana...	2.65	2.50
5 - Senior Officer	2.32	2.75
6 - Junior Officer	2.59	3.00
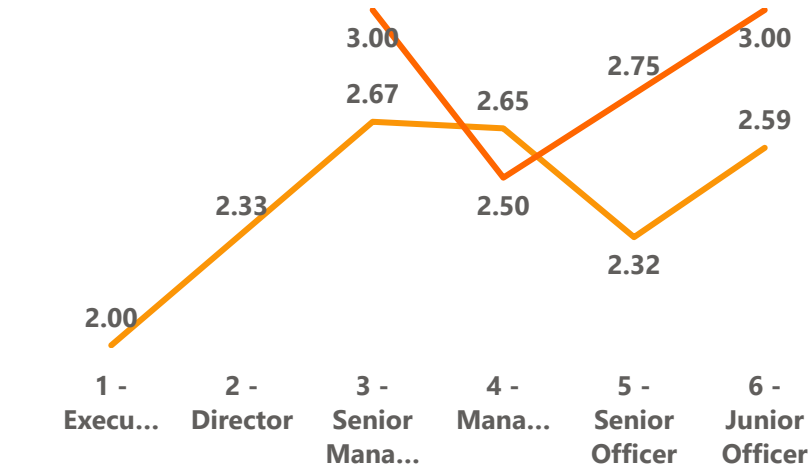
Diversity and Inclusion(2)

KPI 4 - Performance Rating

● Female ● Male

Rating	Female	Male
4	36.84%	63.16%
3	39.74%	60.26%
2	38.39%	61.61%
1	36.84%	63.16%
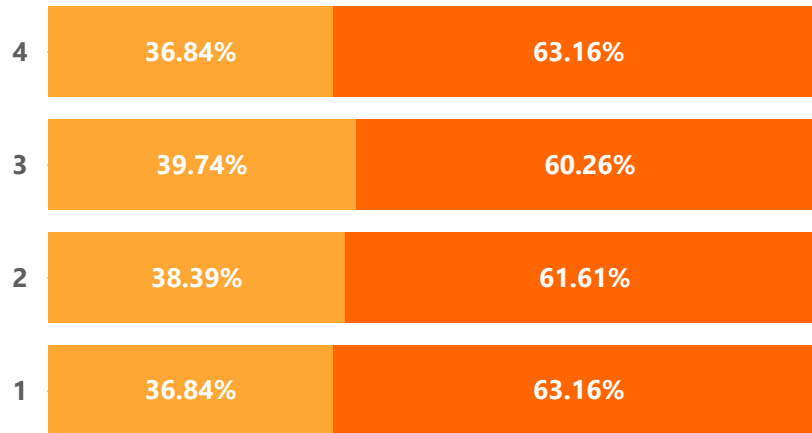
2.41
Avg Rating Male

2.42
Avg Rating Female

Perf. Rating ●1 ●2 ●3 ●4

Male	54.55%	35.97%
Female	53.75%	37.50%

0%   50%   100%
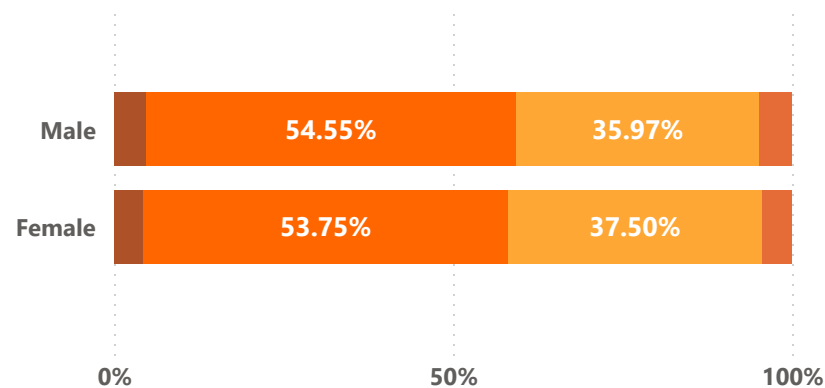
KPI 5 - Executive Gender Balance

Executive Split (FY20)
● Male ● Female

Female 12.5%
Male 87.5%

Executive Split (FY21)
● Male ● Female

Female 15.79%
Male 84.21%
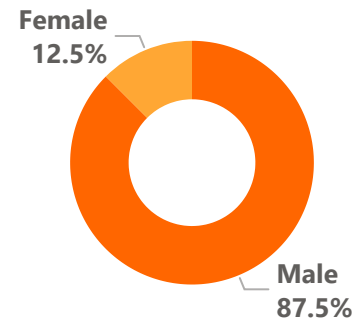
Executive Hires(FY20)
● Male

Male 100%
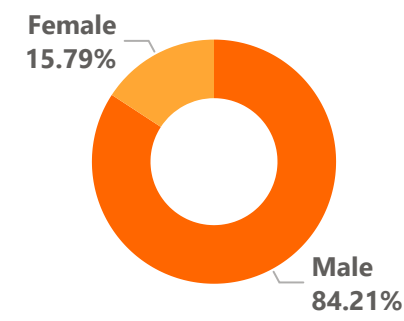
Promotion to Executive (FY20)
● Male

Male 100%
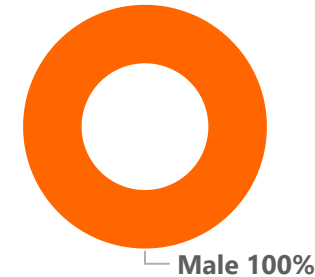
KPI 6 - Age Group

Employees by Age group FY20

Age group	Count
50 to 59	4
40 to 49	37
30 to 39	59
20 to 29	103
16 to 19	2
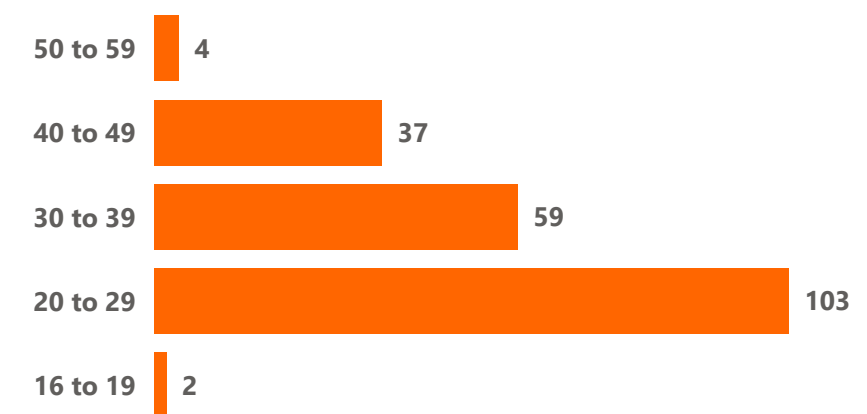
● 16 to 19 ● 20 to 29 ● 30 to 39 ● 40 to 49 ● 50 to 59 ● 60 to 69

Job Level	Values
1 - Execu...	12.50%, 12.50%, 62.50%, 12.50%
2 - Direc...	55.17%, 37.93%
3 - Senior Mana...	26.09%, 73.91%
4 - Mana...	98.15%
5 - Senior Officer	13.04%, 86.96%
6 - Junior Officer	93.59%