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Contact Center Analytics

A Comprehensive Case Study on Performance Optimization

<\!-- Executive Summary -->

Executive Summary

This case study analyzes the performance of a contact center with 45 agents across 5 teams over a three-month period from January to March 2024. Using advanced analytics and visualization techniques, we identify key trends, performance drivers, and opportunities for improvement.



Agents

45



Teams

5

Period

3 mo

Improvement

12%

<\!-- Background and Context -->

Background and Context

This contact center handles a diverse range of customer interactions across multiple channels including voice, chat, email, and self-service options. The operation faces several challenges common in the industry:

- Balancing efficiency metrics with customer satisfaction
- Optimizing workforce scheduling and adherence
- Maintaining consistent quality across different teams and agents
- Reducing handle times while preserving first contact resolution rates
- Implementing effective coaching strategies for underperforming agents

The management team commissioned this analytics project to identify trends, benchmark performance, and develop data-driven strategies for improvement. Key performance indicators (KPIs) were identified and tracked over the three-month period:

Efficiency Metrics

- **Adherence Rate:** Percentage of time agents follow their scheduled activities
- **Occupancy Rate:** Percentage of logged-in time spent handling customers
- **Average Handle Time (AHT):** Average duration of customer interactions
- **After-Call Work (ACW):** Time spent on post-interaction tasks

Quality & Customer Metrics

- **Quality Score:** Evaluation of agent performance against standards
- **Customer Satisfaction (CSAT):** Rating from 1-5 of customer experience
- **First Contact Resolution (FCR):** Percentage of issues resolved in first interaction
- **Net Promoter Score (NPS):** Likelihood of customers to recommend service

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