Contact Center Analytics

A Comprehensive Case Study on Performance Optimization

<\!-- Executive Summary -->

Executive Summary

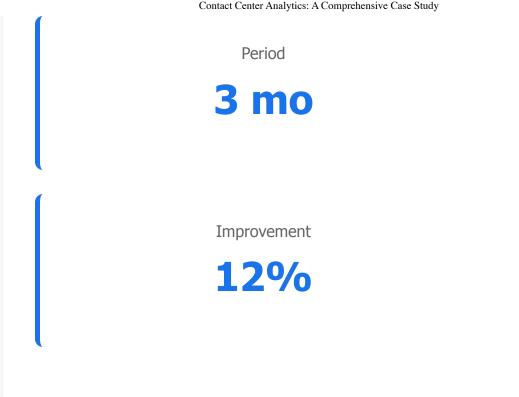
This case study analyzes the performance of a contact center with 45 agents across 5 teams over a three-month period from January to March 2024. Using advanced analytics and visualization techniques, we identify key trends, performance drivers, and opportunities for improvement.

Agents

Teams

5

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<\!-- 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 datadriven strategies for improvement. Key performance indicators (KPIs) were identified and tracked over the three-month period:

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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 postinteraction 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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