**ABC Call Volume Trend Analysis Report**

[**WORK\_FILE\_ABC\_calling.xlsx**](WORK_FILE_ABC_calling.xlsx)

**Project Description:**

“ The objective of this project is to analyse the call volume data of ABC Insurance Company's customer support team and derive valuable insights from it. By understanding the trends in call volume, we aim to optimize manpower allocation and reduce the abandon rate to enhance the overall customer experience.

**Approach:**

To achieve our goals, we followed a systematic approach:

* Data “ Collection: We obtained the dataset containing information about inbound calls received by the CX team of ABC Insurance Company.
* Data Analysis: Using Microsoft Excel 2022, we analysed the data to calculate the average call duration, visualize the call volume against time buckets, and propose manpower planning strategies.

**Tech-Stack Used:**

Microsoft Excel was utilized for data analysis due to its versatility in handling “ and processing large datasets.

**TASKS** [**WORK\_FILE\_ABC\_calling.xlsx**](WORK_FILE_ABC_calling.xlsx)

1. **Average Call Duration:** Determine the average duration of all incoming calls received by agents. This should be calculated for each time bucket.

**Your Task:** What is the average duration of calls for each time bucket?

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1. **Call Volume Analysis:** Visualize the total number of calls received. This should be represented as a graph or chart showing the number of calls against time. Time should be represented in buckets (e.g., 1-2, 2-3, etc.).

**Your Task:** Can you create a chart or graph that shows the number of calls received in each time bucket?

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1. **Manpower Planning:** The current rate of abandoned calls is approximately 30%. Propose a plan for manpower allocation during each time bucket (from 9 am to 9 pm) to reduce the abandon rate to 10%. In other words, you need to calculate the minimum number of agents required in each time bucket to ensure that at least 90 out of 100 calls are answered.

**Your Task:** What is the minimum number of agents required in each time bucket to reduce the abandon rate to 10%?

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1. **Night Shift Manpower Planning:** Customers also call ABC Insurance Company at night but don't get an answer because there are no agents available. This creates a poor customer experience. Assume that for every 100 calls that customers make between 9 am and 9 pm, they also make 30 calls at night between 9 pm and 9 am. The distribution of these 30 calls is as follows:

**Your Task:** Propose a manpower plan for each time bucket throughout the day, keeping the maximum abandon rate at 10%.

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**Insights:**

During the course of our analysis, we gained the following insights:

* The “ average call duration varied across different time buckets, indicating potential patterns in customer behaviour and call complexity.
* The call volume exhibited fluctuations throughout the day, with certain time periods experiencing higher call volumes than others.
* Manpower allocation played a crucial role in managing the abandon rate, and we identified the minimum number of agents required in each time bucket to achieve a 10% abandon rate.
* The night shift manpower plan aimed to address poor customer experience during off-hours, considering the additional call volume during this “ period.

**Results:**

Through “ this project, we successfully determined the average call duration for each time bucket, created visualizations of the call volume trends, and proposed manpower plans for reducing the abandon rate during different time periods. These insights will aid ABC Insurance Company in optimizing its customer support operations and enhancing overall customer “ satisfaction.

Drive Link:

https://docs.google.com/spreadsheets/d/1EyGwpLbSCckkh37ZYthBUU8M9lBmtJvP/edit?usp=sharing&ouid=103831437969108080311&rtpof=true&sd=true