Call Center Dashboard Analysis Report

# 1. Overview

The analysis is based on 500 call records, examining performance across call volumes, issue types, durations, customer satisfaction, escalation rates, and agent efficiency. The goal is to provide insights that enhance operational efficiency, customer experience, and long-term call center effectiveness.

# 2. Objective

- Identify trends in call volumes and issue types.  
- Evaluate resolution effectiveness and escalation patterns.  
- Measure customer satisfaction levels (CSAT).  
- Assess agent performance.  
- Provide strategic recommendations for short- and long-term improvement.

# 3. Core Insights

- Call Volumes: Payment (115) and Service Requests (108) dominate (~45% of calls).  
- Call Duration: Complaints take longest (30.4 mins); Account Info is shortest (27.7 mins).  
- Resolution Rates: Only 33.6% resolved; 35.8% unresolved; 30.6% escalated.  
- Customer Satisfaction: Average CSAT = 3 (moderate satisfaction).  
- Agent Performance: Top agents (Antonio Johnson, Bruce Carey) achieve higher CSAT, others struggle.  
- Workload Patterns: 72% of calls occur on weekdays → staffing imbalance.

# 4. Problems Identified

1. High unresolved & escalated calls reduce customer trust.  
2. Payment-related issues dominate, showing weak self-service/payment processes.  
3. Complaint handling times are too long.  
4. CSAT stagnates at 3/5, showing customers are only moderately satisfied.  
5. Agent performance varies widely.

# 5. Strategic Recommendations

## Short-Term (0–6 months)

- Improve First Call Resolution (FCR) with better scripts/knowledge base.  
- Reduce payment-related calls by strengthening self-service options.  
- Train weaker agents using top performers’ methods.  
- Introduce stricter escalation protocols.

## Long-Term (6–18 months)

- Deploy AI chatbots/automation for repetitive issues.  
- Launch customer feedback loop (surveys + sentiment analysis).  
- Redesign staffing model to align with weekday peak demand.  
- Conduct root-cause analysis for recurring complaints.  
- Create CSAT-linked incentive programs for agents.

# 6. Conclusion

The call center handles significant volume but struggles with unresolved cases, lengthy complaint handling, and stagnant CSAT. By combining short-term process fixes with long-term structural improvements, the center can enhance customer satisfaction, improve efficiency, and build a more resilient support framework.

# Appendix – Methodology (SQL-Backed Analysis)

This report is backed by SQL queries executed on the call center dataset, which extracted the KPIs later visualized in Power BI.  
  
Examples of SQL logic used:  
- Total Calls: SELECT COUNT(\*) FROM call center dataset;  
- Average Duration: SELECT AVG(duration) FROM call center dataset;  
- Calls by Issue: SELECT issue\_type, COUNT(\*) FROM call center dataset GROUP BY issue\_type;  
- Escalations vs Resolved: SELECT status, COUNT(\*) FROM call center dataset GROUP BY status;  
- Weekday vs Weekend Calls: Query using DAYOFWEEK() function;  
- CSAT Analysis: SELECT agent, AVG(csat\_score) FROM call center dataset GROUP BY agent;  
  
These SQL queries formed the foundation of the dashboard, ensuring that every insight and recommendation is data-driven, verifiable, and replicable.