

Problem Statement

Task 1: Call Centre Trends

Here is your task

It's omnipresent: telecom marketing. Better price here. Better service there. Best for small businesses here. Best for young urbanites there. But what do customers really want? Our client, a big telecom company needs to know. This email just arrived for you:



Hi Digital Accelerator,

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,
Claire

Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

Possible KPIs include (to get you started, but not limited to):

- Overall customer satisfaction
- Overall calls answered/abandoned
- Calls by time
- Average speed of answer
- Agent's performance quadrant -> average handle time (talk duration) vs calls answered

Here is the background information on your task

- A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.
- In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:
- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management
- The Retentions Manager has provided some information in the resources.

Task 2: Customer Retention

Here is your task

Your colleague, the engagement partner, asks you to do the following tasks:

1. Define proper KPIs
2. Create a dashboard for the retention manager reflecting the KPIs
3. Write a short email to him (the engagement partner) explaining your findings, and include suggestions as to what needs to be changed

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PhoneNow inputs

PhoneNow: Inputs for PowerBI request

Janet (PhoneNow)

To You

Reply

Reply All

Forward

Hi Digital Accelerator,

I'm Janet, Retention Manager here at PhoneNow. Before you start working on our dashboard, let me provide you with some inputs

- Customers who left within the last month
- Services each customer has signed up for: phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies
- Customer account information: how long as a customer, contract, payment method, paperless billing, monthly charges, total charges and number of tickets opened in the categories administrative and technical
- Demographic info about customers – gender, age range, and if they have partners and dependents

Looking forward to hearing from you.

Best regards,
Janet

Virtual Case Experience PowerBI
PwC

