Analysis of Telecom Call Centre's Data

Introduction

This report covers an analysis of call data from call center. The aim was to track the process and performance of agents.

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Overview of Call Data

- **Total no of calls received**: 5000
- **Call Topics with count of call received**:
    - Technical Support: 1019
    - Streaming: 1022
    - Payment related: 1007
    - Contract related: 976
    - Admin Support: 976

Key Findings

- Out of the total calls received, **4054 were answered**, with a total of **3646 calls resolved**.
- The **average call satisfaction rating** was **3.4/5**, which is below the ideal/recommended call satisfaction rate of **4.5**.
- The **average speed of answer by an agent** was **54.75 seconds**.
- There were several unanswered calls across different topics, with Technical Support contributing the most with **214 unanswered calls**.

Detailed Breakdown by Topic

Topic	# Calls Unanswered	# Calls Resolved
Technical Support	214	736
Streaming	175	749
Payment related	189	729
Contract related	187	729
Admin Support	181	723

Altamash Bagwan

Call Resolution Details

The call resolution rate by agents varied from **88% to 91%,** which is below the ideal/recommended benchmark of call resolution rate of **95%.**

Implications and Recommendations

Given these findings, there are several areas where performance can be improved:

1. **Improve Call Satisfaction**: With an average rating of 3.4/5, there is room for improvement in customer satisfaction. Training programs focusing on customer handling and problem-solving can be beneficial.
2. **Reduce Unanswered Calls**: The number of unanswered calls, especially in Technical Support, is a concern. Allocating more resources or improving efficiency in these areas could help reduce the number of unanswered calls.
3. **Increase Call Resolution Rate**: The call resolution rate is below the ideal benchmark. Strategies to improve this could include additional training for agents or reviewing the current processes for potential inefficiencies.