

Project Number IV

# Customer Service Satisfaction Analysis

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# EXECUTIVE SUMMARY

## OVERVIEW

This report analyses customer service satisfaction data from an e-commerce platform with 85,000+ service records. Using CSAT scores and support metrics, key patterns impacting satisfaction are identified.

## OBJECTIVES

To identify:

1. Primary drivers of low and high CSAT scores
2. Top and bottom performers
3. Processes Reducing Satisfaction





# DATA OVERVIEW

## KEY FIELDS

- a. CSAT Score (1-5)
- b. Agent Name, Supervisor, Manager
- c. Channel Name
- d. Shift
- e. Issue Reported/Resolved
- f. Category and Sub-Category
- g. Customer Remarks

**TOTAL RECORDS: 85,908**

**TIME PERIOD: ONE-MONTH SNAPSHOT**

# ROOT CAUSE ANALYSIS

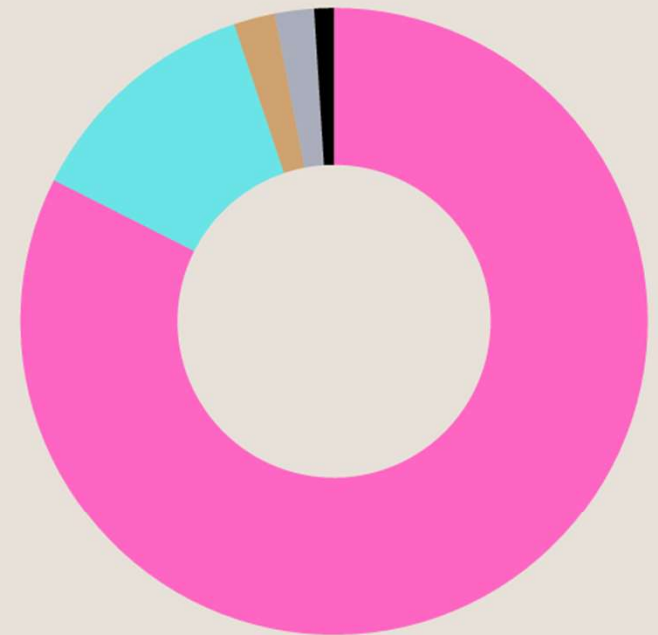
Issue Identified	Root Cause Hypothesis	Supporting Data/ Observation
Low CSAT in Product Queries category	Complex resolution policy, repeat calls	Higher ticket durations and more remarks in this category
Poor Morning Shift performance	Understaffed or less experienced agents	Lower average CSAT
Lower CSAT Score from Managers	Lack of feedback loops or skill gaps	Wide CSAT variance between managers



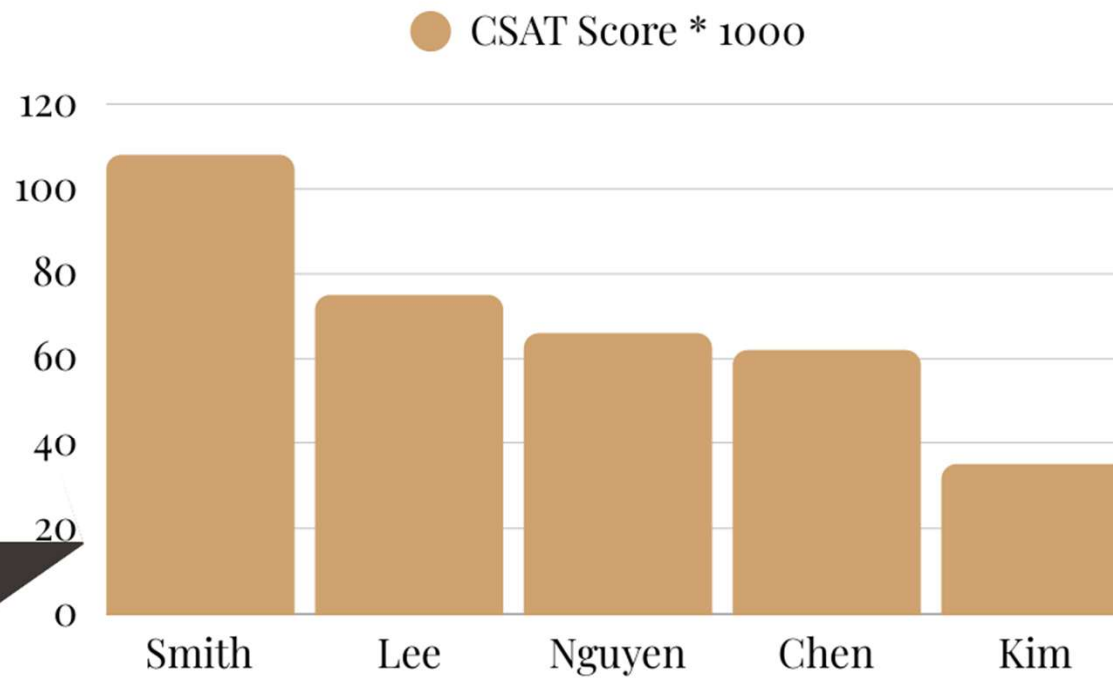
# % CSAT SCORE

5 4 3 2 1

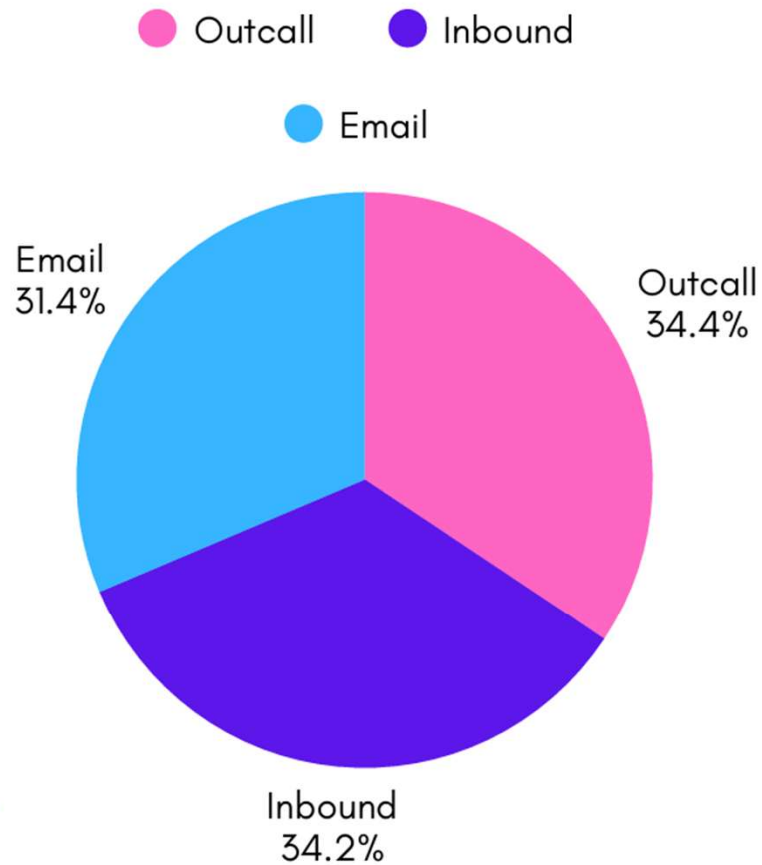
5: 81.79%  
4: 12.31%  
3: 2.11%  
2: 2%  
1: 1%



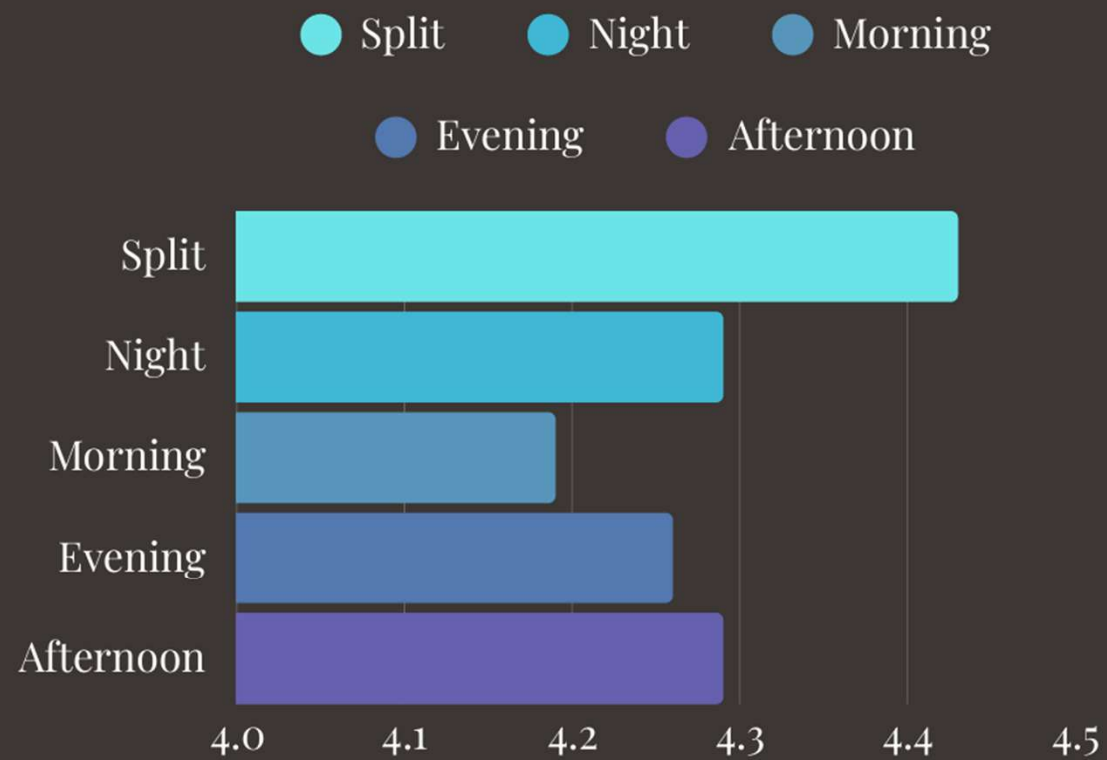
# CSAT SCORE BY MANAGER



# CSAT SCORE BY CHANNEL



# CSAT SCORE BY SHIFT







# RECOMMENDATIONS

## MANAGER TRAINING

Prioritize support skill workshops for categories with low CSAT

## SHIFT SCHEDULE OPTIMIZATION

Re-balance agent distribution between morning and evening based on performance

## MENTORING FROM TOP PERFORMERS


Use high-performing agents as internal trainers or assign difficult tickets to them

## MONITOR HIGH-RISK CATEGORIES WEEKLY

Track “Negative Sentiment” causes by category and escalate to supervisors

## TARGETED PROCESS REDESIGN

Simplify the product queries and cancellation process – backed by feedback





# CONCLUSION

Customer satisfaction data is powerful compass. By combining quantitative KPIs with performance metrics, this project reveals who is delighting the customers, where teams struggle, and how to drive a consistent, high-quality customer experience.

The background of the slide is a photograph of a city skyline at sunset. The sky is filled with orange and yellow clouds, and the city buildings are silhouetted against the bright light. A dark, semi-transparent overlay covers the middle section of the image, providing a space for text. The word 'REFLECTION' is written in large, white, sans-serif capital letters on the left side of this overlay. Below it, two paragraphs of text are written in a smaller, white, sans-serif font. On the right side of the dark overlay, the date '13th July, 2025' is written in a white, sans-serif font. The bottom of the slide shows a continuation of the city skyline, with various buildings and structures visible.

# REFLECTION

This project was a deep dive into one of the most critical areas of any customer-centric business – service quality and satisfaction. Working with a large real-world dataset of over 85,000 entries taught me how messy, layered, and complex service data can be.

This project also reminded me that data is only useful if it leads to action. That's why my recommendations focused not just on performance reporting but also on what business teams can do with the insights. I feel more confident now in designing analysis that is not only technically sound but also business-relevant.

13th July, 2025