

Milestone-1

Data Analysis using Excel

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Service Level Agreement (SLA) Performance Across Locations

Actionable Insights:

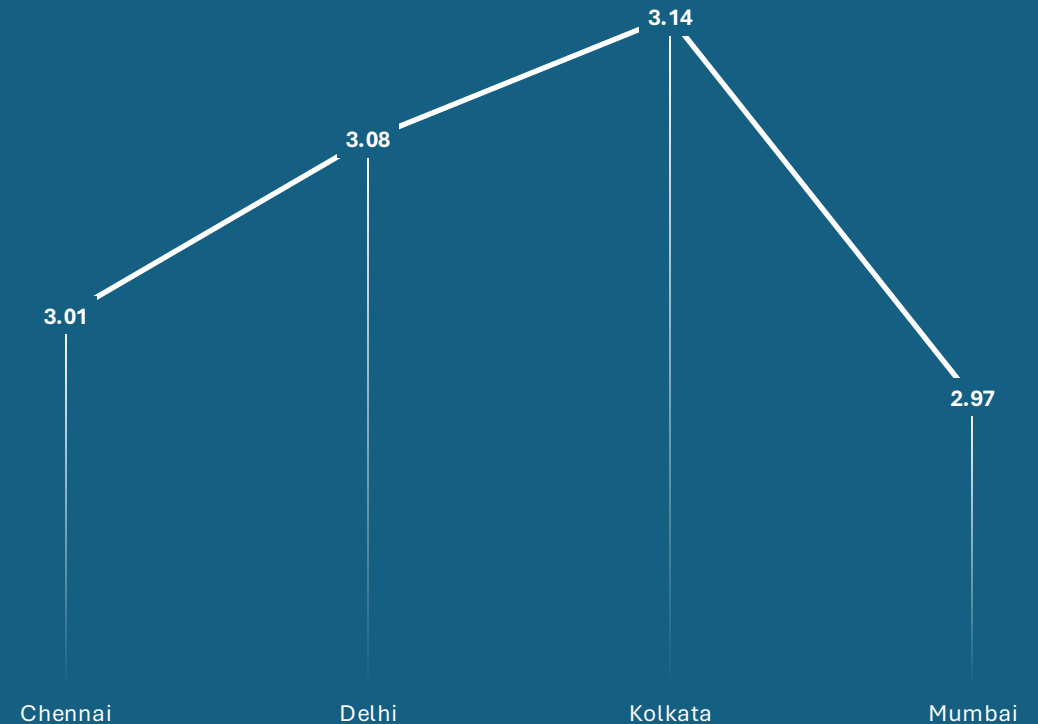
- **Investigate Mumbai's SLA breaches** – Identify key reasons (high call volume, staffing issues, process inefficiencies).
- **Replicate Kolkata's best practices** – Study their process efficiency and apply learnings to other centres.
- **Monitor SLA trends over time** – Ensure a continuous improvement strategy in handling customer queries within SLA.

The chart displays the **ratio of calls handled within or above SLA to calls below SLA** across different locations. A higher ratio indicates better SLA compliance, meaning a larger proportion of calls were handled within the expected time frame.

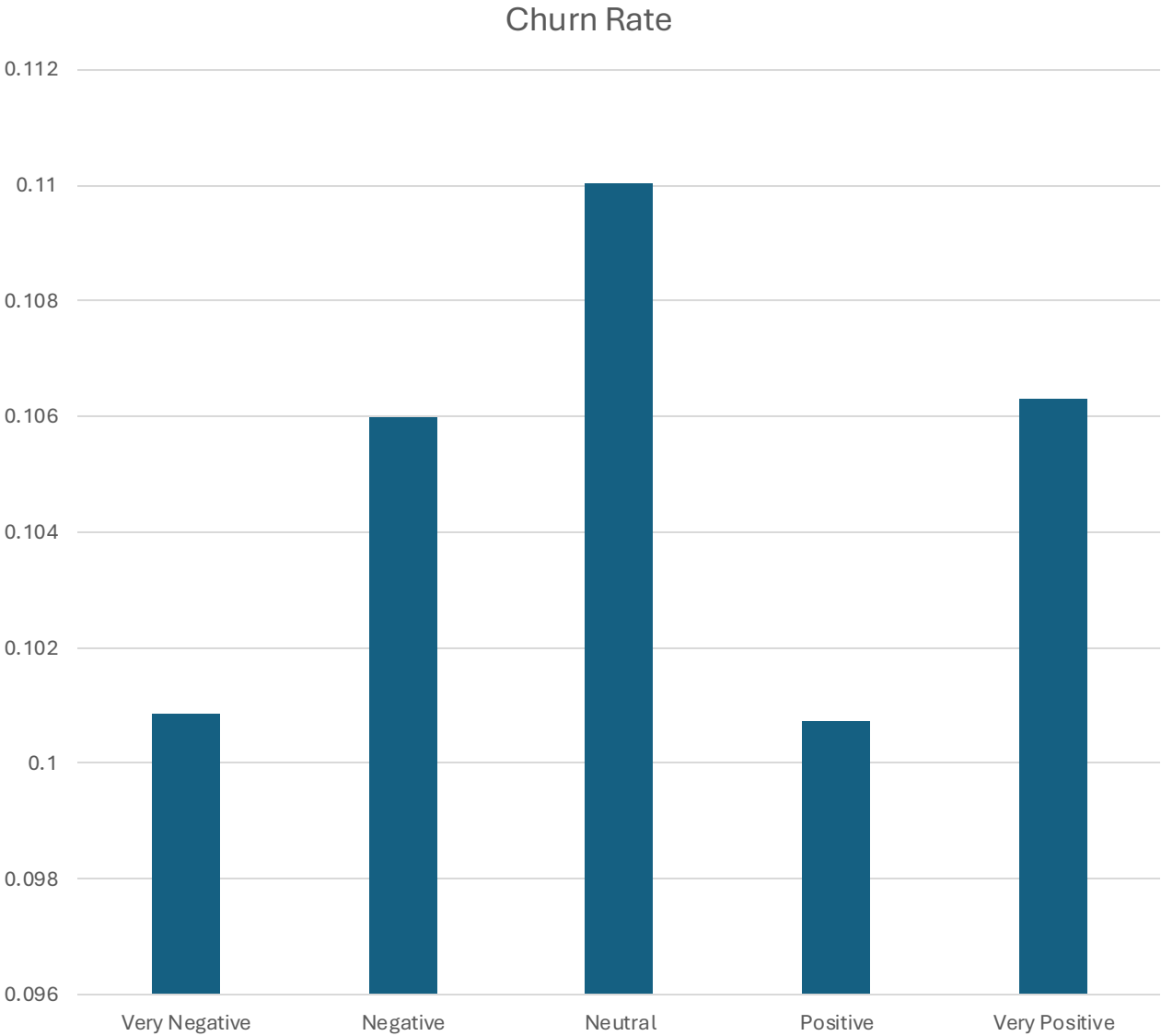
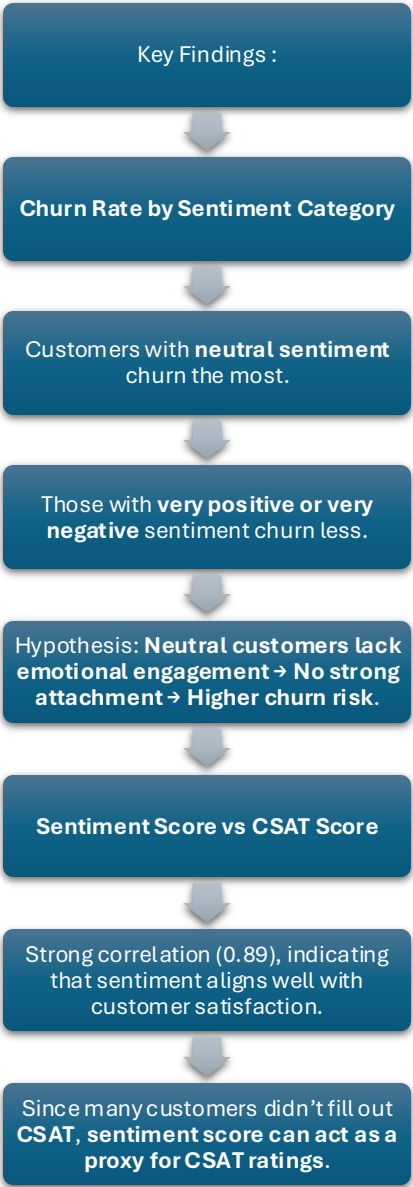
Observations:

- **Kolkata (3.14)** has the highest SLA adherence, showing the best performance in meeting response time expectations.
- **Delhi (3.08) and Chennai (3.01)** follow closely, maintaining a relatively strong SLA compliance.
- **Mumbai (2.97)** has the lowest ratio, indicating relatively more calls breaching SLA limits.

RATIO OF WITHIN AND ABOVE SLA TO BELOW SLA



Customers with a **neutral sentiment** are more likely to churn compared to those with positive or negative sentiments due to a **lack of strong emotional engagement** with the service.



Business Implications & Next Steps

Focus on Engaging Neutral Customers

Proactively follow up with neutral customers before they churn

Offer incentives or personalized communication to increase engagement

Use Sentiment Score as a CSAT Alternative

Since CSAT response rates are low, **monitor sentiment trends** instead

Investigate Reasons for Neutral Sentiment

Conduct **text analysis on customer feedback** to find common reasons

Improve processes that lead to neutral or disengaged responses

Possible Explanations

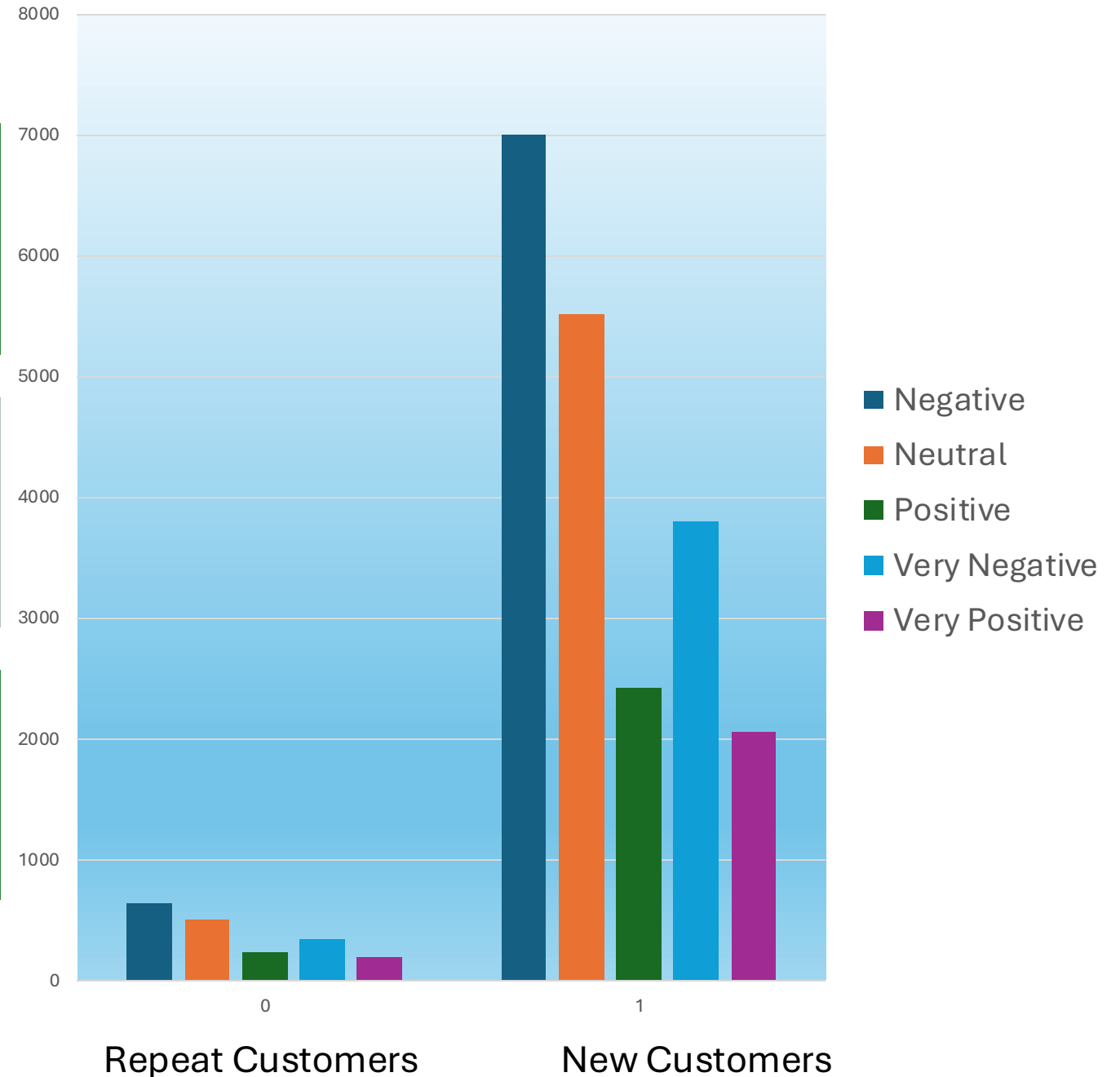
Repeat customers show more neutral or negative sentiment, it may indicate service inconsistency.

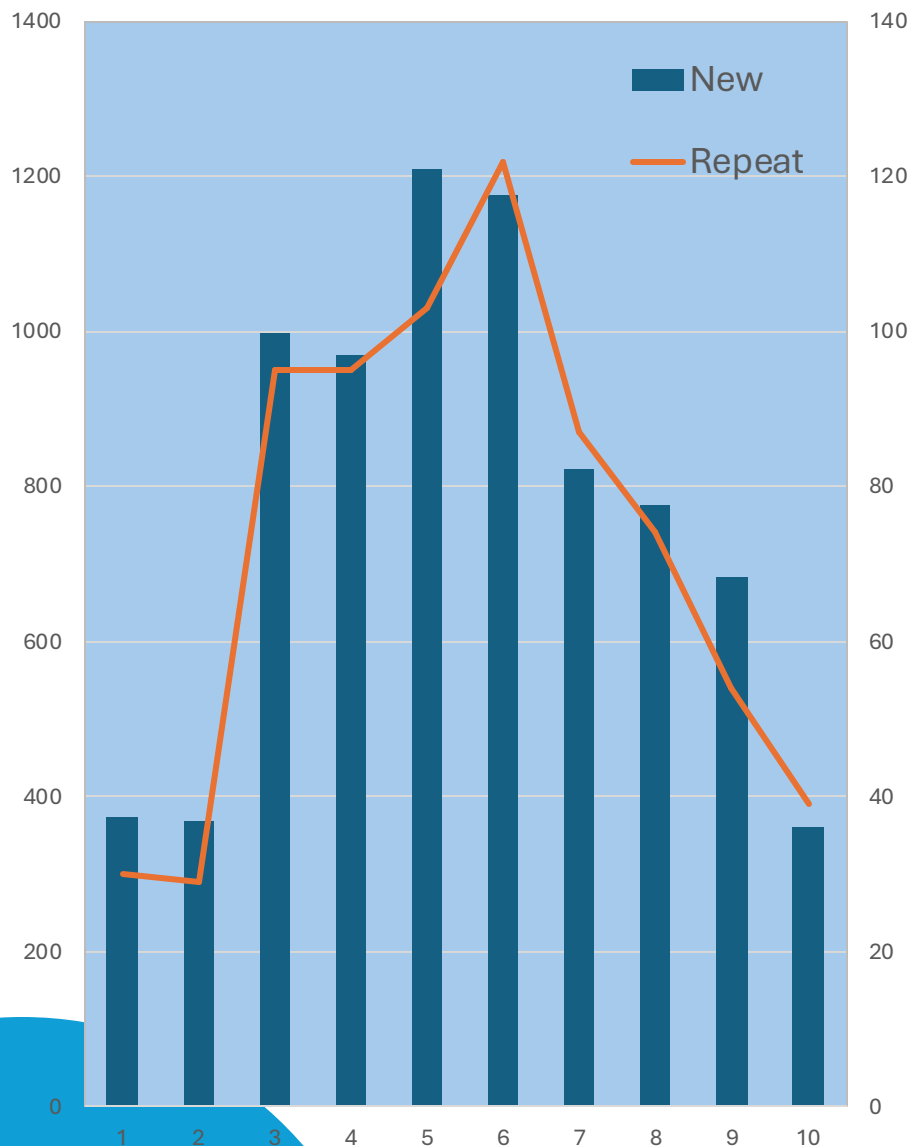
Service inconsistency:
Repeat customers may be experiencing variations in service quality.

Higher expectations:
Customers who return might expect better service but receive the same or worse treatment.

Unresolved issues:
Repeat customers might not have had their concerns fully addressed in previous interactions.

The majority of repeat customers fall under neutral or negative sentiment categories.





- CSAT scores are **not extreme** (very low or very high), meaning customer sentiment is **neutral to slightly positive**.

- **Possible Explanations**

- **Lack of exceptional service:** Customers might be getting their issues resolved, but without a "wow" experience.
- **Service inconsistency:** Some interactions may be good, but **not consistently great**.
- **Customer expectations mismatch:** Customers might be expecting **faster** or **more personalized** service.

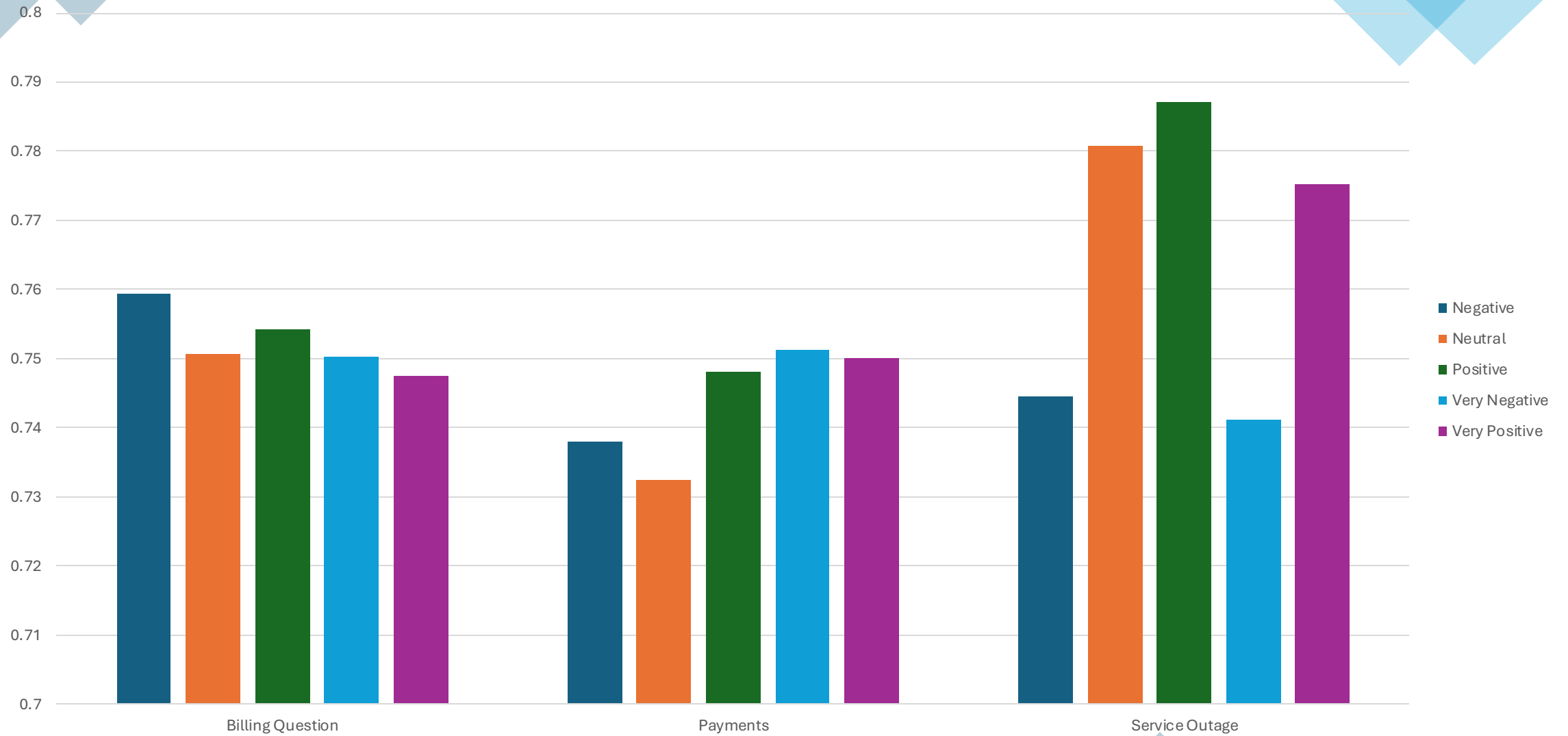
- **Improve Customer Experience**

- Analyze cases where customers rated **7 or above**—**what went right?**
- Identify patterns in cases where customers rated **5 or below**—**what needs improvement?**

- **Enhance Agent Training**

- Implement **CSAT score-based coaching** to improve response quality.
- Focus on **delighting customers** rather than just resolving issues.

Average Response time



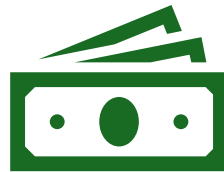
KEY Insights



Billing Issues Have a Moderate Response Time (~0.75) Despite High Volume

Since billing issues have a high number of queries, a **0.75 response time suggests stable but not optimal resolution speeds.**

Negative sentiment customers experiencing slightly higher response times may indicate friction in resolving billing disputes.



Payment Issues Have Faster Resolutions (~0.74)

Payment queries likely have **automated processes or priority handling** leading to quicker resolution.

Negative and Neutral sentiment customers see slightly slower responses, which could indicate a need for better assistance.



Service Outages Face the Longest Delays (~0.79)

Even very positive customers experience long wait times, meaning SLA adherence is **low for outages.**

Service outages might require **technical interventions**, leading to **longer resolution times irrespective of sentiment.**

Recommendations:

✔ Optimize Billing Resolution Speed

Prioritize **high-volume billing queries** by automating common responses.

Assign **dedicated teams** for negative sentiment cases to prevent churn.

✔ Improve SLA for Service Outages

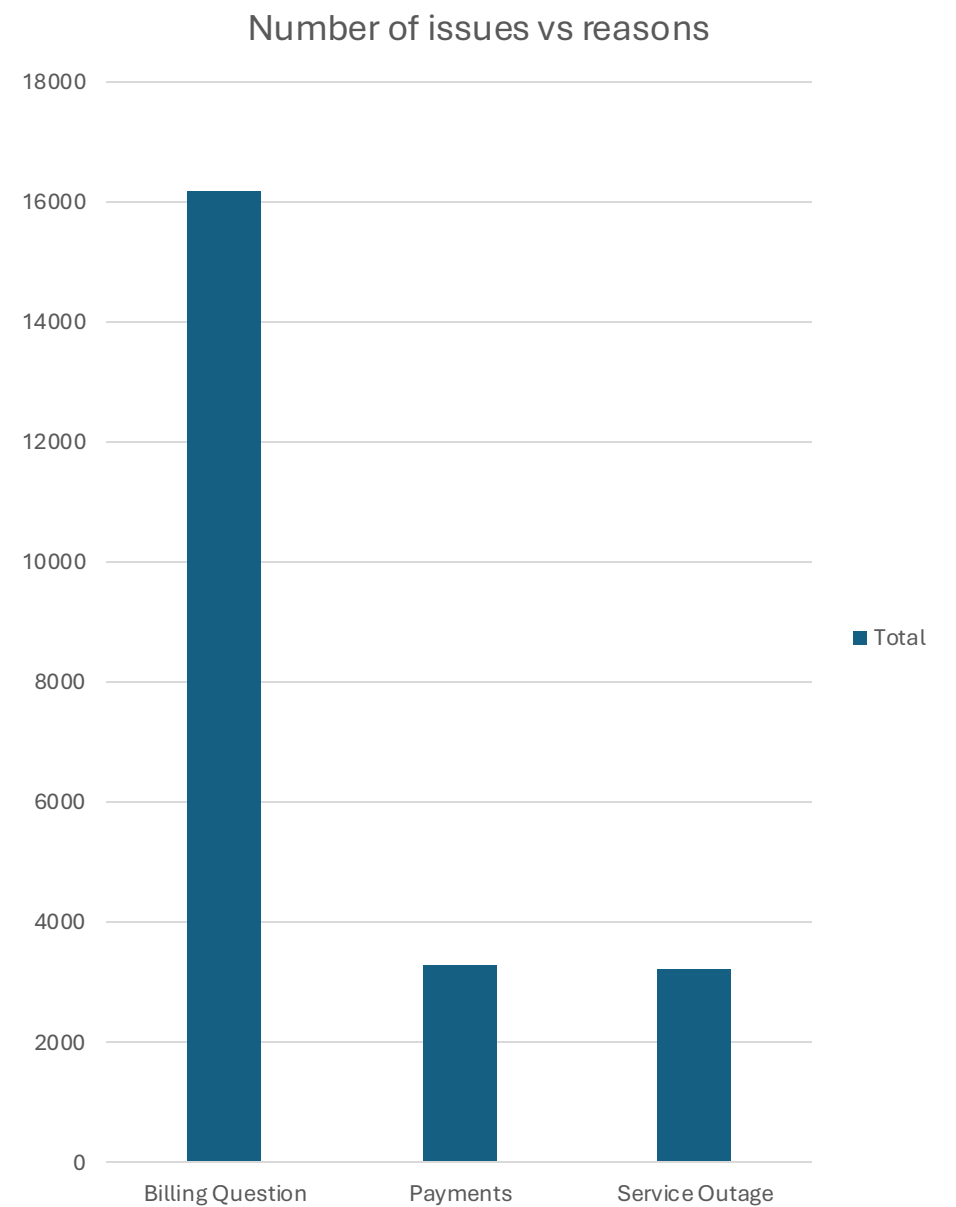
Since **service outages** already frustrate customers, delays can **worsen sentiment**.

Implement **real-time status updates** and **proactive communication** to keep customers informed.

✔ Enhance Payment Query Handling

Since **payments** have a slightly better response time, maintain efficiency while ensuring **negative sentiment cases** don't escalate.

Introduce **self-service payment dispute resolutions** to reduce dependency on agents.



Thank you