Call Center Operations Analysis

Date: August 05, 2025

To: Regional Director

From: [Your Name], Call Center Manager

Subject: Initial Analysis of New Protocol (PE) vs. Current Protocol (PT)

As requested, I’ve conducted a preliminary evaluation of our call center's operations focusing on Time in Queue (TiQ) and Service Time (ST). This analysis compares the new protocol (PE), which routes calls to specialists based on customer issue type, with the current protocol (PT), where calls are routed generally. The goal is to determine if PE should be implemented widely based on early test data.  
  
Impact of PE on Key Metrics  
  
Time in Queue (TiQ):  
A one-sample hypothesis test was performed to determine if our average TiQ is lower than the industry standard of 150 seconds. The test did not support a statistically significant reduction in TiQ. In fact, our average TiQ appears greater than the industry standard, suggesting that call routing or resource limitations are still contributing to delays.  
  
Service Time (ST):  
A two-sample t-test comparing PT and PE showed a statistically significant improvement under PE. The calculated t-value of -6.8 indicates that average ST is shorter with the PE protocol. This confirms our expectation: routing calls to trained specialists enables faster and more effective service.  
  
Feasibility of Widespread PE Implementation  
  
Initial results are promising for ST improvements, which could lower total handling times and boost CSR productivity. However, since TiQ is still high and potentially rising under PE, full implementation should be delayed until we better understand and resolve underlying queue issues. Resource reallocation and smarter scheduling may be required for the PE model to succeed fully.  
  
If We Maintain PT Protocol  
  
Sticking with PT is likely to:  
- Sustain longer service times, placing pressure on both customers and CSRs.  
- Maintain generalist service models, reducing potential for first-call resolution.  
- Prevent measurable service time improvements observed under PE.  
  
In essence, maintaining PT may limit our ability to improve efficiency and customer satisfaction, especially as call volumes increase.  
  
20% Increase in Call Volume: Predicted Effects  
  
If we experience a 20% increase in incoming calls:  
- TiQ will likely worsen significantly, especially under PT, where ST is longer.  
- CSR overload could cause burnout and decreased service quality.  
- Under PE, faster ST might help offset the impact, but only if queue management is improved.  
  
To prevent service degradation, PE must be optimized to handle volume efficiently—including through adequate staffing, technical routing efficiency, and real-time queue adjustments.  
  
Is the Current Data Sufficient?  
  
The current data supports the conclusion that PE improves service time, but not enough evidence exists yet regarding overall service quality or customer satisfaction. TiQ remains problematic, and the limited duration of testing prevents long-term predictions. Therefore, we cannot conclusively deem the PE test successful without further data collection.  
  
Additional Data and Analyses Needed  
  
To fully evaluate PE performance, we need:  
- Longitudinal data over several weeks for trend stability.  
- Customer Satisfaction (CSAT) and First Call Resolution (FCR) rates by protocol.  
- Call abandonment rates linked to TiQ.  
- CSR feedback and workload metrics.  
- A breakdown of issue types and resolution times.  
  
Suggested Additional Performance Metrics  
  
To support a more comprehensive view of operations, we should also track:  
- After-Call Work (ACW) duration.  
- Customer Effort Score (CES).  
- Average Speed of Answer (ASA).  
- Utilization and occupancy rates.  
- Schedule adherence and shrinkage metrics.  
  
These KPIs will help balance efficiency with customer experience and CSR well-being.  
  
Conclusion  
  
The PE protocol shows strong potential in reducing service time, but the lack of TiQ improvement and limited test duration warrant caution. Continued evaluation, additional data, and process improvements will be critical before scaling the PE protocol center-wide.  
  
Sincerely,  
[Your Name]  
Call Center Manager