An Analysis of Call Center Operations

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This report assesses performance of a call center customer service on the issue of Time in Queue (TiQ) and Service Time (ST). The new protocol (PE) was an attempt to focus the customers with their specific problem to specialized representatives, and have their turnover tested alongside the traditional protocol (PT), and measure its effects on the key performance indicators.

A one-sample test-hypothesis was arrived at to ascertain that the average TiQ in the call center is below 150 seconds of industry norms. This test yielded no statistically significant decrease, and this fact testifies to the fact that the average TiQ under the current reporting remains more than industry expectations (University of Phoenix, 2023). This is an indication that customers still face delays which can be disadvantageous as far as satisfaction is concerned.

Conversely, a two-sample t- test was used to compare the service times, between PE and PT conditions and a decrease in ST in the PE group is shown to be statistically significant. The t-value of -6.8 that was computed proves a solid argument that customers do take a shorter period of time when directed to experts in dealing with them (University of Phoenix, 2023). This proves that experience-based routing would enhance efficiency and can also result in quick client issue resolution.

Although ST is decreasing, TiQ has to be treated as a concern. It therefore would not be advisable to fully implement the PE protocol yet. Future modifications in queue management and staffing levels might be required in order to obtain the changes in TiQ in terms of industry standards.

Unless the PT protocol is changed, longer service times will most likely take place, which leads to increased operation costs and customer dissatisfaction. Also, the PT protocol can decrease the chance of providing the solution within the first contact, which increases the inefficiencies of the work performance by the services even more.

The PT protocol in place would find it hard to achieve acceptable levels of TiQ and ST in an event whereby the call volume rose by 20%. Generalist CSRs might get overwhelmed by increased call loads, thus congesting the queue and reducing the quality of service. Although PE can alleviate part of these impacts because of lower ST, it would nevertheless need improved scheduling and resource assignment so as to handle higher traffic.

Available evidence, which contradicts against service time, although in support of the usefulness of PE is unable to necessitate total implementation. Further measurements should be conducted on the stability of results with time, effects on the satisfaction of customers and the general scale of the protocol.

Other required data points are customer satisfaction scores (CSAT), first-call resolution (FCR) rates and call abandonment. Feedback analyses of CSR would also provide valuable insights and a list of frequent call issues could determine whether PE brings value to all types of interactions or not

Other metrics ought to be monitored to give a more complete picture of call center operation: After-Call Work (ACW) time, Customer Effort Score (CES), Average Speed of Answer (ASA), use and occupancy rates, and adherence to schedules. These measures provide more in-depth perspectives of the performance and customer experience.

Finally, the PE protocol has a very high potential that it will increase efficiency by lowering the service time, but the limitation on TiQ and lack of longer term prevent the cautious approach being reasonable. It will be preferable to conduct further testing and gather more informative data to estimate the feasibility of a full-scale implementation.

**References**

University of Phoenix. (2023). *Call time analysis*. University of Phoenix.