

# AGGREGATE TRENDS

## PRESENTATION 1

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## New Metric Ideas

Potential Metric	What it Measures	Why it Matters
Submenu Efficiency	Average number of menu steps before a <b>failed outcome</b> (client has to call back)	Shows how <b>deep callers travel before failure</b> to identify <b>path inefficiencies</b>
Redirection Performance	Percentage of <b>redirected calls</b> that <b>successfully connect</b> to the intended service or are answered after being redirected	Indicates how <b>effectively the phone system transfers callers</b> to the correct destination

# Features to be Displayed on the Dashboard

## Graphs



1

Call Duration Histogram

2

Menu Usage Treemap

3

Path Depth Histogram

## Statistics



4

Outcome Breakdown

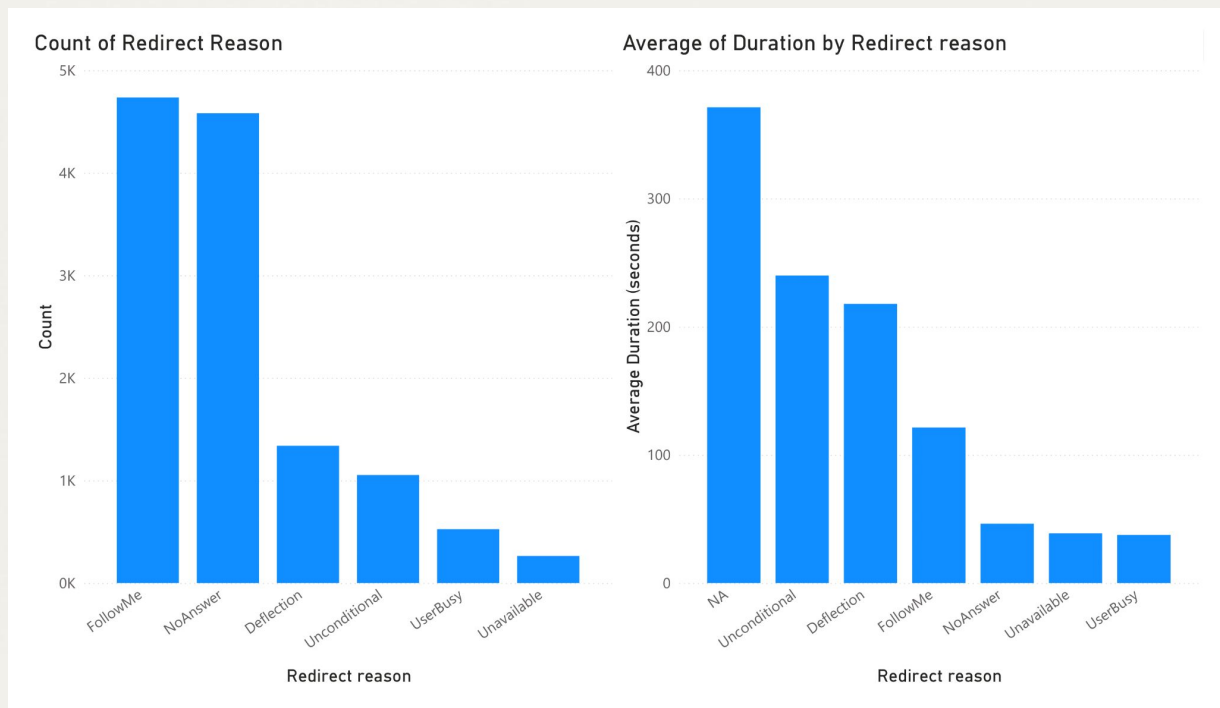
5

Submenu Efficiency Metric

6

Redirection Performance Metric

# Redirection Performance



## Business Impact

- “Deflection” & “Unconditional” calls are less common but show **longer durations**
- “Unconditional” → **point of improvement** with Call Forward Always CFA service?
- “Deflection” → **point of investigation** for causes
- Calls labeled “FollowMe” and “NoAnswer” occur most frequently but have **shorter call durations** → **point of investigation for FollowMe**

Note: This analysis focuses on inbound (terminating) calls, since these represent clients reaching out for help, this filter was applied on the dashboard.

## Next Steps / Further Questions

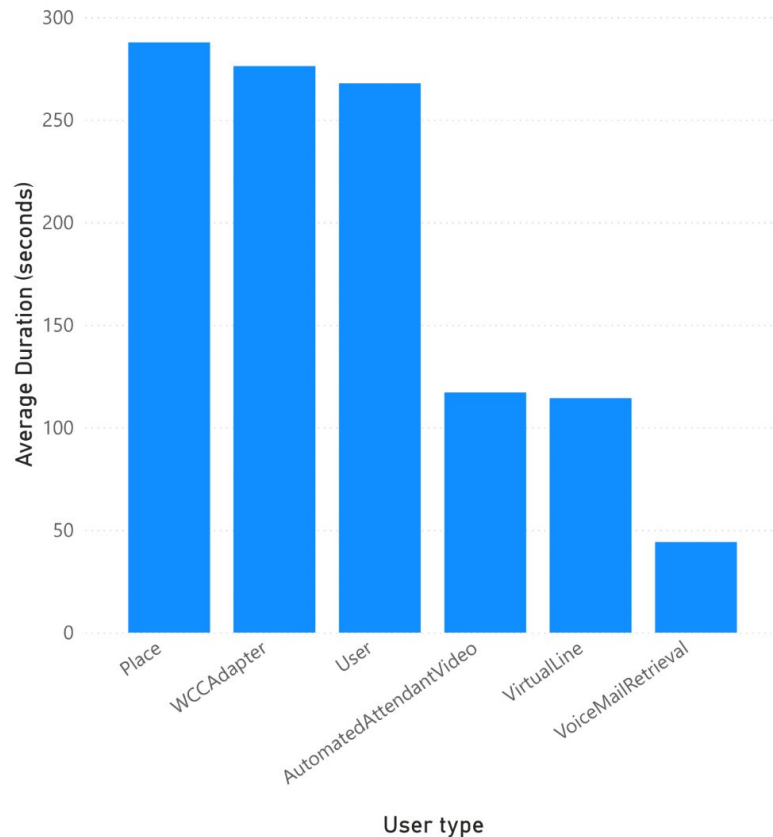
- Is a longer call duration a positive or negative?
- Why do calls that are redirected for the “Unconditional” or “Deflection” reasons have much longer durations than those redirected for other reasons?
- Are calls that are redirected for a certain reason more likely to be redirected again?
- Compare to redirection reasons and durations for Outbound calls

# Appendix



# Average Duration by User Type

Average Duration by User Type

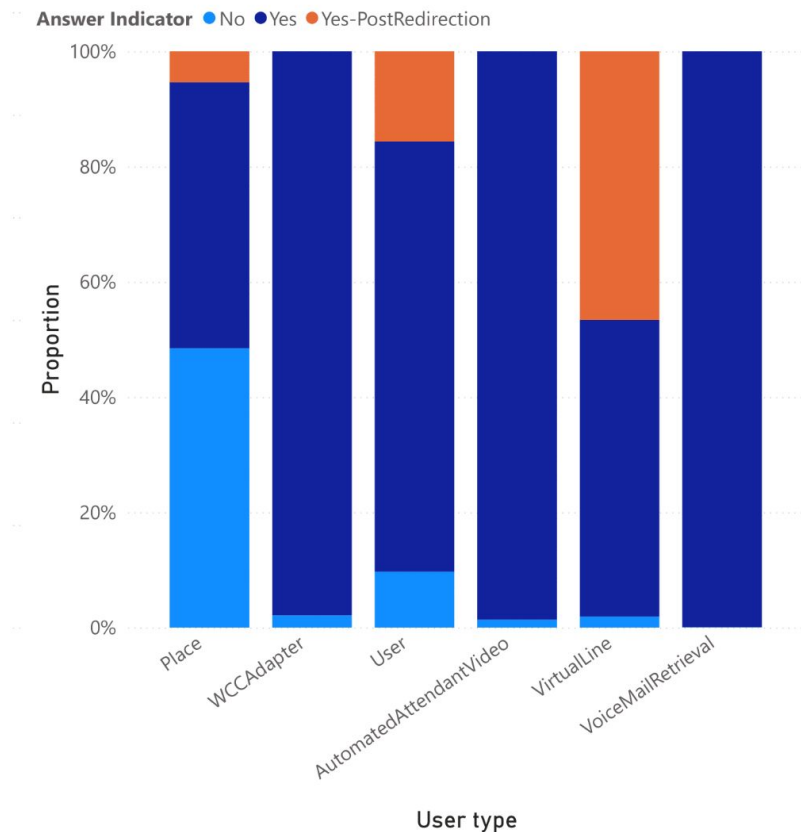


## Business Impact

- Calls handled by “Place,” “WXCAdapter,” and “User” last the longest
- Automated and virtual systems (AutomatedAttendantVideo, VirtualLine) show shorter durations, possibly indicating quick routing or early disconnections
- Voicemail calls are very short, showing that when calls go to voicemail, clients potentially hang up quickly

# Proportion of Answer Indicators by User Type

Proportion of Answer Indicators By User Type



## Business Impact

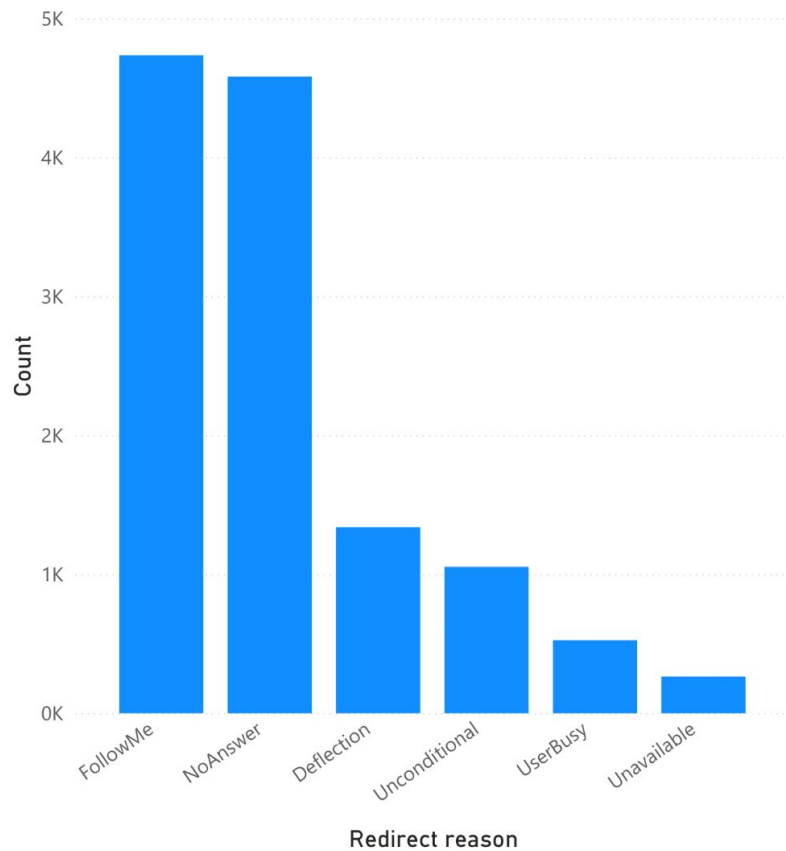
- **Most user types (especially WXCAdapter, VirtualLine, and VoiceMailRetrieval) show nearly all calls as answered directly**
- **Place and AutomatedAttendantVideo show notable “No” rates, meaning a large share of calls go unanswered.**
- **User and VirtualLine show some “Yes-PostRedirection”, meaning calls are often rerouted before reaching the right person**



# Data Cleaning

- Converted “Called number” column to string in Power BI

### Count of Redirect Reason



### Average of Duration by Redirect reason

