

# **Legal Aid Chicago Call Menu Redundancies**

## **Presentation #3**

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**Due to an issue with the LAC main flow being falsely repeated, we changed the flow name to the proper name**

### Example

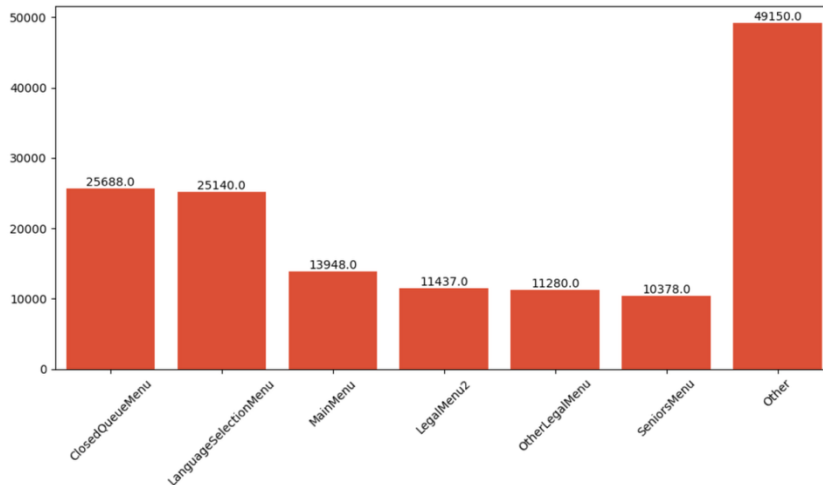
1	Flow Name	Activity Name
0	LACMain	NaN
1	NaN	LanguageSelectionMenu
2	LACMain	NaN
3	NaN	MainMenu
4	PreLegalMenuSeniorsMenu	NaN
5	NaN	SeniorsMenu
6	NaN	SeniorsConfirmationMenu
7	NaN	SuburbsOrCityMenu
8	NaN	SeniorsADAPTMenu
9	NaN	SeniorsADAPTMenu
10	LegalMenu	NaN
11	NaN	LegalMenu1
12	NaN	LegalMenu2
13	LegalHousingMenu	NaN
14	NaN	HousingMenu
15	NaN	PreTenantMenu
16	NaN	TenantMenu
17	NaN	HousingMenu
18	LegalMenu	NaN



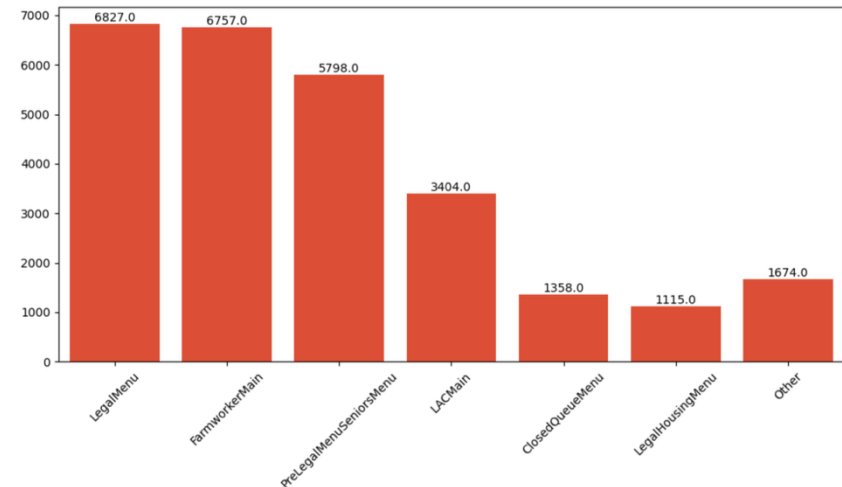
1	Flow Name	Activity Name
0	LACMain	NaN
1	NaN	LanguageSelectionMenu
2	MainMenu	NaN
3	NaN	MainMenu
4	PreLegalMenuSeniorsMenu	NaN
5	NaN	SeniorsMenu
6	NaN	SeniorsConfirmationMenu
7	NaN	SuburbsOrCityMenu
8	NaN	SeniorsADAPTMenu
9	NaN	SeniorsADAPTMenu
10	LegalMenu	NaN
11	NaN	LegalMenu1
12	NaN	LegalMenu2
13	LegalHousingMenu	NaN
14	NaN	HousingMenu
15	NaN	PreTenantMenu
16	NaN	TenantMenu
17	NaN	HousingMenu
18	LegalMenu	NaN

**If an action or flow is in the call journey more than once, it is considered to be a repeat (the caller essentially left & came back)**

### Activity Repeats



### Flow Repeats

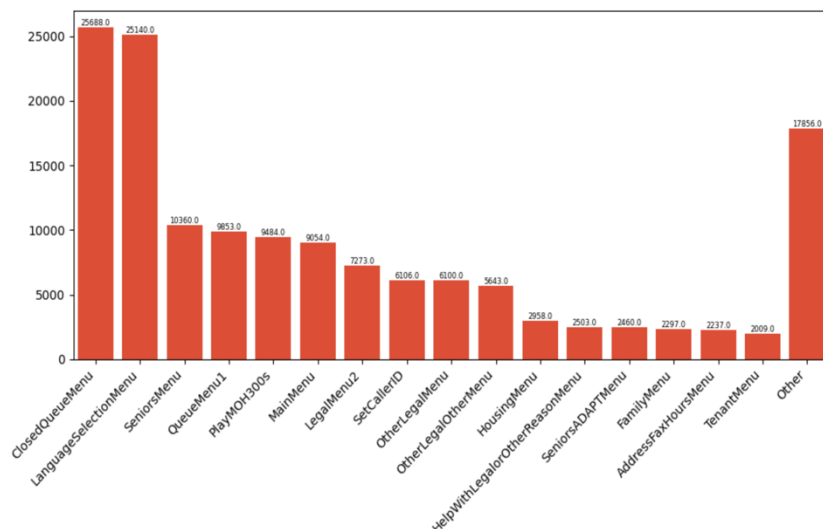


### Key Commentary

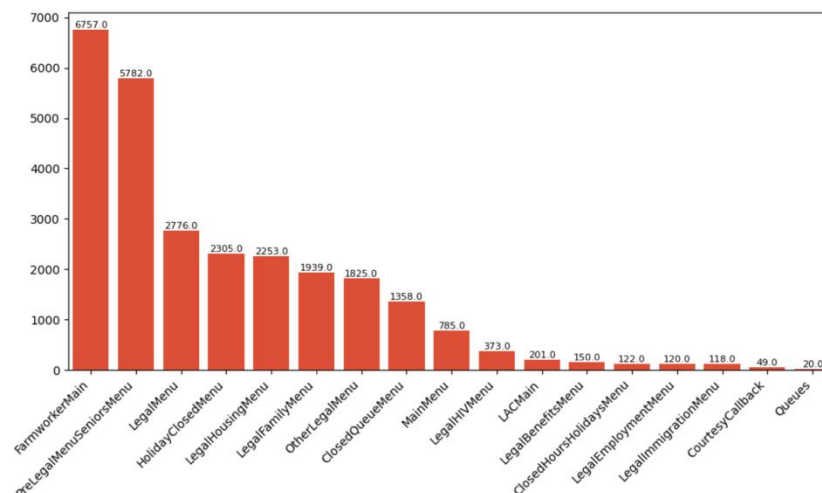
- The number of “repeats” for a caller = **number of activities/flows (for a caller) - 1**, which is then summed across all callers
- Activities are repeated **more frequently** than flows, as callers needing **options re-read** constitutes a repeat, which helps identify menus where the **options confuse the caller**
- The most repeated activity is the **ClosedQueueMenu** and the most repeated flow is the **LegalMenu**

**We identified the menus and flows that cause the most confusion for callers (as callers often go back to a previous menu after these)**

### Activity Repeat Causes



### Flow Repeat Causes



### Key Commentary

- This counts the number of times a caller moves to a repeated flow/activity **after** being on a given flow/activity
- This allows us to see the **most common** events that cause the most confusion; it could mean they needed to **repeat the options, go back to the previous activity, or are simply looping unnecessarily**
- The most confusing activity is the **ClosedQueueMenu**, and the most confusing flow is the **FarmworkerMain** flow, as these actions often send the caller to an action/flow **they have already been to**

## We have identified another potential error in the system for the FarmworkerMain menu

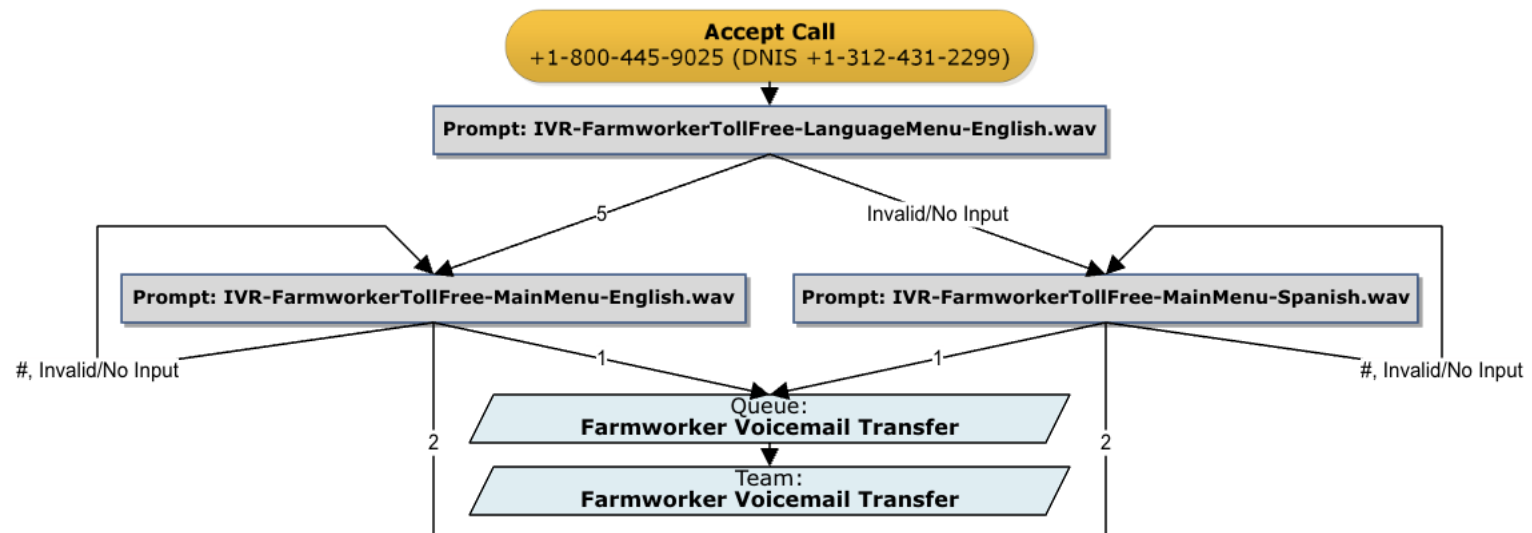
### Most Common First 2 Flows

[LACMain, MainMenu]	104664
[LACMain, HolidayClosedMenu]	34615
[Intake_Outdial]	6123
[FarmworkerMain, FarmworkerMain]	6035
[LACMain, PreLegalMenuSeniorsMenu]	5446
[LACMain]	468
[FarmworkerMain]	9



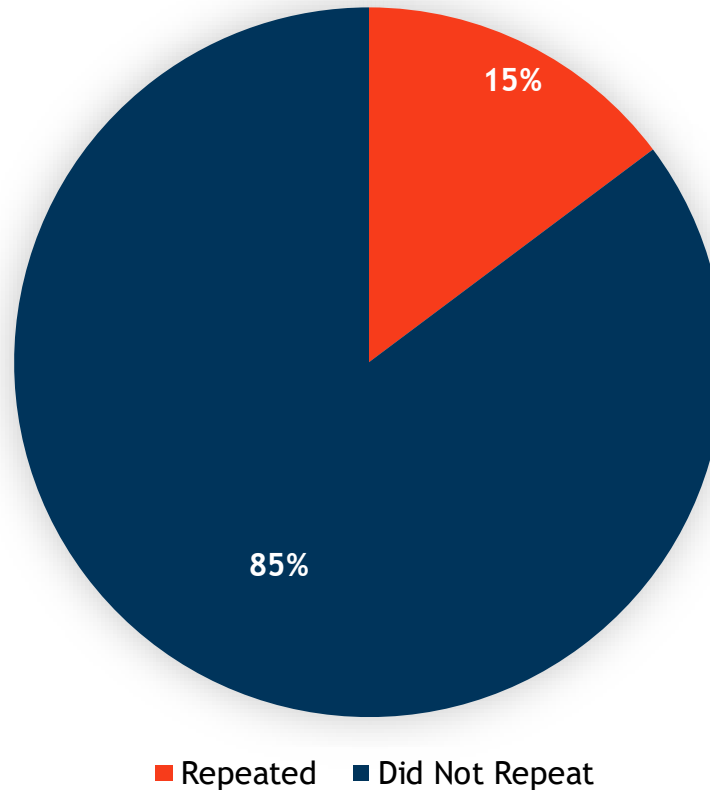
Most likely an error,  
FarmworkerMain should  
not be repeated

### Theoretical “Correct” FarmworkerMain Flow



# **Non-Consecutive Repeat Analysis**

**Of all the callers, roughly 15% are repeating actions or flows (i.e., callers “getting confused”)**



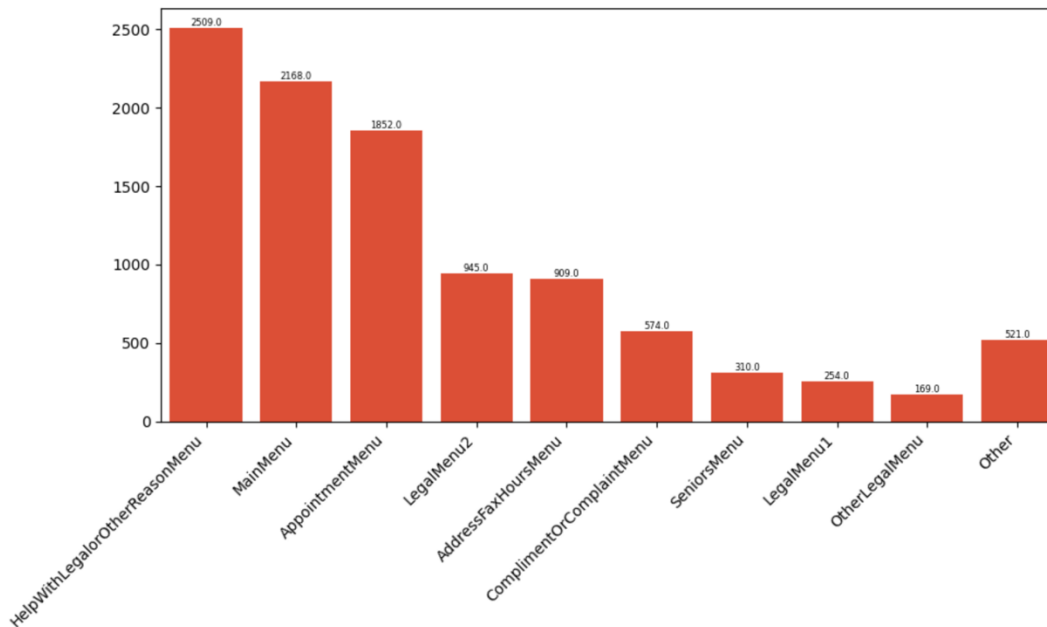
Total Callers: 157360

Total Callers Who Repeat: 23235

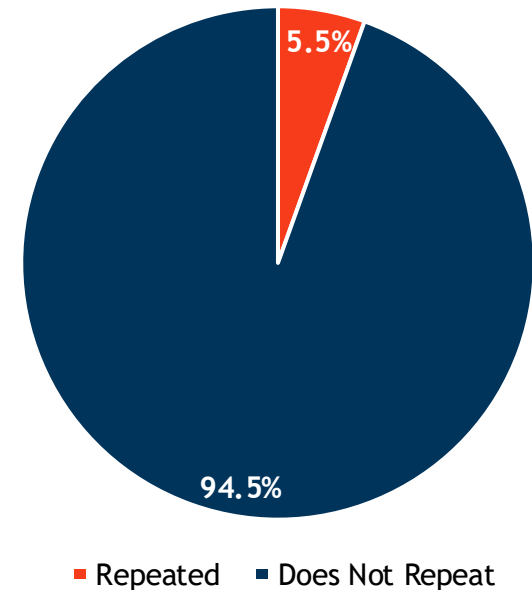
Note: This Does Not Include ClosedQueueMenu, PlayMOH300s, or QueueMenu1

## One of the most common repeated activities is MainMenu, we identified the most common activities that occur between instances

### Activities Between MainMenu Instances



### % of MainMenu Callers Repeated



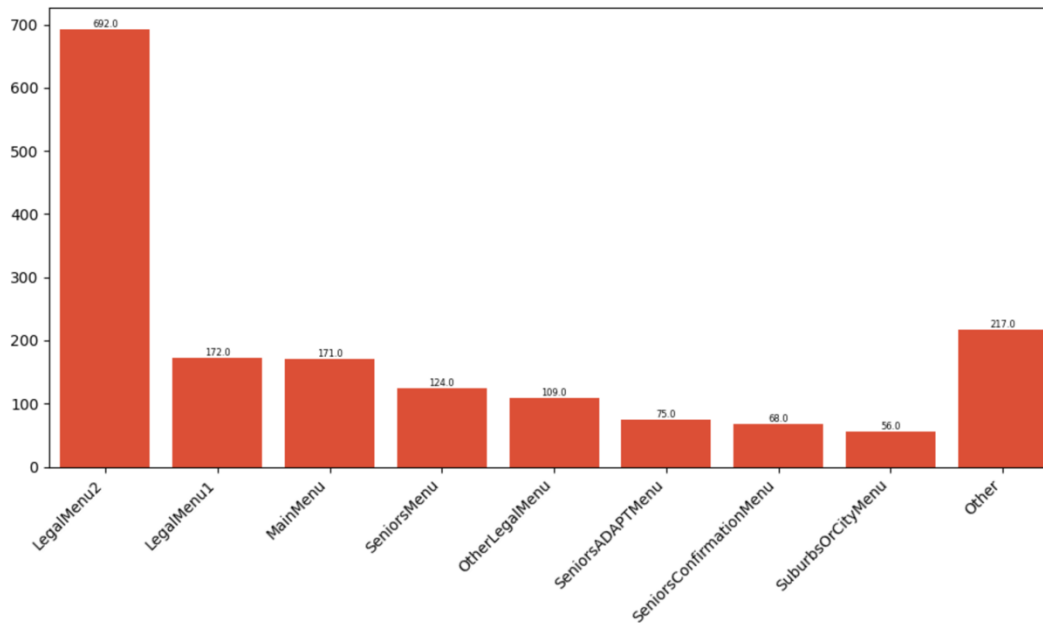
### Key Commentary

- Counts the number of times a caller does an activity **between the first and last time** they are on MainMenu
- This is data from **5,736 callers** who were on the main menu multiple times **non-consecutively**
- It allows us to see the most frequent activities that were involved in a caller returning to a previously accessed activity such as main menu
- This is evidence that **HelpWithLegalOrOtherReasonsMenu** and **AppointmentMenu** lead the caller down a confusing path that **causes them to start over** (go back to the Main Menu)

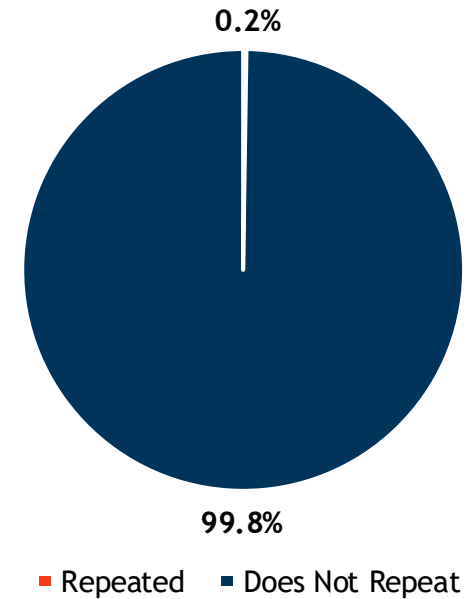


## Seniors Menu

### Activities Between SeniorsMenu Instances



### % of SeniorsMenu Callers Repeated

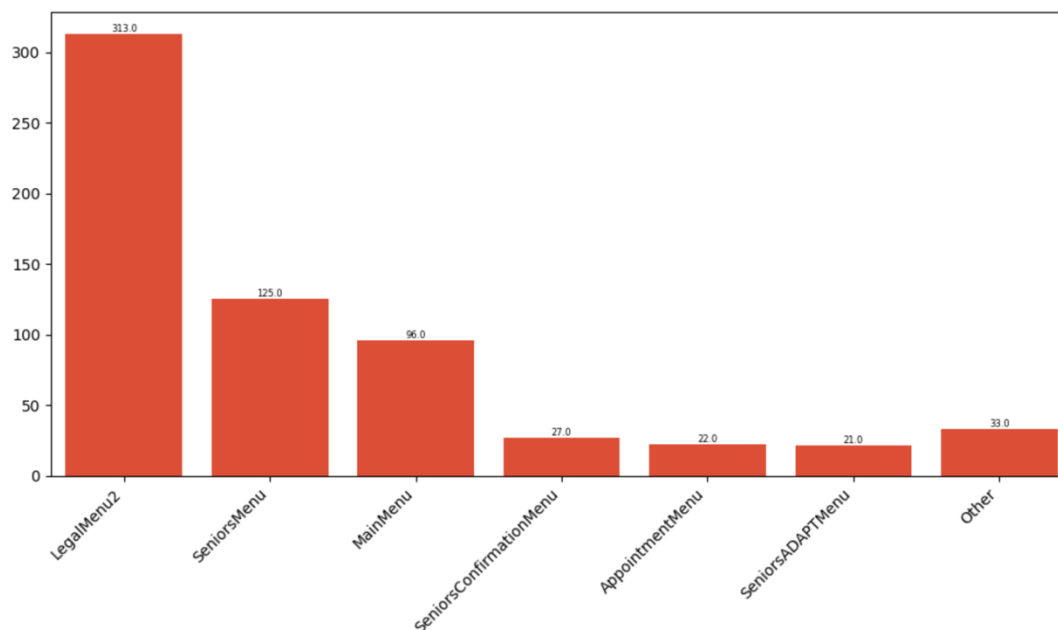


### Key Commentary

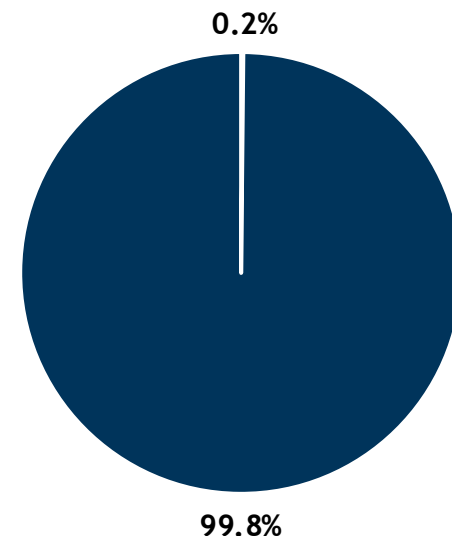
- This is data from **164 callers** who were on the seniors menu multiple times **non-consecutively**
- **LegalMenu2** is far and away the most common point between repeats of SeniorsMenu, but only 0.2% of those who reach SeniorsMenu go back, showing that most callers understand the prompt

## Legal Menu 1

### Activities Between LegalMenu1 Instances



### % of LegalMenu1 Callers Repeated



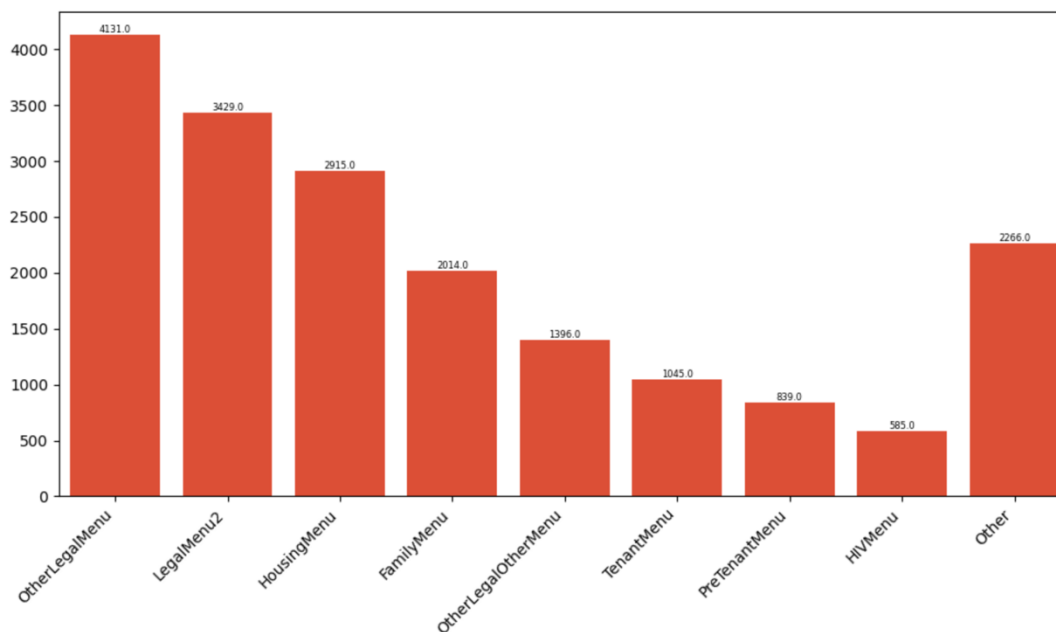
■ Repeated ■ Does Not Repeat

### Key Commentary

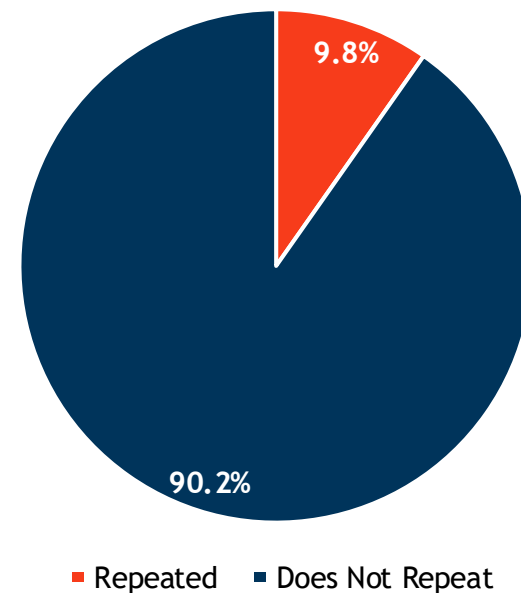
- This is data from **95 callers** who were on the LegalMenu1 multiple times **non-consecutively**
- Once again, **LegalMenu2** is the most common between LegalMenu1 repeats, further proving that it is the point of confusion amongst many callers

## Legal Menu 2

### Activities Between LegalMenu2 Instances



### % of LegalMenu2 Callers Repeated

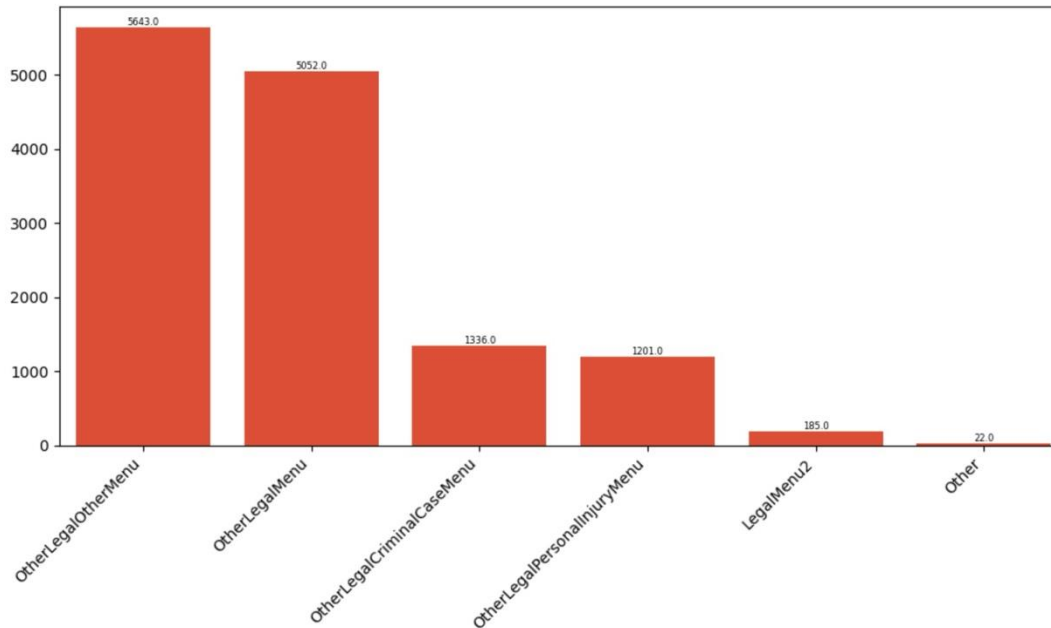


### Key Commentary

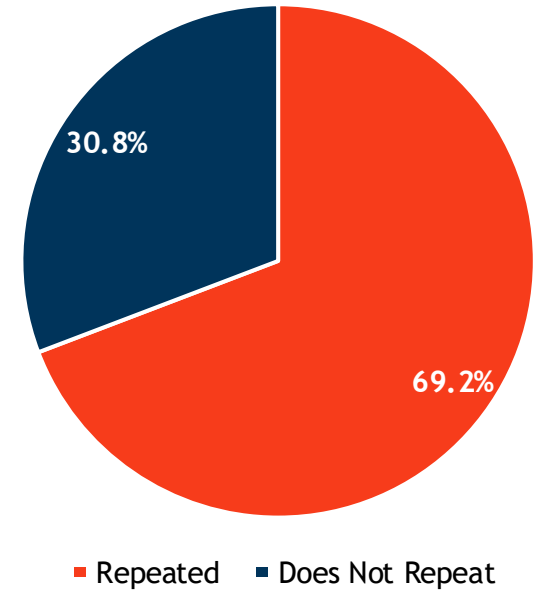
- This data is from **5,610 callers** who were on LegalMenu2 multiple times **non-consecutively**
- **OtherLegalMenu** was the most common action that was taken between the repeated LegalMenu2 actions, and **9.8%** of callers who end up on the LegalMenu2 menu end up repeating LegalMenu2, indicating a good amount of confusion

## OtherLegalMenu

### Activities Between OtherLegalMenu Instances



### % of OtherLegalMenu Repeats



### Key Commentary

- This is data from **6003 callers** who were on the OtherLegalMenu multiple times **non-consecutively**
- The high percentage of repeats is evidence that people try to go back when their issue does not fall into any of their categories, and they realize they are going to be transferred out of LAC

# Flow Repeated Path Analysis

## For those repeating the Pre-Legal Seniors menu, a lot of these confused callers are arriving back via LACMain (from LegalMenu)

### Most Common Paths Between Repeated Pre-Legal Seniors

```
[LegalMenu, LACMain]
85
[PreLegalMenuSeniorsMenu]
28
[LegalMenu, OtherLegalMenu, LegalMenu, LACMain]
15
[PreLegalMenuSeniorsMenu, LegalMenu, LACMain]
15
[LegalMenu, LegalHousingMenu, LegalMenu, LACMain]
10
[LegalMenu, LegalFamilyMenu, LegalMenu, LACMain]
7
```

### Key Commentary

- The most common path to a Pre-Legal Seniors menu repeat is LegalMenu>LACMain
- This error has brought our attention to a potential problem: How are callers going back to LACMain from the Pre-Legal Seniors Menu?

# From the Webex CC Flow Chart, it should not be possible to repeat LACMain from the LegalMenu

## LegalMenu Flow Chart

### LAC Main Number – Legal Menu Call

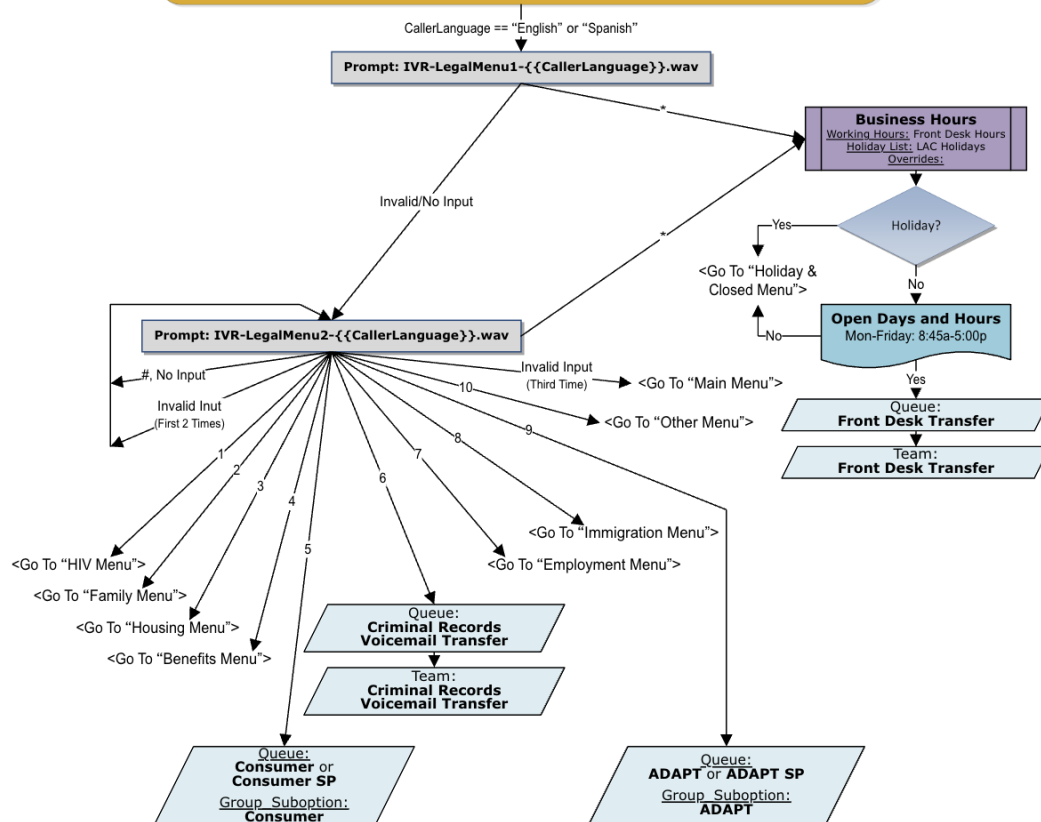
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Flow

06/17/2024

Version 1.6

Continued from "LAC &amp; Migrant Main Numbers – Pre-Legal Menu Seniors Menu Call Flow"



This is **INCONSISTENT**  
with the observed data  
in the previous slide

## For those repeating the LegalMenu, a lot of these confused callers are arriving back via LegalHousingMenu

### Most Common Paths Between Repeated LegalMenu

[LegalHousingMenu]

1310

[LegalFamilyMenu]

1247

[OtherLegalMenu]

1095

[LegalHIVMenu]

236

[LegalHousingMenu, LegalMenu, LegalHousingMenu]

131

### Key Commentary

- The most common path to a LegalMenu repeat is LegalHousingMenu
- This means that a lot of callers who are **going back to the LegalMenu** come back after going to the LegalHousingMenu or the LegalFamilyMenu, meaning these options are causing the most confusion



## We will continue to utilize the data to identify redundancies and areas of confusion for customers

### Next Steps

1

**Diving into confusions/redundancies:** Now that we have identified menus/activities that are confusing callers, we can dive into the most common confusions and try to identify the reasons behind the confusions (i.e., we can figure out where the confusing menus are sending people back to)

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2

**Create a classification system for “success”:** We have identified many of the stages in a call that are likely causing callers to be confused, the next question could be how these stages are affecting whether people get connected or hang up?

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3

**Create more outputs:** We will work to create simple-to-use code that will produce outputs/graphs that are helpful in identifying redundancies and analyzing the call data (like the previous charts we have made)

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# Questions?

# Appendix

**Due to some Contact Session ID's spanning over multiple datasets, it was pertinent to combine the data into one large dataset for analysis**

### Combined Dataset (2,075,558 x 7)

combined\_data

1	Contact Session ID	EP Name	Flow Name	Activity Name	Activity Start Timestamp	Queue Name	Agent Name
0	a4b37cb0-b9be-4e3c-b86e-2f891a09ffe2	Main Number Telephony EP	NaN	NaN	2024/04/07 12:32:12 AM	NaN	NaN
1	a4b37cb0-b9be-4e3c-b86e-2f891a09ffe2	NaN	LACMain	NaN	2024/04/07 12:32:12 AM	NaN	NaN
2	a4b37cb0-b9be-4e3c-b86e-2f891a09ffe2	Main Number Telephony EP	NaN	LanguageSelectionMenu	2024/04/07 12:32:12 AM	NaN	NaN
3	a4b37cb0-b9be-4e3c-b86e-2f891a09ffe2	Main Number Telephony EP	LACMain	NaN	2024/04/07 12:32:12 AM	NaN	NaN
4	a4b37cb0-b9be-4e3c-b86e-2f891a09ffe2	Main Number Telephony EP	NaN	NaN	2024/04/07 12:32:14 AM	NaN	NaN
...	...	...	...	...	...	...	...
86372	b10357bb-bb3c-4b8f-80e7-ac58d7313833	NaN	FarmworkerMain	NaN	2025/03/15 08:25:06 PM	NaN	NaN
86373	b10357bb-bb3c-4b8f-80e7-ac58d7313833	Farmworker Main Number Telephony EP	NaN	LanguageSelectionMenu	2025/03/15 08:25:06 PM	NaN	NaN
86374	b10357bb-bb3c-4b8f-80e7-ac58d7313833	Farmworker Main Number Telephony EP	FarmworkerMain	NaN	2025/03/15 08:25:06 PM	NaN	NaN
86375	b10357bb-bb3c-4b8f-80e7-ac58d7313833	Farmworker Main Number Telephony EP	NaN	FarmworkerMainMenu	2025/03/15 08:25:14 PM	NaN	NaN
86376	b10357bb-bb3c-4b8f-80e7-ac58d7313833	Farmworker Main Number Telephony EP	NaN	NaN	2025/03/15 08:49:26 PM	NaN	NaN

2075558 rows x 7 columns

# In order to analyze the data, we grouped the data by Contact Session ID and outputted the Flow & Activity Call Journey for each caller

## Activity Journey

act\_journey

```

Contact Session ID
00002422-f51f-458b-82d6-cfa5a3f36fd9 [LanguageSelectionMenu, MainMenu, StaffDirecto...
00011655-35de-476f-9a8c-dd48ed4d914a [LanguageSelectionMenu, LanguageSelectionMenu,...
00014a58-a6ce-4cb2-a529-d55e2c9c304d [LanguageSelectionMenu, MainMenu, SeniorsMenu,...
00023e47-b722-4e2f-b2e2-855911d085fd [LanguageSelectionMenu, MainMenu]
0002f64b-59d3-4cba-885c-83b997d2fc73 [LanguageSelectionMenu, LanguageSelectionMenu,...
...
ffffd0f07-35ae-4029-8d41-b355479242a2 [LanguageSelectionMenu, LanguageSelectionMenu]
fffe199f-3382-43e1-b8a5-efb9d55bdb23 [LanguageSelectionMenu, FarmworkerMainMenu]
fffe91b1-c54d-4b1e-b19d-1ef78e4a8871 [LanguageSelectionMenu, LanguageSelectionMenu,...
fffeef9f-11f2-42c8-80e3-511a9a01d66f [LanguageSelectionMenu]
ffffa50d-6d02-4281-9141-087a806a8343 [LanguageSelectionMenu, LanguageSelectionMenu]
Length: 157453, dtype: object

```

## Activity Journey Example

- **Example:** [LanguageSelectionMenu, MainMenu, SeniorsMenu, LegalMenu1, LegalMenu2, GetLoggedInConsumerAgents, IntakePreQueueMessage1, ConsumerQueue, PreQueueMessage2, PlayMOH300s, QueueMenu1, ReadANI, CCB, PlayCCBConfirmation, DisconnectContact1, LegalServerScreenPop]

## Flow Journey

flow\_journey

```

Contact Session ID
00002422-f51f-458b-82d6-cfa5a3f36fd9 [LACMain, LACMain]
00011655-35de-476f-9a8c-dd48ed4d914a [LACMain, LACMain]
00014a58-a6ce-4cb2-a529-d55e2c9c304d [LACMain, LACMain, PreLegalMenuSeniorsMenu, Le...
00023e47-b722-4e2f-b2e2-855911d085fd [LACMain, LACMain]
0002f64b-59d3-4cba-885c-83b997d2fc73 [LACMain, LACMain, PreLegalMenuSeniorsMenu, Le...
...
ffffd0f07-35ae-4029-8d41-b355479242a2 [LACMain, LACMain]
fffe199f-3382-43e1-b8a5-efb9d55bdb23 [FarmworkerMain, FarmworkerMain]
fffe91b1-c54d-4b1e-b19d-1ef78e4a8871 [LACMain, LACMain]
fffeef9f-11f2-42c8-80e3-511a9a01d66f [LACMain, LACMain]
ffffa50d-6d02-4281-9141-087a806a8343 [LACMain, LACMain]
Length: 157383, dtype: object

```

## Flow Journey Example

- **Example:** [LACMain, LACMain, PreLegalMenuSeniorsMenu, LegalMenu, Queues, CourtesyCallback]

## Key Commentary

- We **dropped NA** values for the call journeys
- With this data extracted by Contact Session ID, we will be able to **identify redundancies** in the menu options
- We can utilize this data to **extract** the number of times an **activity/flow** is **repeated** (which is an area of interest)
- We can also utilize this data to **identify actions/flows** that are **confusing callers**

# We have identified a potential redundancy/error in the system for the Suburbs or City prompt of the Pre-Seniors Menu

## Example Call & Caller Confusion

1	Flow Name	Activity Name
0	LACMain	NaN
1	NaN	LanguageSelectionMenu
2	LACMain	NaN
3	NaN	MainMenu
4	PreLegalMenuSeniorsMenu	NaN
5	NaN	SeniorsMenu
6	NaN	SeniorsConfirmationMenu
7	NaN	SuburbsOrCityMenu
8	NaN	SeniorsADAPTMenu
9	NaN	SeniorsADAPTMenu
10	LegalMenu	NaN
11	NaN	LegalMenu1
12	NaN	LegalMenu2
13	LegalHousingMenu	NaN
14	NaN	HousingMenu
15	NaN	PreTenantMenu
16	NaN	TenantMenu
17	NaN	HousingMenu
18	LegalMenu	NaN
19	NaN	LegalMenu2
20	NaN	LegalMenu2
21	LegalHIVMenu	NaN
22	NaN	HIVMenu
23	LegalMenu	NaN
24	NaN	LegalMenu2
25	NaN	LegalMenu2
26	NaN	LegalMenu2
27	LACMain	NaN
28	NaN	MainMenu
29	PreLegalMenuSeniorsMenu	NaN
30	NaN	SeniorsMenu
31	NaN	SeniorsConfirmationMenu
32	NaN	SuburbsOrCityMenu
33	NaN	SeniorsADAPTMenu
34	NaN	SeniorsADAPTMenu
35	LegalMenu	NaN
36	NaN	LegalMenu2
37	LegalFamilyMenu	NaN
38	NaN	FamilyMenu
39	LegalMenu	NaN
40	NaN	LegalMenu2
41	NaN	LegalMenu2
42	LegalMenu	NaN

- 1) Caller is asked to confirm if a Senior
- 2) Caller is asked if they live in the city or suburbs
- 3) If the caller responds city, sent to ADAPT Menu
- 4) If caller doesn't want ADAPT, sent to Legal Menu

The cycle is repeated

## Discrepancy in Flow Chart

