Presentation on Call Center Performance Analysis

Slide 1: Introduction

- **Objective**: To analyze the performance of different call centers and communication channels based on customer sentiment and SLA (Service Level Agreement) compliance.

- **Data Source**: Analysis is based on historical data from call center interactions, including customer sentiment, CSAT scores, call duration, and SLA complianc

   Slide 2: Overview of Sentiment Distribution

   Pivot Table 1: Sentiment by Call Center

- **Key Findings**:

   - The **Los Angeles/CA** call center had the highest number of interactions but also recorded a significant number of Very Negative sentiments.

   - **Baltimore/MD** excelled in customer satisfaction, with more Very Positive sentiments compared to other centers.

   - **Denver/CO** displayed a balanced sentiment distribution, with fewer Very Negative and Negative sentiments.

- **Implications**: The Los Angeles call center may need targeted improvements in customer handling and possibly additional training for agents to reduce negative feedback.

Slide 3: SLA Compliance Across Channels

Pivot Table 2: SLA Compliance by Channel

- **Key Findings**:

   - The **Chatbot** channel had the highest number of Below SLA cases, particularly in handling billing-related inquiries, indicating potential issues with automated responses.

   - The **Email** and **Web** channels showed relatively better SLA compliance, with a majority of their interactions being Within SLA.

   - **Call-Center** interactions generally performed well regarding SLA, but there were isolated Above SLA cases that should be addressed.

- **Implications**: Focus on improving the chatbot's response times and accuracy to enhance customer experience and ensure SLA compliance.

Slide 4: Sentiment vs. SLA Compliance

Pivot Table 3: Sentiment Across SLA Compliance

- **Key Findings**:

   - Analysis revealed a strong correlation between Below SLA cases and Very Negative sentiment, especially in the **Chatbot** and **Call-Center** channels.

   - **Above SLA** cases also tended to generate more Negative sentiments, particularly in billing-related issues.

- **Implications**: Improving SLA adherence could directly impact customer satisfaction, particularly in channels where automation is used. Consider integrating more human oversight or enhancing AI capabilities in these channels.

Slide 5: Performance by Reason for Contact

Pivot Table 4: Common Reasons and Their Impact

- **Key Findings**:

  - **Billing Questions** were the most common reason for contact and were associated with a higher number of Negative and Very Negative sentiments, especially when SLAs were not met.

  - **Payments** inquiries yielded more Very Positive sentiments when handled within SLA, indicating effective processes in place for this category.

  - **Service Outages** were another frequent reason and often led to Neutral sentiments, suggesting that while issues were resolved, the experience wasn't necessarily positive.

- **Implications**: Prioritize improvements in handling billing-related inquiries, focusing on quick resolution and clear communication to shift customer sentiment from negative to positive.

Slide 6: Call Duration and Channel Efficiency

Pivot Table 5: Average Call Duration by Channel

- **Key Findings**:

  - The **Web** and **Chatbot** channels had the longest average call durations, indicating potential inefficiencies in automated handling or complex customer needs that can't be swiftly addressed through these channels.

  - **Call-Center** had a moderate average duration but was more effective in maintaining customer satisfaction compared to automated channels.

- **Implications**: Consider streamlining processes in the Web and Chatbot channels, possibly by enhancing AI or providing quicker paths to human assistance for complex issues.

Slide 7: Recommendations

- **Targeted Improvements for Los Angeles Call Center**: Implement additional training and support for agents, focusing on reducing negative sentiment.

- **Enhance AI Capabilities in Automated Channels**: Improve SLA compliance and customer satisfaction by upgrading chatbot and web-based service handling.

- **Focus on Billing Inquiries**: Given the high volume and associated negative sentiment, streamline billing-related processes and ensure quick, accurate resolutions.

Slide 8: Conclusion

- **Summary**: The analysis highlights the need for targeted improvements in specific call centers and channels to enhance overall customer satisfaction and SLA compliance.

- **Next Steps**: Implement the recommended actions and monitor progress through ongoing analysis to ensure continuous improvement.