**Task1: Call Center Trends Report**

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# **1. Introduction**

This task and customer center dataset were provided by PwC as part of the Power BI simulation internship project.

This report presents an analysis of call center performance trends based on key performance indicators (KPIs) visualized in Power BI. The dashboard provides insights into call response efficiency, resolution rates, agent performance, and customer satisfaction. The data is analyzed over a three-month period, from January to March 2021.

# **2. Key Objectives**

* Analyze call center trends to improve customer satisfaction and operational efficiency.
* Identify agent performance metrics to enhance training and resource allocation.
* Assess response times and resolution rates to optimize service quality.

# **3. KPI Summary**

1. Answered Calls Rate
2. Resolved Calls Rate
3. Average Satisfaction Rating
4. Number of Calls Per Month
5. Agent Performance (Call Answered & Resolved Calls)
6. Speed of Answer

# **4. Insights Based on KPI Analysis**

## 1**. Answered Calls Insight**

* **81.08%** of calls were answered, showing a high engagement level.
* **Aiming for a 90%+** answered rate can further improve customer service efficiency.

## 2. **Resolved Calls Rate Insight**

* **72.92% of answered calls were successfully resolved**, indicating effective issue resolution by agents.
* Training programs can help boost resolution rates above 85%.

## **3. Average Satisfaction Rating Insight**

* The overall **satisfaction rating is 3.40 out of 5**, indicating moderate customer satisfaction.
* Agents with ratings **below 3.3 may require additional coaching.**

## **4. Call Volume Trend Insight**

* Call volumes remained consistent across January, February, and March, with a slight dip in February.
* This trend suggests stable customer demand, with a need to analyze peak hours for optimization.

## 5**. Agent Performance Insight**

* **Top Performer:** **Jim handled** the highest number of **calls (536) and resolved 485,** demonstrating strong efficiency.
* **Lowest Performer:** **Stewart handled 477 calls and resolved 424**, highlighting potential areas for improvement.
* Regular performance evaluations and targeted training can enhance agent productivity.

## **6. Speed of Answer Insight**

* The average speed of answering calls is **67.52 seconds**, which can be optimized for a better customer experience.
* Reducing this time **below 50 seconds can significantly enhance customer satisfaction**.

**Conclusion & Recommendations**

* Focus on **increasing the resolution** rate through better training.
* Improve agent response time to **reduce wait** times.
* Analyze customer feedback to **enhance satisfaction scores.**