# Adventure Works Cycles Call Center Dashboard for Managers

# Christine Baxter, Data Analyst

# Baxter’s, LLC

# Findings and Recommendations

Adventure Works Cycles (AWC) Call Center responds to customers who call to place orders over the phone, request technical support with products, or deal with issues such as warranty claim, products damaged in shipment, or billing errors. Strategic goals and associated key performance indicators (KPIs) were established by management to improve customer service provided by the call center.

To assist the managers in tracking towards these goals a dashboard was built that will provide status on how the team is progressing towards the specified goals. This dashboard will focus on the following items: Call Abandonment Rate, Calls Handled by Automated Response System, Number of Issues Raised and Average Time Per Issue, as well as Number of Calls Completed per Operator Level. The company has set KPI goals to reduce the call abandonment rate to 5% and to have at least 65% of calls handled by auto response by end of fiscal year. The most important and over-arching goal is to improve the level of customer service provided to AWC’s clients.

Starting with the dashboard for the managers is a great step forward. To continue momentum, I recommend increasing the breadth of existing documentation and ensuring all documentation is up to date for the Level 1 Operators processes/procedures. This step will allow the Level 1 Operators to handle more of the incoming calls, freeing up Level 2 (more experienced) operators to train less experienced staff members as well as focus on the more complex client issues which will help improve customer service. The number of issues raised throughout the various shifts are relatively low compared to number of calls received; however, it would be good to start training with the midnight shift workers first as they have the highest number of issues raised. In addition, increasing the number of Level 1 staff may bring down the Level 2 Operators needed per shift.

Lastly and most importantly, are the goals of reducing call abandonment to 5% and having at least 65% of incoming calls handled by auto response by end of fiscal year. AWC is currently setting at a 68-70% range of calls being handled by auto response so the team needs to continue forward with existing process in this area. The training program will increase employee knowledge and efficiency so the company should see a continued increase of calls handled by auto response. To finish up, there is work to be done within the Abandonment Call Rate area as the company needs to reduce by 6% to meet their year end fiscal goal. By increasing the number of Level 1 Operators and providing updated documentation/training programs for this group, the level of call abandonment will be reduced. As long as the team is diligent in their training and processing, the Level 2 staff will have ability to focus on complex client calls/issues ultimately decreasing the number of issues raised which will have a positive effect on AWC clients.