

Call Center Trends:

This analysis aimed to assist telecom organization understand their customers and Agents behaviors using various key performance indicators (KPIs) and important visuals to tell a story and draw insights to help the telecom organization take the right decisions. The requirements given are shown in the image below:

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,
Claire

Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

Possible KPIs include (to get you started, but not limited to):

- Overall customer satisfaction
 - Overall calls answered/abandoned
 - Calls by time
 - Average speed of answer
 - Agent's performance quadrant -> average handle time (talk duration) vs calls answered
-