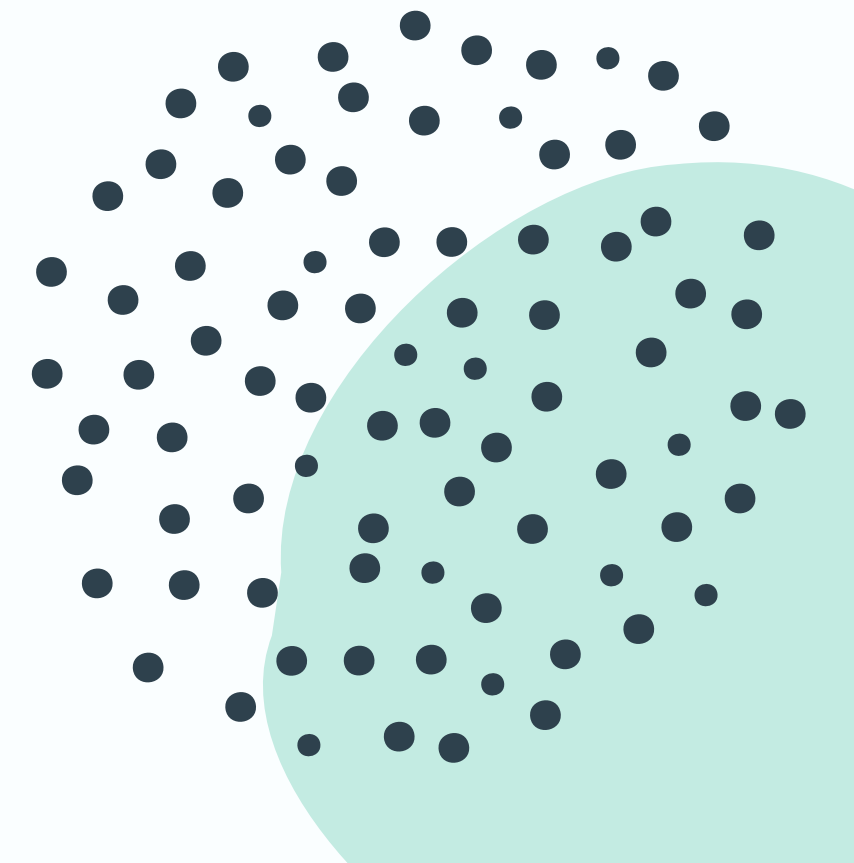


CRM PROJECT

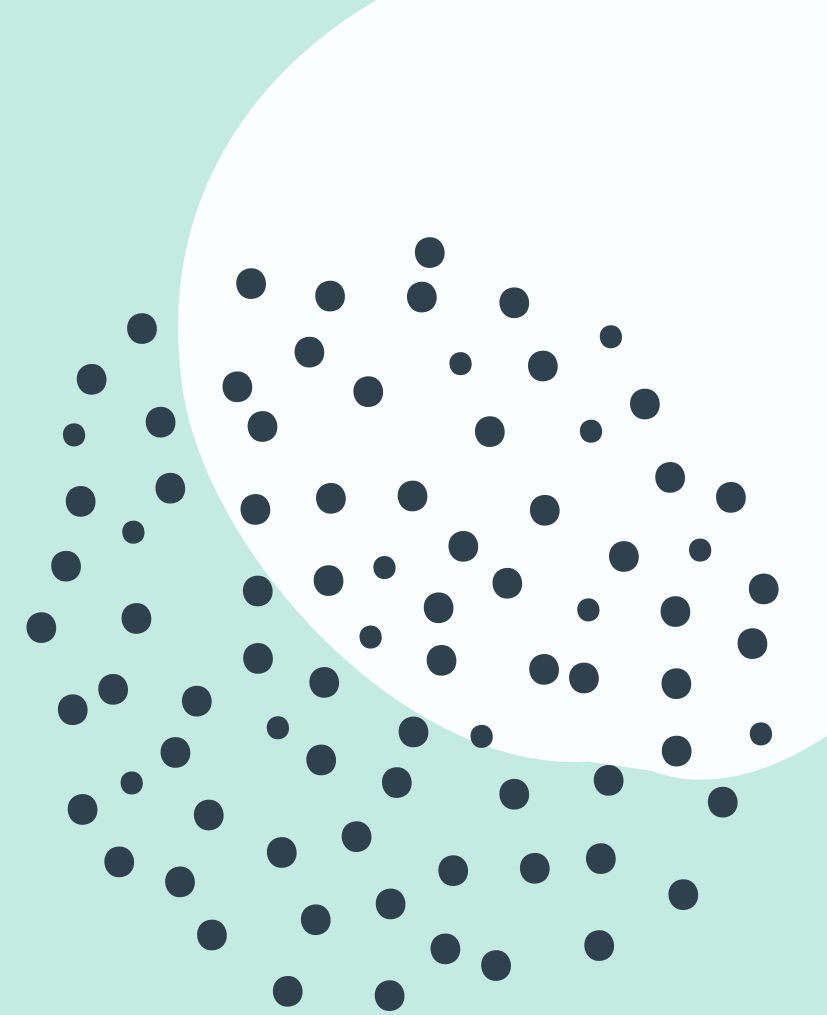
by Dhika Narendra Bhaskara



What is CRM, really ?

INVESTOPEDIA

Customer relationship management (CRM) refers to the principles, practices, and guidelines that an organization follows when interacting with its customers. The goal is simple: Improve business relationships.



WHAT DO WE HAVE HERE ?

- CRM Call Logs dataset
- CRM Events dataset



call logs

	Date received	Complaint ID	rand client	phonefinal	vru+line	call_id	priority	type	outcome	server	ser_start	ser_exit	ser_time
0	2017-03-27	CR2406263	C00004587	977-806-9726	AA0103	34536.0	0.0	NW	AGENT	MICHAL	13:34:11	13:40:23	00:06:12
1	2017-03-27	CR2405641	C00003328	322-598-7152	AA0205	34537.0	0.0	PS	AGENT	TOVA	10:58:22	11:16:10	00:17:48
2	2017-03-27	CR2405629	C00001685	508-311-5237	AA0110	34538.0	2.0	PS	AGENT	YIFAT	13:00:54	13:13:31	00:12:37
3	2017-03-23	CR2400594	C00001945	265-394-2727	AA0113	34540.0	2.0	PS	AGENT	AVNI	16:18:21	16:19:40	00:01:19
4	2017-03-22	CR2399607	C00004303	206-008-0460	AA0102	34541.0	1.0	PS	AGENT	STEREN	14:48:22	14:55:19	00:06:57



events

Date received	Product	Sub-product	Issue	Sub-issue	Consumer complaint narrative	Tags	Consumer consent provided?	Submitted via	Date sent to company	Company response to consumer	Timely response?	Consumer disputed?	Complaint ID	Client_ID
2014-07-03	Bank account or service	Checking account	Deposits and withdrawals	NaN	NaN	NaN	NaN	Email	2014-07-09	Closed with explanation	Yes	No	CR0922485	C00001925
2012-04-12	Bank account or service	Savings account	Account opening, closing, or management	NaN	NaN	NaN	NaN	Email	2012-04-13	Closed with relief	Yes	No	CR0057298	C00003141
2012-04-03	Bank account or service	Checking account	Account opening, closing, or management	NaN	NaN	NaN	NaN	Email	2012-04-03	Closed without relief	Yes	No	CR0043811	C00000297
2012-03-14	Credit card	NaN	Billing disputes	NaN	NaN	NaN	NaN	Email	2012-03-14	Closed with relief	Yes	No	CR0035411	C00004275
2012-03-05	Bank account or service	Checking account	Account opening, closing, or management	NaN	NaN	NaN	NaN	Email	2012-03-06	Closed with relief	Yes	No	CR0030939	C00000900

Analysis

OVERALL CALL MINUTES

Analysis on overall time to
resolve complaints

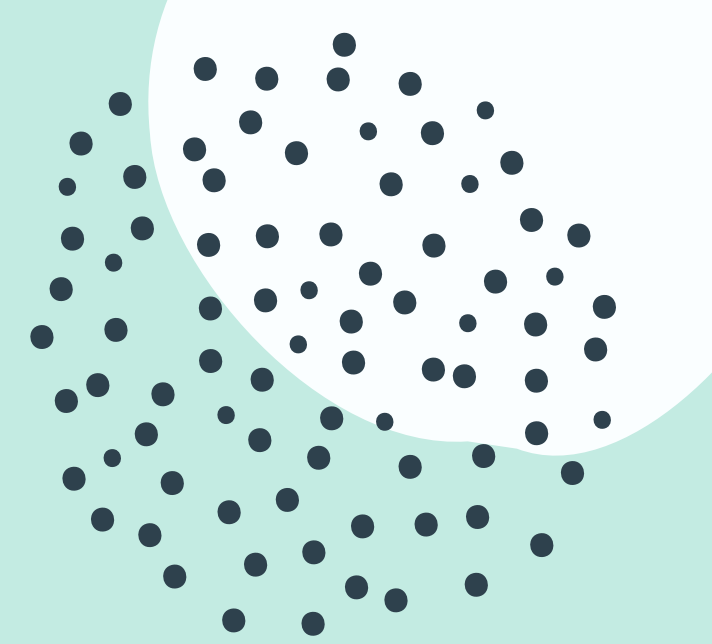
CALL MINUTES BY PRODUCT

Analysis on average time to
resolve complaints grouped
by Product category

CALL MINUTES BY ISSUES

Analysis on average time to
resolve complaints grouped
by Issues category

Overall Call Minutes



In overall, there are.....

- 12,724 calls made to the call center
- 45,378.3 minutes or 756.3 hours worth of call
- On average, it's 3.6 minutes per call

Call Minutes

BY PRODUCT

8,959 Calls
32,366 Minutes

BANK ACCOUNT/SERVICE HAS AN
AVERAGE OF 3.6 MINUTES RESOLVE
TIME

3,765 Calls
13,012 Minutes

CREDIT CARD HAS AN
AVERAGE OF 3.5 MINUTES
RESOLVE TIME

3653 Calls

MOST FREQUENT,
'DEPOSIT &
WITHDRAWALS'

28.9 Mins

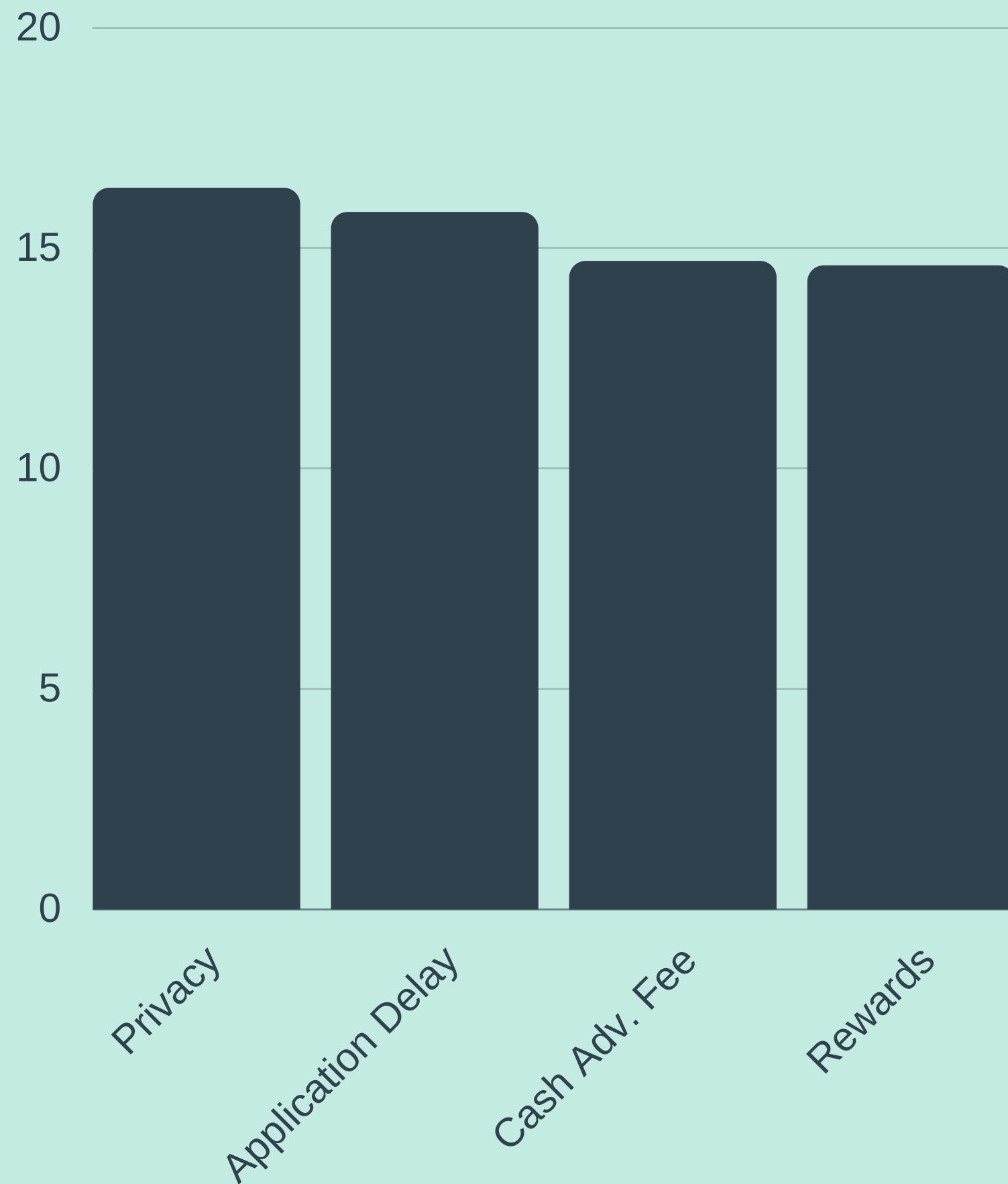
LONGEST CALL,
'MAKING/RECEIVING
PAYMENTS'

13,180.6 Mins or 219.7 Hours

HIGHEST AMOUNT OF TOTAL CALL TIME,
'ACCOUNT OPENING, CLOSING, OR MANAGEMENT'

Call Minutes

BY ISSUE



Average Call Minutes

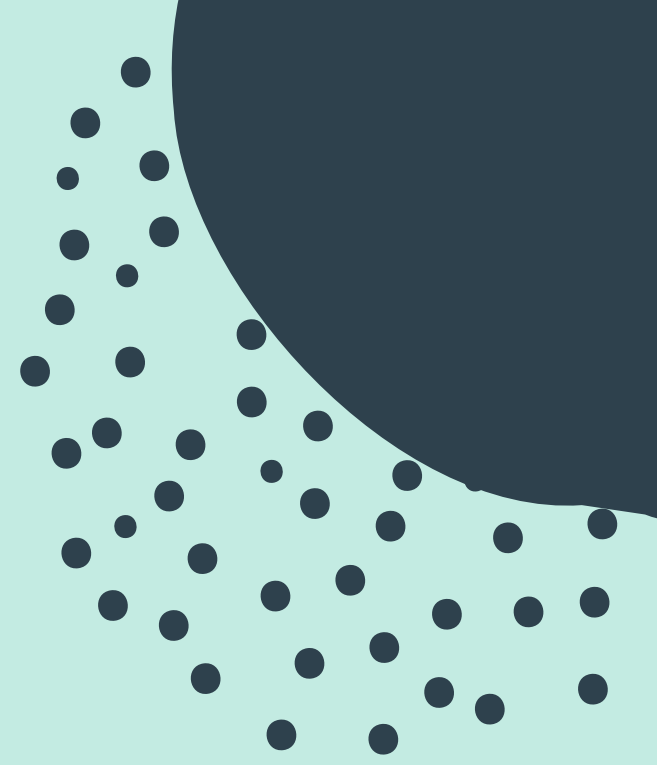
BY ISSUE

In overall, the issue that takes the highest average call minutes is the Privacy concern, which takes in average 16.35 minutes. It is then followed by Application Delay, Cash Advance Fee, and Rewards respectively. Interesting to note that these top 4 issues is within the Credit Card category.

What can be inferred from these findings?

- THE SERVICES IN BANK ACCOUNT/SERVICE CATEGORY NEEDS FURTHER CONSIDERATION FOR IT RECEIVES MORE ATTENTION/CALL TIME
- THE CREDIT CARD CATEGORY NEEDS MORE DELIBERATION ON ITS CALL HANDLING POLICY FOR IT RECEIVES THE TOP 4 HIGHEST AVERAGE CALL TIME

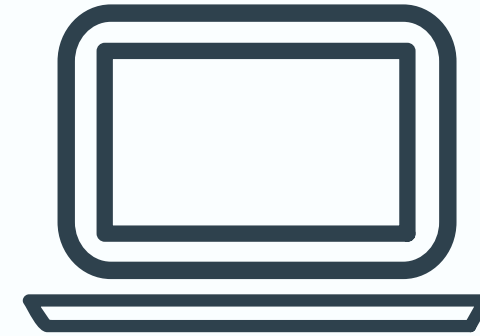
Thank You



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