



# Call Center Performance Analysis

Key Insights and Opportunities

# Introduction & Executive Summary

## Overview:

**This report** highlights trends in :-

- Call volume
- Satisfaction ratings
- Issue resolution
- Agent performance

With actionable insights to improve service quality and efficiency.



# Introduction & Executive Summary

## Objective:

**Provide** a **data-driven analysis** of the call center's **performance**.

**Focusing** on key operational metrics and **customer satisfaction** over the **last three months**.



# Introduction & Executive Summary

## Key Insights Preview:

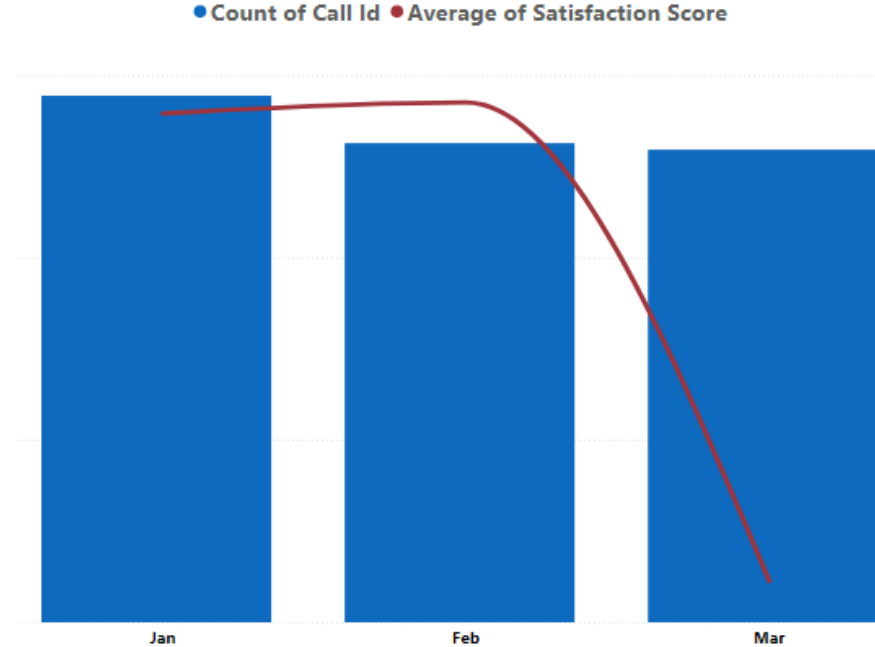
- Stable call volume, but a slight decline in customer satisfaction in **the third month**.
- **First call resolution** needs improvement.
- **Variability in agent group performance** suggests opportunities for targeted coaching



# Call Volume Trends and Satisfaction Stability (Jan-Mar Overview)

## Insights:

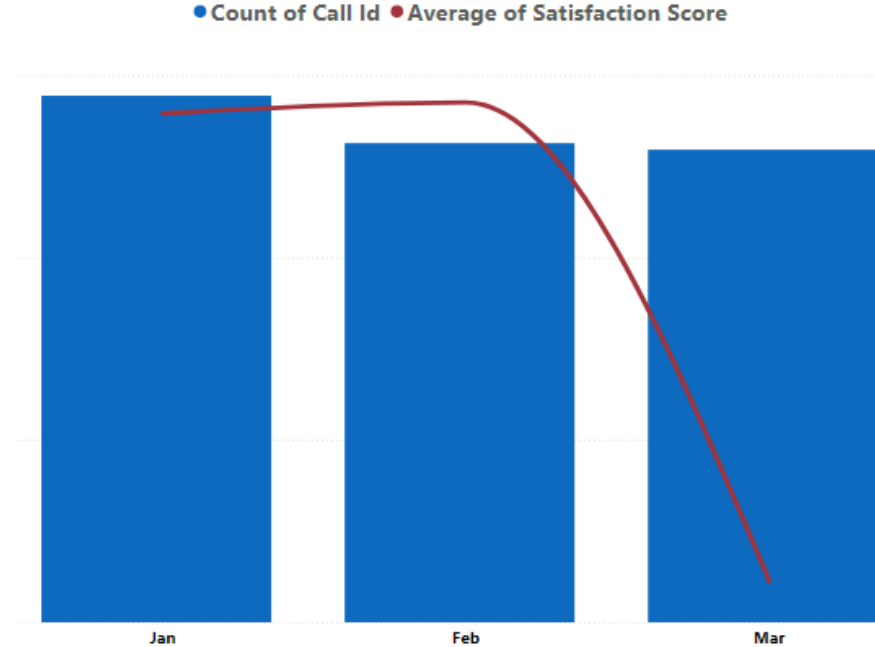
- **High Call Volumes:** January had **the highest** call volume (1444), followed by February (1314), and March (1296).



# Call Volume Trends and Satisfaction Stability (Jan-Mar Overview)

## Insights:

- **Satisfaction Decline:** Despite similar call volumes in **January and February**, satisfaction remained **stable at 3.42**. However, there is a **slight decline in March to 3.36**.



# Call Volume Trends and Satisfaction Stability

## (Jan-Mar Overview)

### Suggested Actions:

- I. **Investigate March Drop:** Analyze March-specific **factors** such as agent performance, wait times, or unresolved issues that might **explain the satisfaction drop**.



# Call Volume Trends and Satisfaction Stability

## (Jan-Mar Overview)

### Suggested Actions:

- II. **Monitor Agent Workload:** Ensure agents aren't overwhelmed, particularly in months with high call volumes, to maintain satisfaction levels.





# Call Volume Trends and Satisfaction Stability

## (Jan-Mar Overview)

### Suggested Actions:

- III. **Customer Feedback:** Gather more detailed feedback from dissatisfied customers in March to **identify recurring issues.**

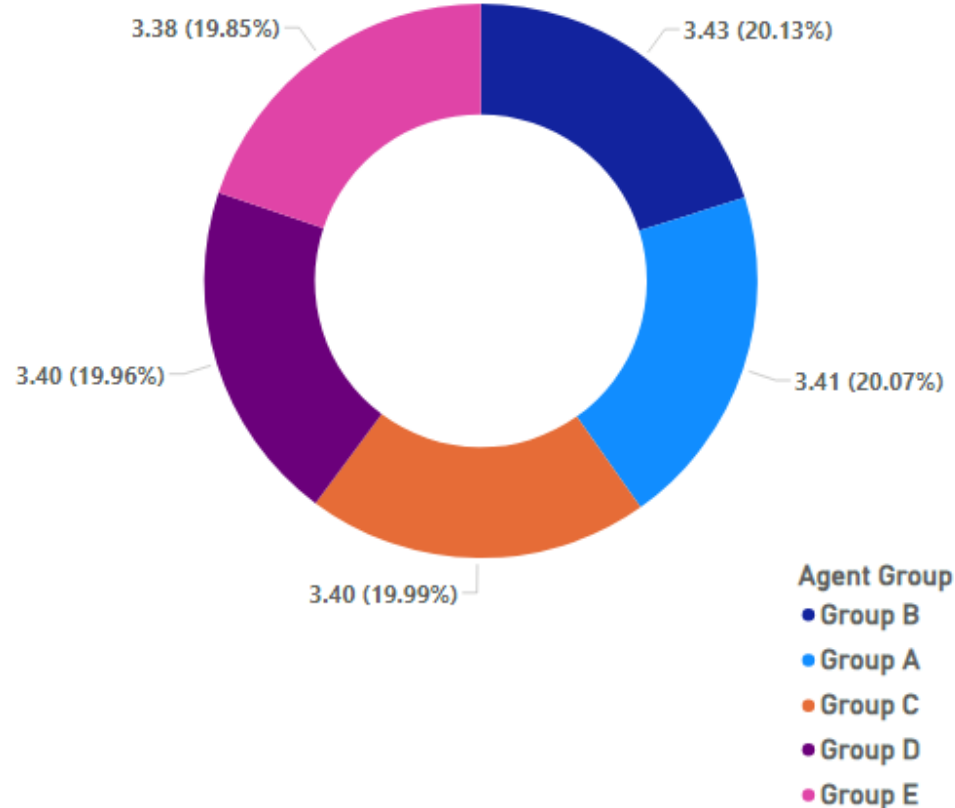


# Resolution Effectiveness & Customer Satisfaction Analysis

## Insights:

- **High Overall Issue Resolution Rate:** The call center has an impressive issue resolution rate of 89.94%

Indicating **effective problem-solving** across all groups.

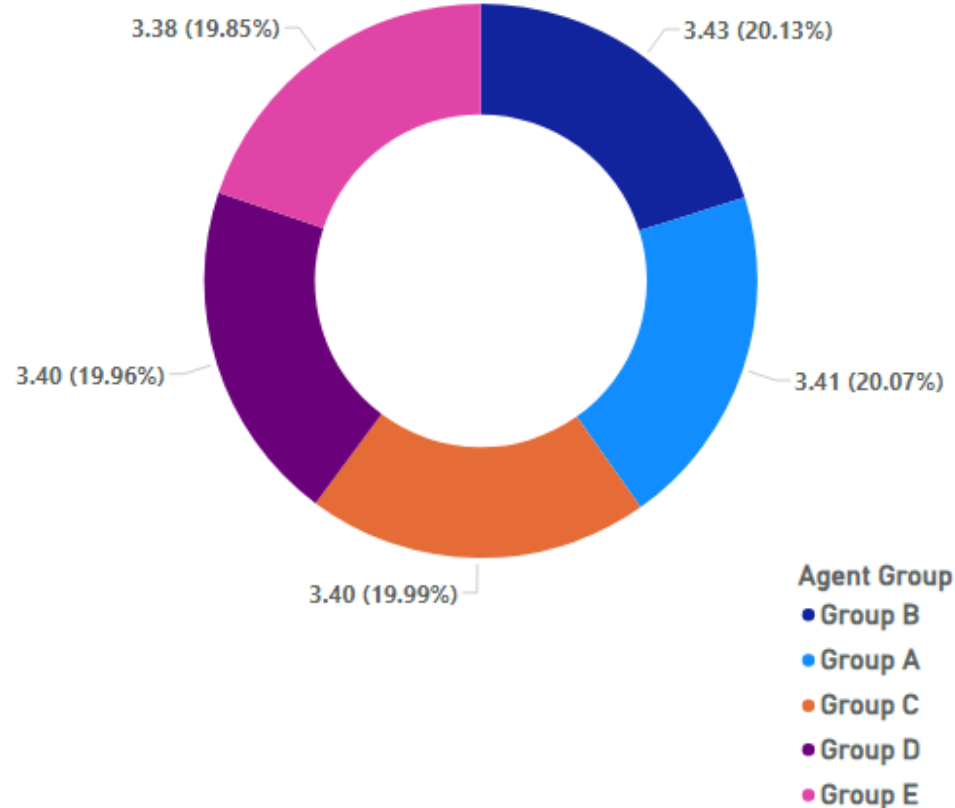


# Resolution Effectiveness & Customer Satisfaction Analysis

## Insights:

- **Satisfactory Customer Experience:** The overall satisfaction rating of 3.40

Suggests **that customers are generally satisfied** but leaves room for improvement.

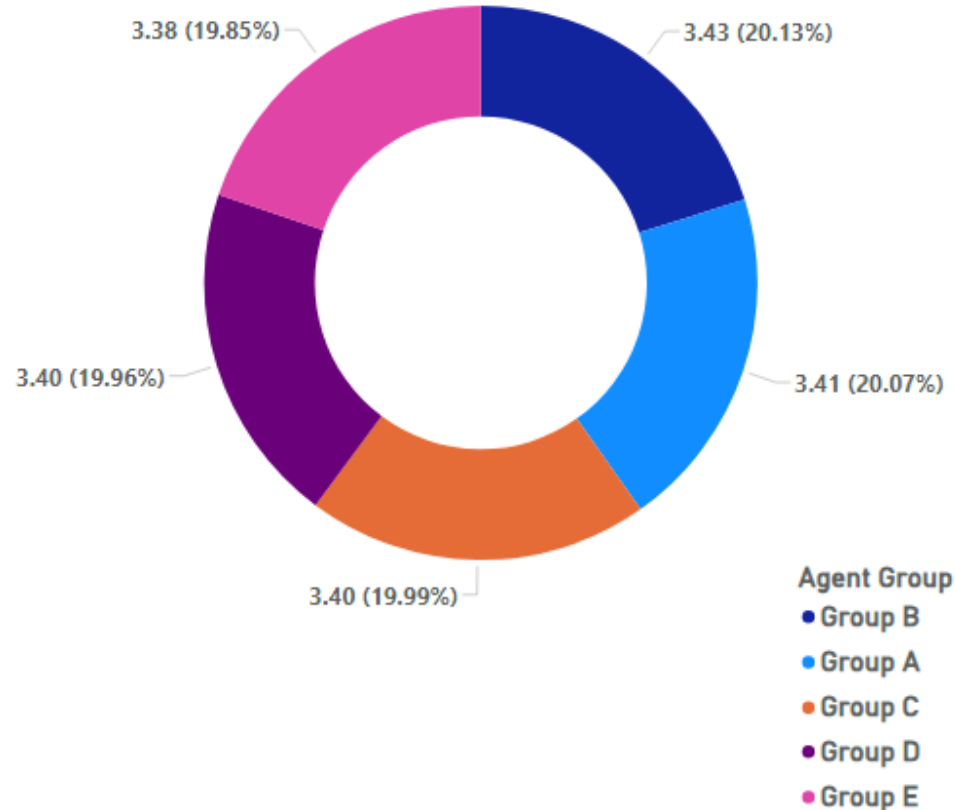


# Resolution Effectiveness & Customer Satisfaction Analysis

## Top Performing Groups:

**Group A:** 91.43% issue resolution and 3.41 satisfaction rating.

**Group B:** 90.43% issue resolution and 3.43 satisfaction rating.

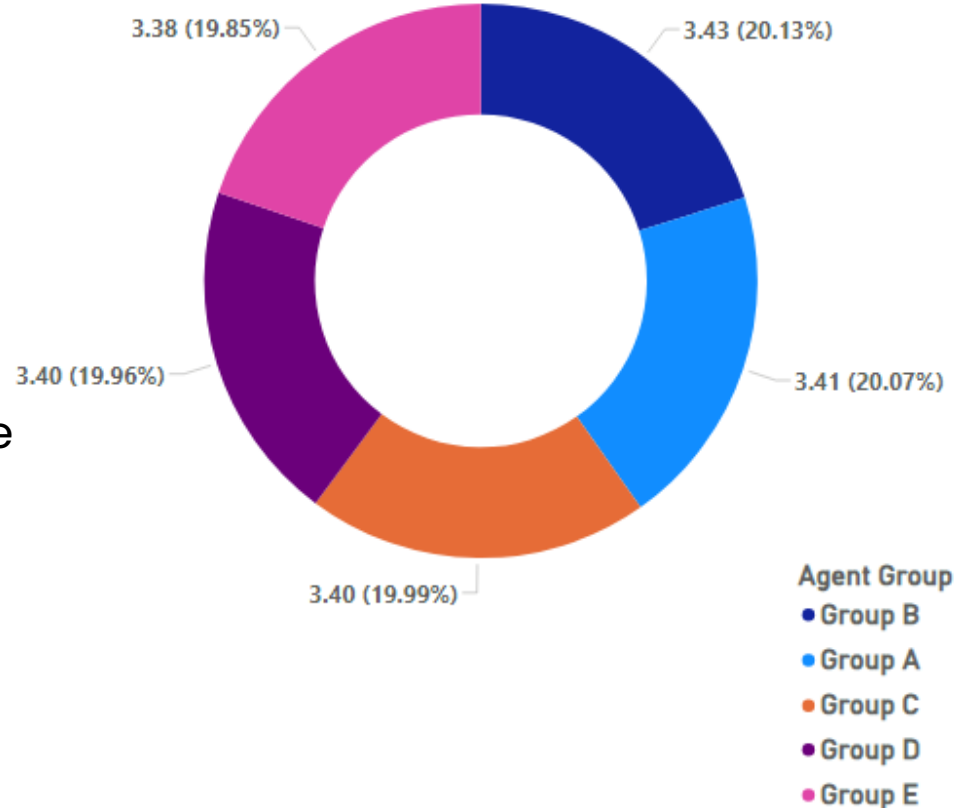


# Resolution Effectiveness & Customer Satisfaction Analysis

## Top Performing Groups:

These groups **outperform the overall metrics**,

Indicating effective practices that can be analyzed and potentially replicated across other groups.



# Resolution Effectiveness & Customer Satisfaction Analysis

## Suggested Actions:

- I. **Analyze Best Practices:** Conduct a deep dive into Groups A and B to identify **specific strategies** or techniques they employ.



# Resolution Effectiveness & Customer Satisfaction Analysis

## Suggested Actions:

- II. **Training Programs:** Implement targeted training sessions for other groups **based on the successful practices** of Groups A and B to elevate their performance.



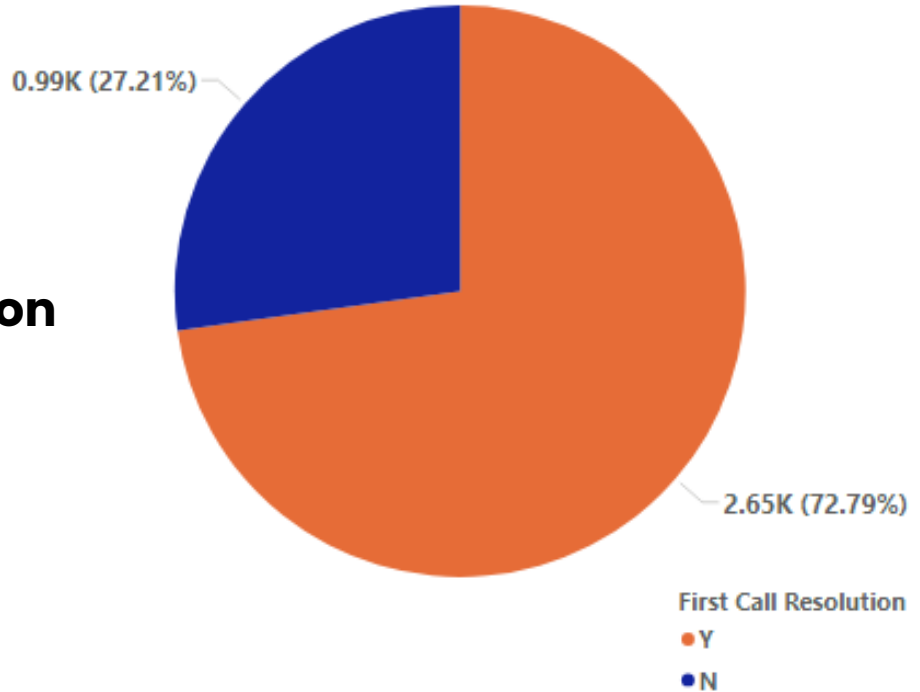
# Impact of First Call Resolution on Customer Satisfaction

## Insights

### Impact of First Call Resolution (FCR):

FCR occurs 72.79% of the time, correlating with a **higher satisfaction rating** (3.42)

Compared to when FCR does not happen (3.35).



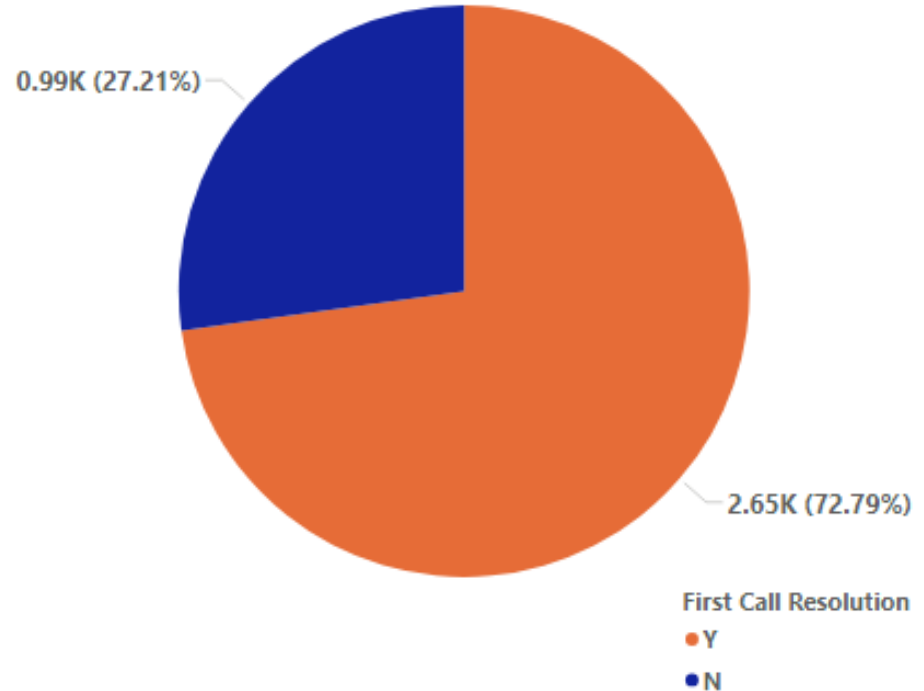


# Impact of First Call Resolution on Customer Satisfaction

## Insights

### Impact of First Call Resolution (FCR):

**The fact** that FCR fails **992 times** indicates potential areas for improvement in **initial customer interactions** and problem-solving efficiency.



# Impact of First Call Resolution on Customer Satisfaction

## Suggested Actions:

- I. **Enhance Agent Training:** Focus on resolving common issues to improve FCR rates.
- II. **Implement Knowledge Base:** Provide quick access to solutions during calls.



# Impact of First Call Resolution on Customer Satisfaction

## Suggested Actions:

- III. **Analyze FCR Failures:** Review cases to identify patterns and obstacles.
- IV. **Set FCR Performance Goals:** Motivate agents to improve first-call resolutions.
- V. **Gather Customer Feedback:** Collect insights from customers on FCR failures.

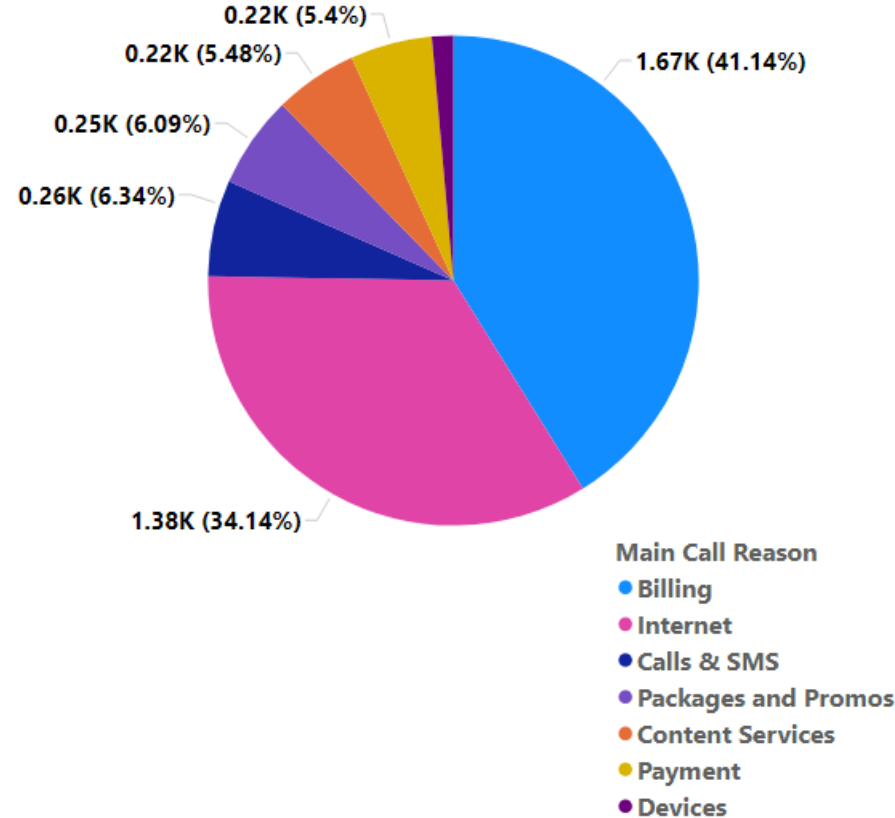


# Understanding Customer Inquiries

## Insights

**Major Call Drivers: “Billing”** issues are the primary reason for customer calls, accounting for **41.14% of total calls**,

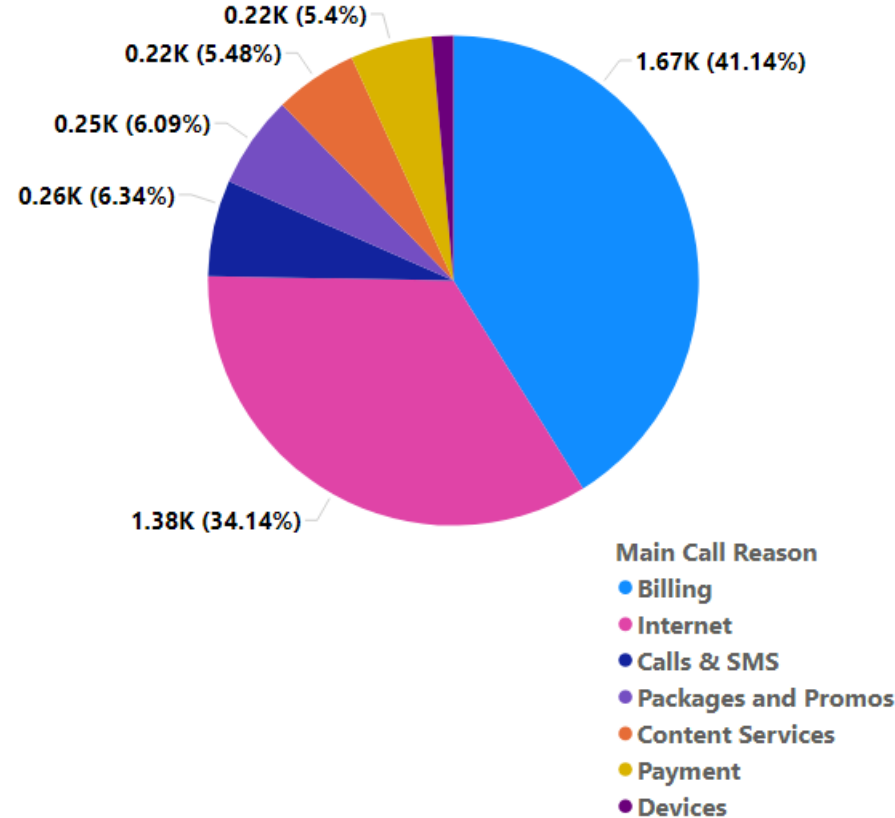
While **“internet”** issues account for 34.14%.



# Understanding Customer Inquiries

## Insights

**Billing Concerns:** Over 90% of billing calls relate to **high or incorrect bill amounts**, indicating a significant area of customer dissatisfaction.

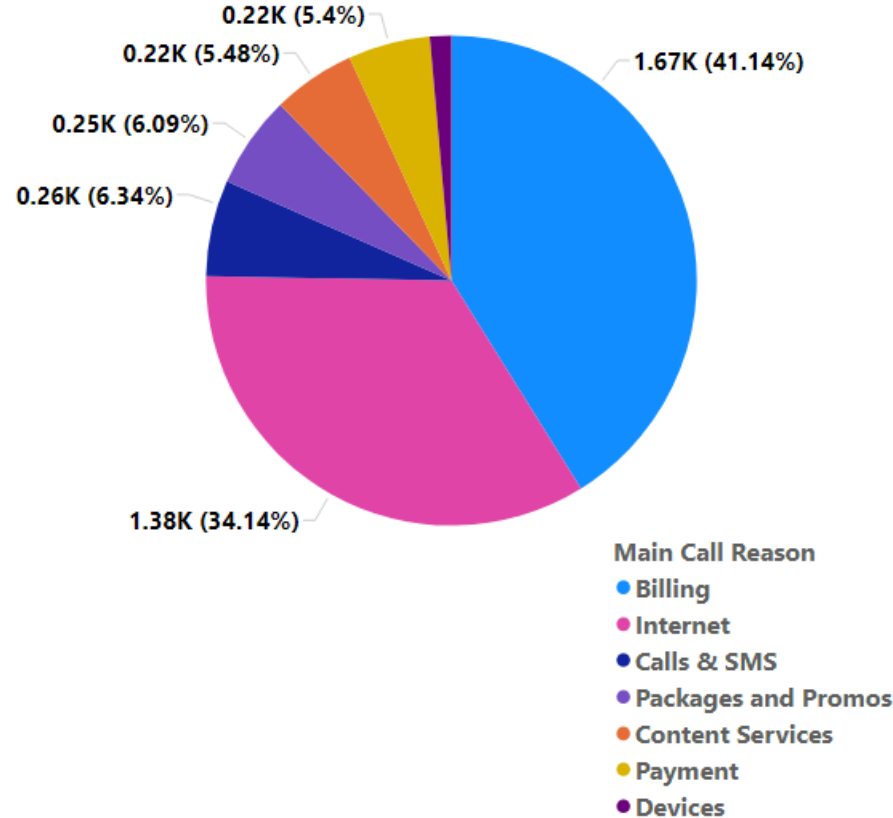


# Understanding Customer Inquiries

## Insights

### Internet Disconnections:

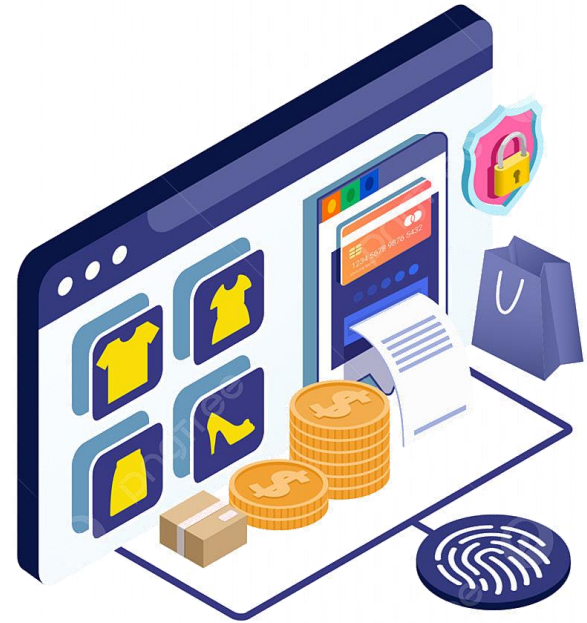
Approximately 40% of internet calls are about **disconnections**, highlighting a critical issue impacting customer experience.



# Understanding Customer Inquiries

## Suggested Actions:

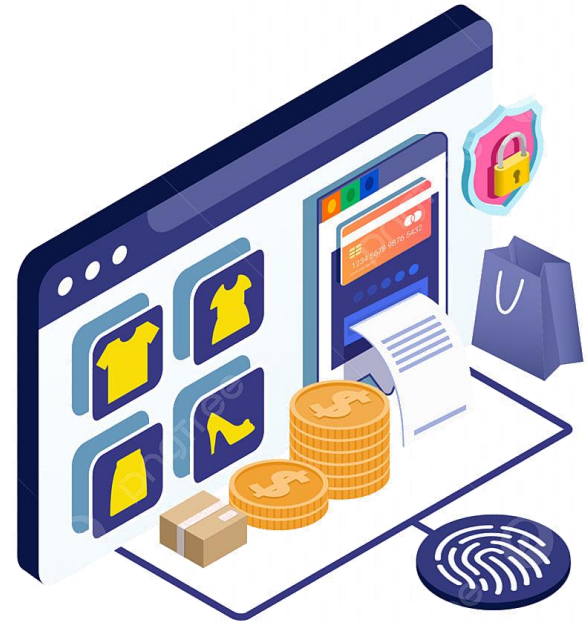
- I. **Billing Review:** Audit billing processes to identify and rectify sources of high or incorrect bills.



# Understanding Customer Inquiries

## Suggested Actions:

- II. Customer Communication:**  
Enhance transparency around billing practices and notify customers of potential charges in advance.



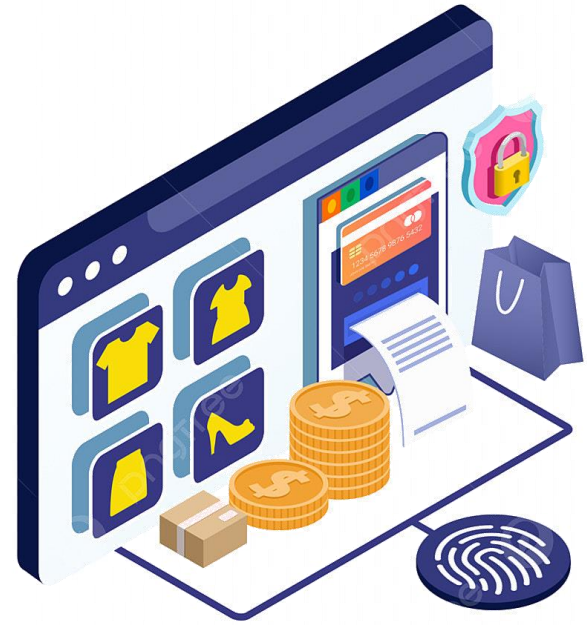


# Understanding Customer Inquiries

## Suggested Actions:

### III. Technical Improvements:

Investigate and resolve the root causes of internet disconnections to reduce related calls.



THANK 

  you! 