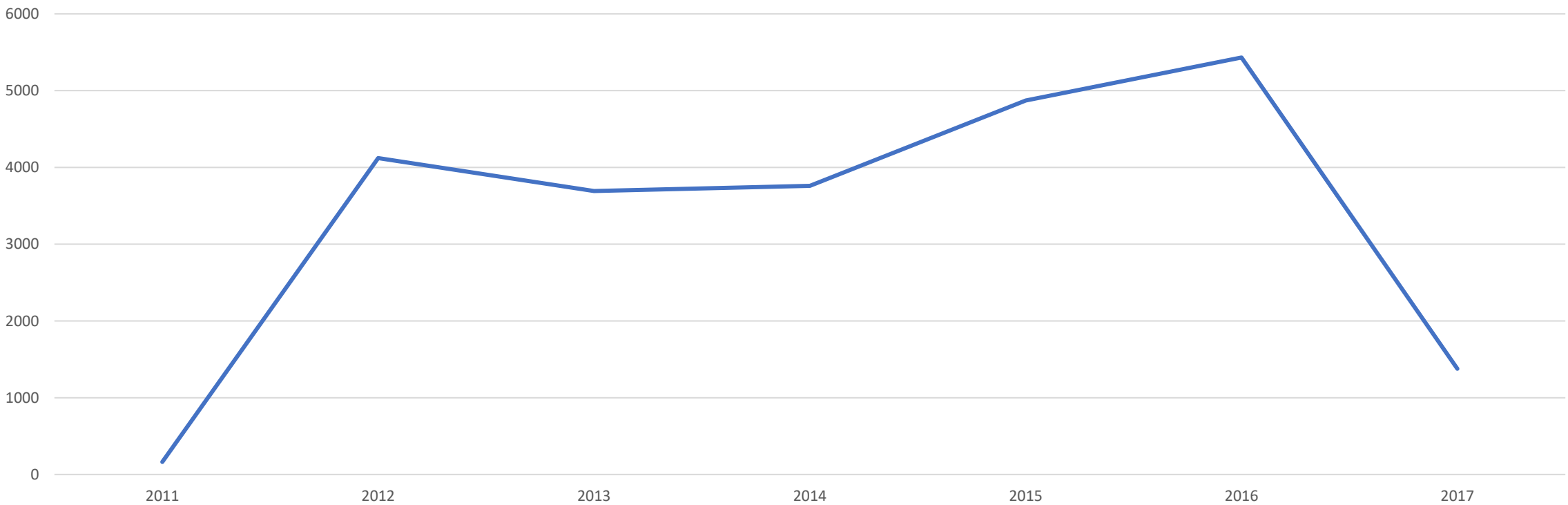


Average Serving Time Report 2011-2017

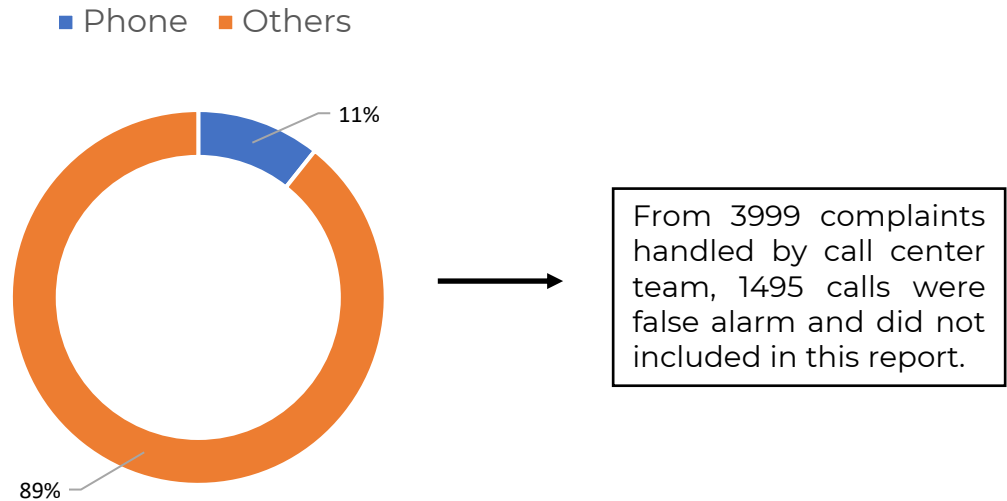
by Ghifary Abrar Rabbani

Call Center-Current Status

Total Complaints per Year



Total Complaint based on Type of Submission



Average of Serving Time

11 Minutes 38 Seconds



Complaints Have Fluctuated Over The Years

- The total complaints shows a fluctuating up-and-down pattern.
- Only 2504 (11 %) complaints from phone that submitted from 23419 complaints.



High Average of Handling Time

- It can affects customer satisfaction with complaint handling. Higher the handling time, possibility to unsatisfaction increase.



Objective On the Report

- Determine the average serving time across several sectors to gain insights and identify improvement opportunities.



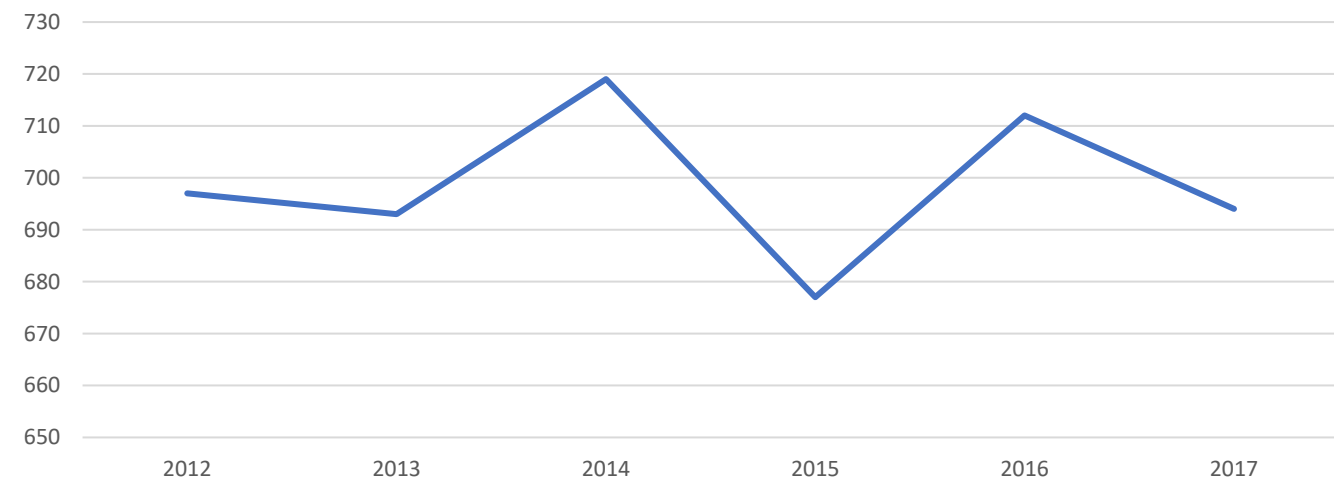
Limitation

- The key metric of this project is the Average Serving Time.

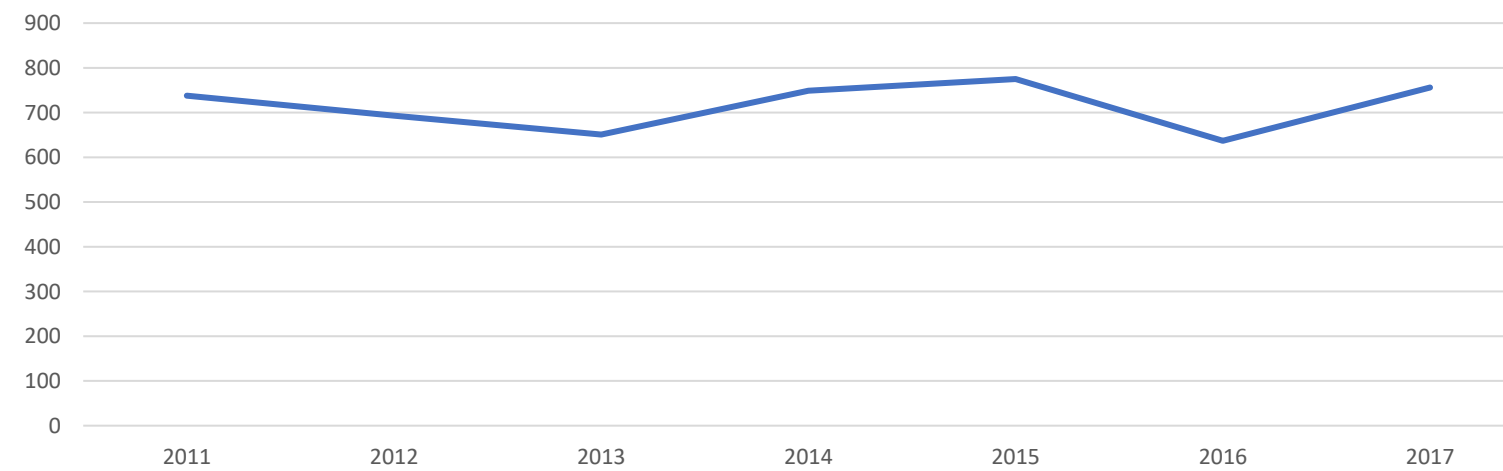
Key Points

Product as the Segment

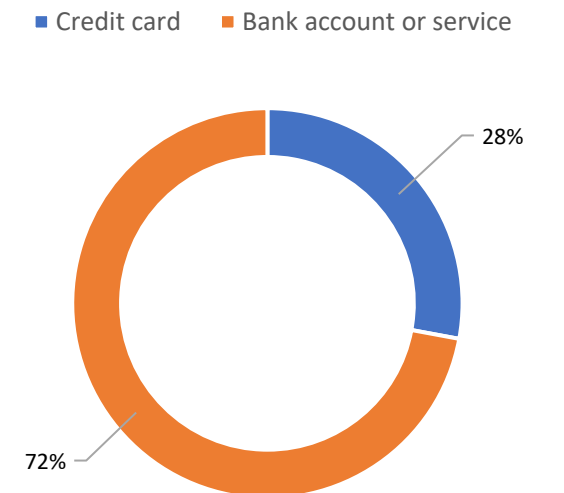
Average Time Serve based on Bank Over The Years



Average Time Serve based on Credit Over The Years



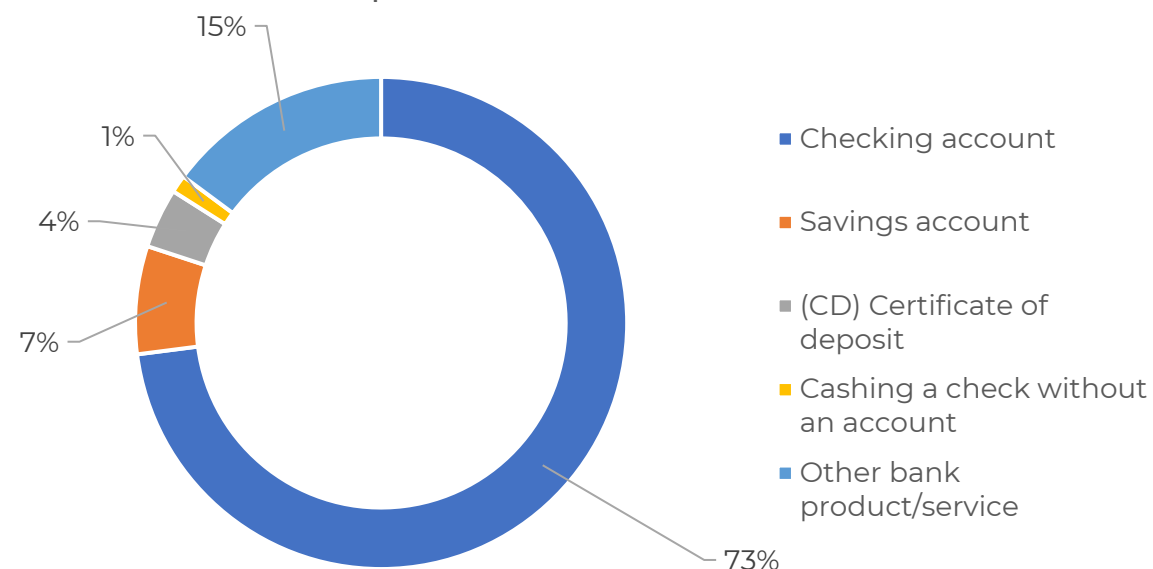
Total Complaints based on Products



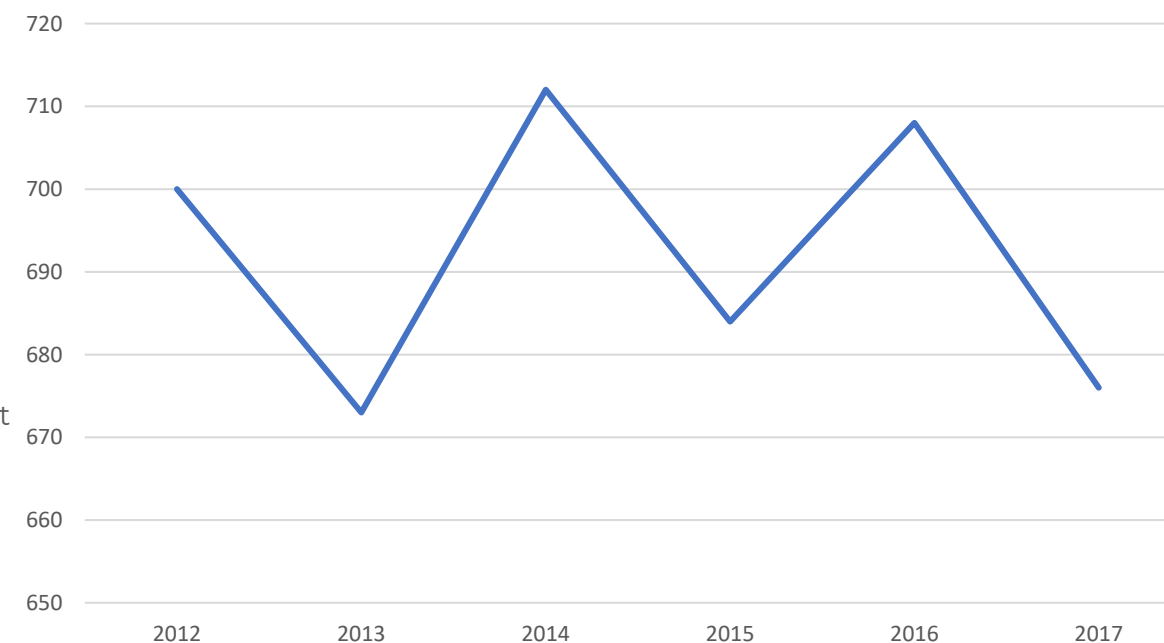
- Both products recorded an average handling time of more than 600 seconds per year for complaints, indicating that there has been no improvement over time of take care of the issues, with more complaints leaning toward bank account rather than credit card.

Sub Product as the Segment

Total Complaints based on Sub Products



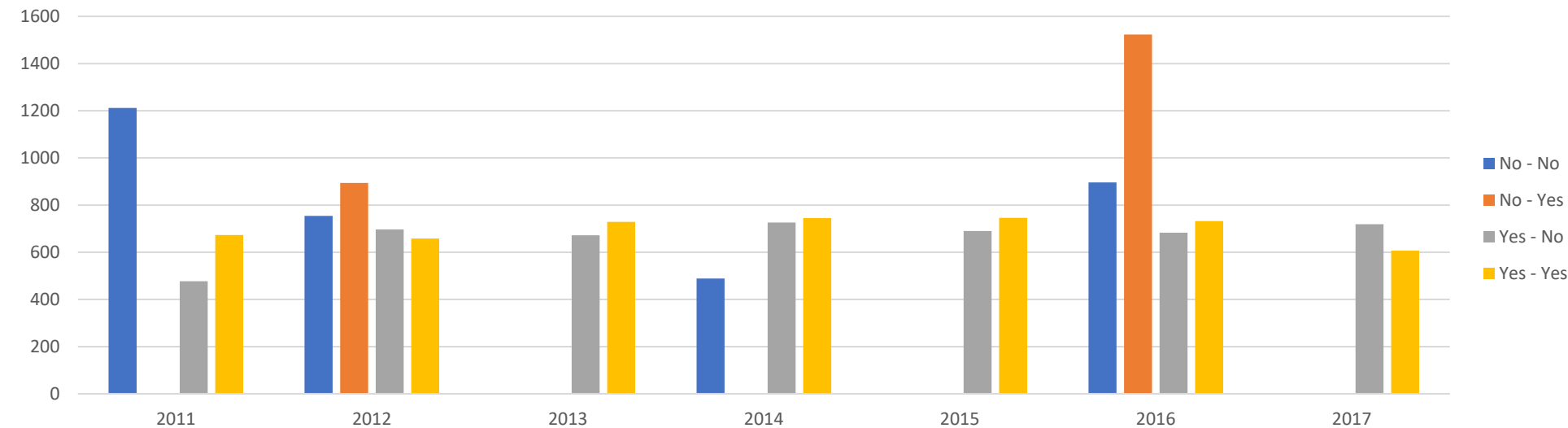
Average Time based on Checking Account Over The Years



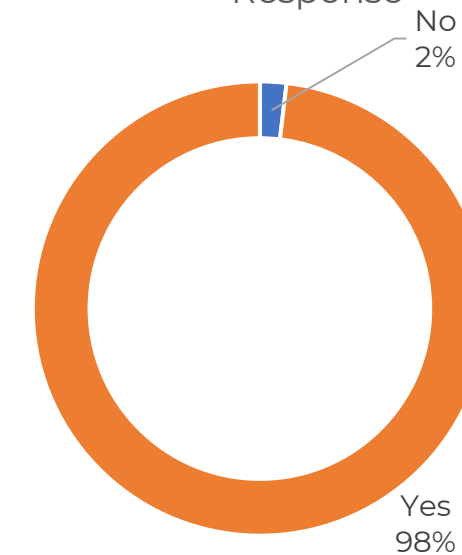
- All of the sub products were group from Bank Products and 1317 (73 %) data from Checking account.
- With checking account has the most complaints, it will be use as the representative of the sub product and shows the handling time from the complaints over the years also did not have any big improvement.

Timely Response and Consumer Disputed as the Segment

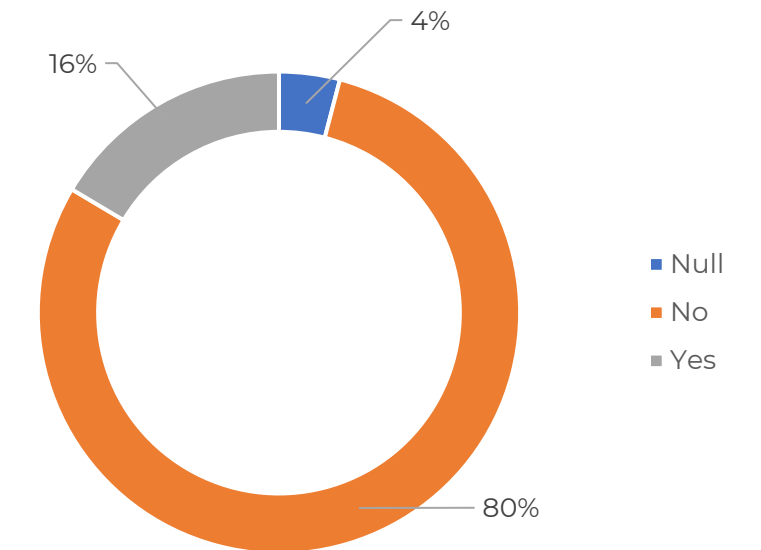
Total Complaints based on Timely Response-Consumer Disputed Over The Years



Total Complaints based on Timely Response



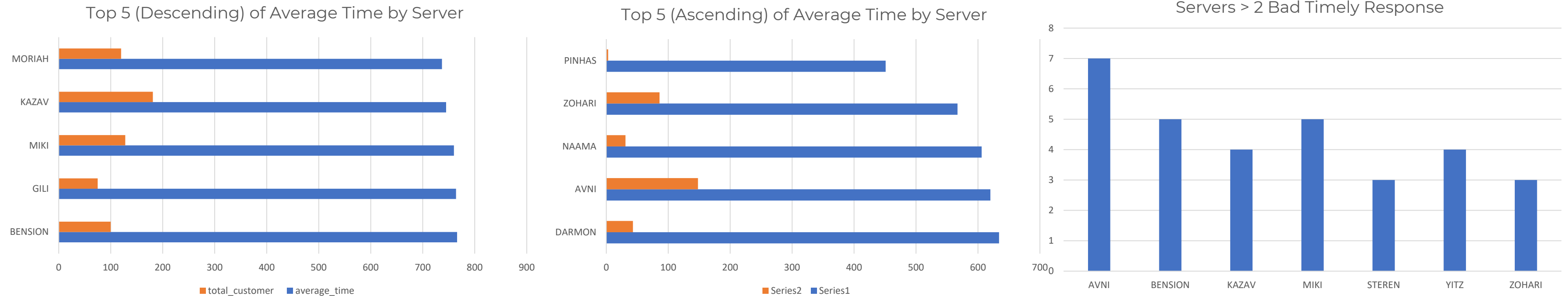
Total Complaints based on Consumer Disputed



- Most complaints (98%) were handled in a timely manner, which indicates that the majority of customer issues were resolved quickly and efficiently, reflecting a high level of responsiveness from the support team. However, 16% of consumer still disputed the outcome, shows that timely response itself did not resolved the problem.
- Over the years, the variety of complaint combinations has varied annually, with some combinations not shows up every year. It also shows that when the company fails to provide a timely response, the average time to resolve complaints tends to be longer compared to when the response is timely.
- When the complaints were handled in a timely manner, despite whether the consumer disputed, the average time of solving the complaints were similar to each other. In contrast, when the complaints were handled late, it shows that the resolution time varied significantly, where disputed cases taking much longer to resolve compared to the late case without disputes.

Key Points

Server as The Segment



- Based on the top 5 customer service representatives by descending and ascending order of average serving time, it shows that higher customer loads lead to longer serving times. However, some representatives in the bottom 5 manage to handle a large number of customers with short average of serving time. Because of this, further investigation is needed to improve customer service efficiency.
- There were also several servers with more than two poor timely responses, shows that improvements are needed.

What's the Improvement?



Monitor of Timely Response by regular monitoring on CS and analyze performance to identify what's needed for improvements.



Focus on Resolving High Complaint Products as repeated complaints indicate underlying issues that need improvements.



Benchmarking High Performing Server to low performance server and identify best practices that can be applied toward others.



Reduce Consumer Disputes by training of the server to provide high quality solutions, not just fast responses of call.

Thank You
Feel Free to Ask Questions!



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