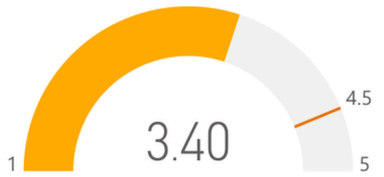
CALL CENTER PERFORMANCE JANUARY - MARCH 2021

67.52
Average Speed of Answer (s)

224.92
Average Call Duration (s)

5000
Calls Received

Average Satisfaction Rating

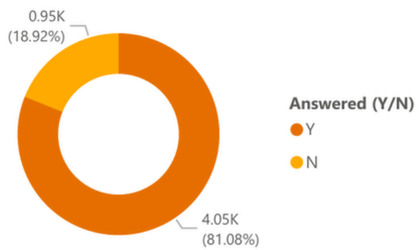


1/1/2021 3/31/2021

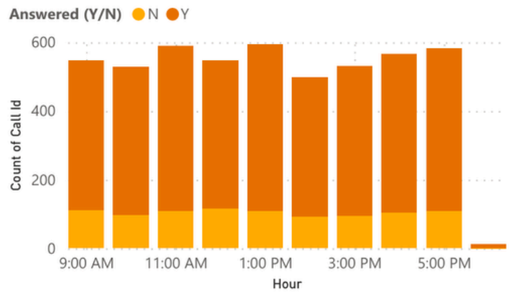
Agent
All

Topic
All

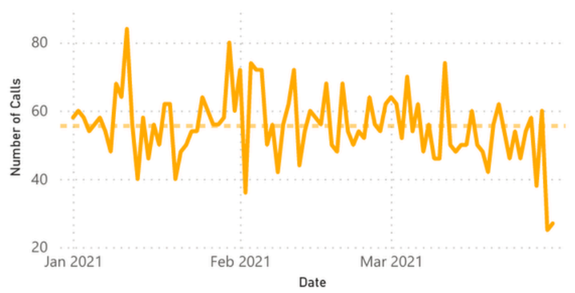
Answered vs Not Answered Calls



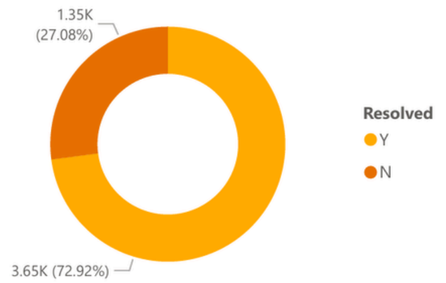
Calls Received by Time



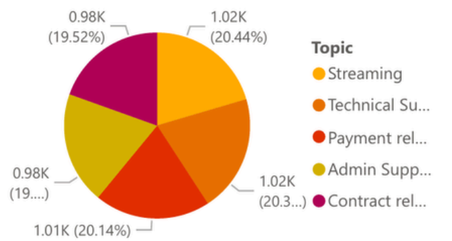
Calls Received by Date



Resolved vs Not Resolved Calls



Topic Distribution



Agent	Answered	Resolved	Avg. Rating	Avg. Speed (s)
Joe	484	436	3.33	70.99
Becky	517	462	3.37	65.33
Jim	536	485	3.39	66.34
Stewart	477	424	3.40	66.18
Greg	502	455	3.40	68.44
Diane	501	452	3.41	66.27
Dan	523	471	3.45	67.28
Martha	514	461	3.47	69.49
Total	**4054**	**3646**	**3.40**	**67.52**

BACKGROUND

Amidst a fiercely competitive telecom landscape characterized by aggressive marketing tactics, our client, **a leading telecom company, sought to gain a deeper understanding of customer needs and call center performance**. With a deluge of claims about superior pricing, service, and target market fit, the company aimed to cut through the noise and uncover actionable insights. By analyzing call center data, we sought to **identify trends, bottlenecks, and opportunities for improvement, ultimately enhancing customer satisfaction and operational efficiency**.

INSIGHTS

CALL CENTER PERFORMANCE

- Average Speed of Answer (ASA) is longer than industry standard at **67.52 seconds**.
- Average Handle Time (AHT) is **224.92 seconds or 3.7 minutes**.
- Call abandonment rate is **19%**, suggesting opportunities to improve service levels.
- Call resolution rate is **73%**, indicating room for improvement in first-call resolution.

CALL VOLUME PATTERNS

- Call volume peaks at **11 AM, 1 PM, and 5 PM**, requiring optimized staffing during these times.
- An unusually high call volume was recorded on **January 11, 2021**.

INSIGHTS

CUSTOMER SATISFACTION

Average customer satisfaction rating of **3.4**, indicating a need to enhance customer experience.

AGENT PERFORMANCE

- Variation in agent performance, with **Joe having the lowest satisfaction rating and slowest ASA**.
- **Martha demonstrates strong performance** with the highest average satisfaction rating, although still far from ideal.

CALL DISTRIBUTION

Call volume seems evenly distributed across different topics.

PROBLEMS

01 Long Average Speed of Answer (ASA)

The current ASA of 67.52 seconds significantly exceeds the industry standard of 20-30 seconds, indicating a need to improve call handling processes.

02 Customer Satisfaction Gap

The current average customer satisfaction rating of 3.4 falls short of the desired 4.5, highlighting a need to enhance customer experience through improved service quality and resolution.

03 Call Volume Fluctuations

Call volume peaks at 11 AM, 1 PM, and 5 PM, resulting in potential service disruptions. Optimized staffing is required to manage these peak periods effectively.

SOLUTIONS

01 Speed up Answer Times

Focus on reducing average speed of answer by analyzing peak call times and optimizing staffing levels during these periods. Identify and address root causes of long wait times, such as system slowdowns or agent training gaps.

02 Enhance Customer Satisfaction

Implement targeted training for agents, especially for Joe, who has the lowest rating. Conduct regular customer satisfaction surveys to pinpoint areas for improvement. Consider offering incentives for high-performing agents.

03 Optimize Call Handling

Analyze call duration data to identify reasons for particularly short or long calls. Provide agents with tools and knowledge to resolve issues efficiently. Consider implementing call routing based on issue type to direct calls to specialized agents.

SOLUTIONS

04 Address Call Volume Peaks

Implement predictive staffing models to anticipate call volume fluctuations. Explore options like call back systems or automated self-service tools to manage peak times.

05 Agent Performance Management

Implement a robust performance management system to track key metrics for each agent. Provide regular feedback and coaching to improve overall agent performance.

THANK YOU

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LET'S CONNECT!

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