

Flipkart



Customer Service
Analysis



Objective:

To analyse customer call data and evaluate the impact of customer service performance on customer retention by identifying key metrics, trends, and underlying issues that affect customer satisfaction.

Business Goal:

To enhance Flipkart's customer retention by improving customer service operations through data-driven insights, leading to better customer experience and increased loyalty.

Flipkart



Customer
buying product



Facing Issue

Billing Question
Payment
Service Outage



Channel

Call
Email
Chatbot
Web



Call Center

Delhi
Mumbai
Chennai
Kolkata



Issue
Not Resolved

Issue
Resolved

Feedback

Sentiments

Csat Score



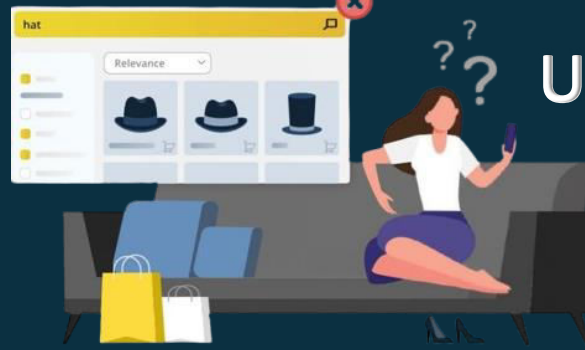
Low csat

High csat



Very Positive
Positive
Neutral
Negative
Very Negative

User Journey



KEY MATRIC



CSAT:

The **Customer Satisfaction Score** is a numerical measure of customer satisfaction (i.e. 1 to 10) after an interaction.

Call Duration:

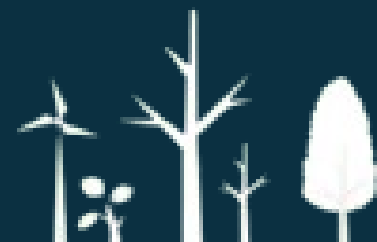
The time (in minutes) spent on the call with the customer.

Response Time:

Shows the percentage of customer support responses that meet the Service Level Agreement (SLA) time limits

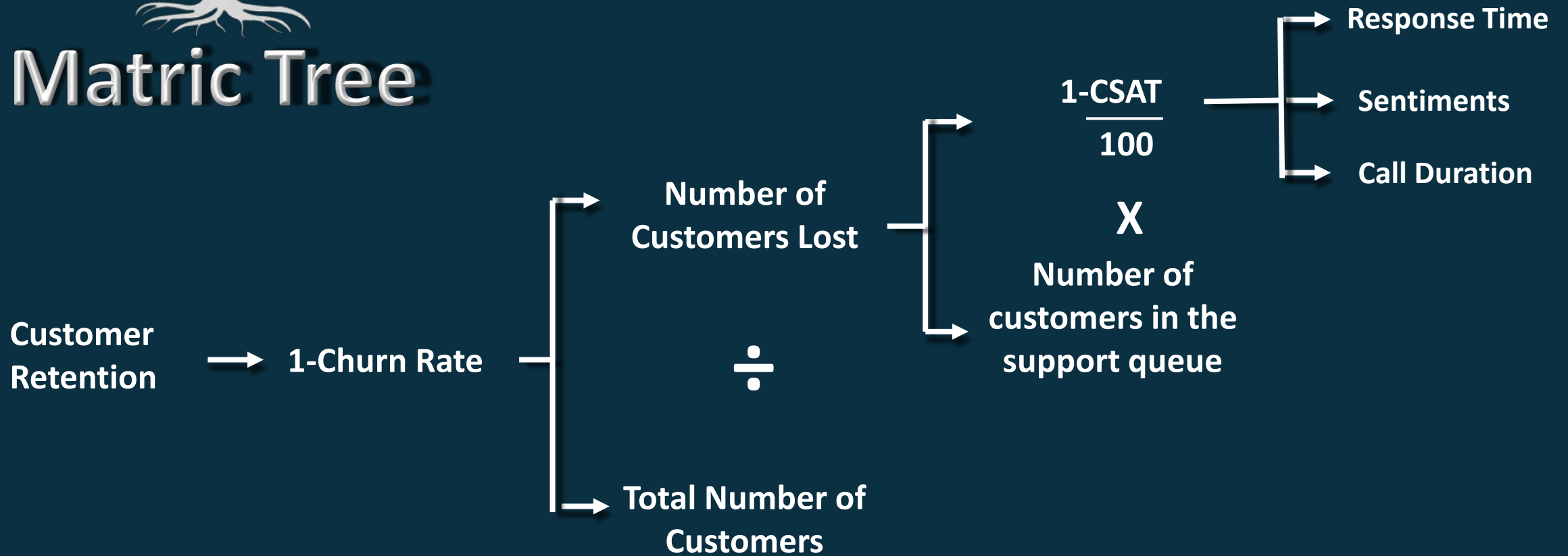
Sentiments:

Sentiment is a Categorical measure of customer satisfaction (i.e. Very positive, Positive, Neutral, Negative, Very Negative) after an interaction.





Matric Tree



HYPOTHESIS: 1

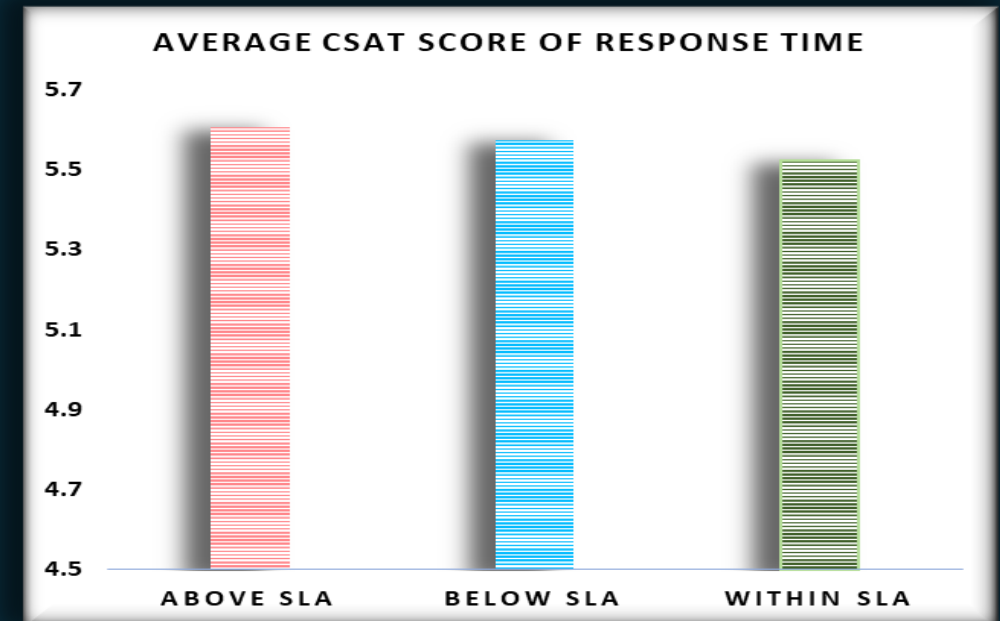
Call centers with higher response times tend to have lower CSAT scores.

Columns: "CSAT score", "Response time"

Analysis: A table was used to analyse the relationship between CSAT scores and response times ("Above SLA," "Below SLA," and "Within SLA"). There was no clear difference between CSAT for different response times.

Conclusion: There is no clear difference in CSAT based on Response time. Kolkata has the lowest CSAT score.

CSAT Score for response time	Above SLA	Below SLA	Within SLA
Chennai	5.67	5.71	5.59
Delhi	5.73	5.63	5.51
Kolkata	5.42	5.41	5.49
Mumbai	5.52	5.56	5.53
Average	5.58	5.57	5.53



HYPOTHESIS: 2

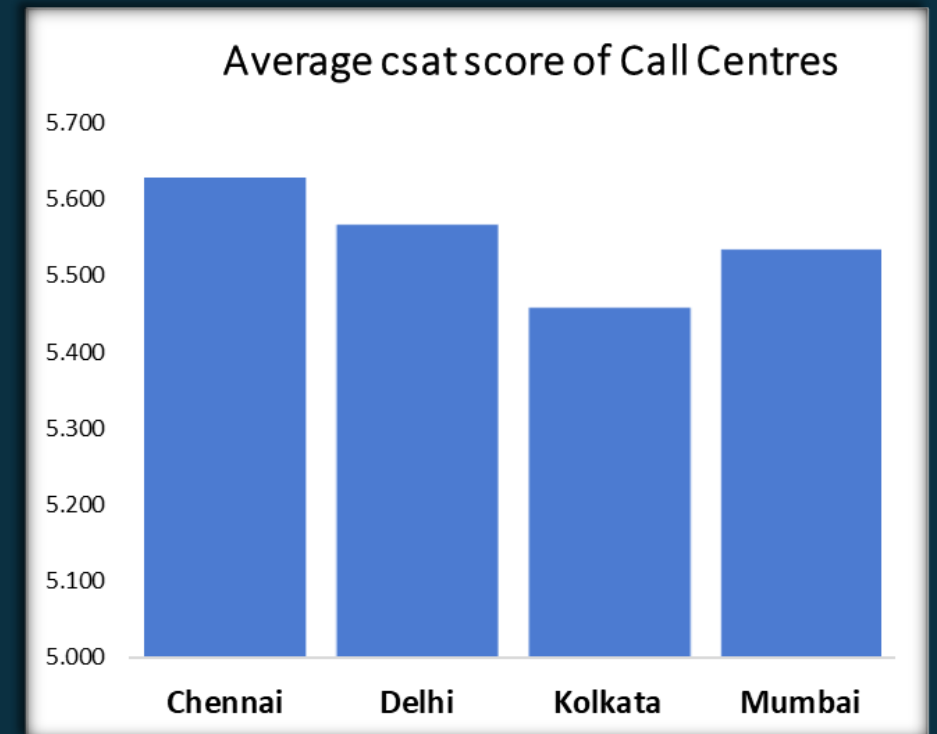
Certain call centers have consistently lower CSAT scores compared to others.

Columns: “CSAT score”, “call center”

Analysis: The average CSAT scores were calculated for each call center. The results showed that Kolkata had the lowest average CSAT score, while Chennai had the highest. This suggests that Kolkata may be facing challenges in maintaining customer satisfaction.

Conclusion: Kolkata's lower CSAT score indicates potential issues with customer service that need further investigation.

Call Centre	Average CSAT Score
Chennai	5.628
Delhi	5.567
Kolkata	5.458
Mumbai	5.533
Average	5.543



HYPOTHESIS: 3

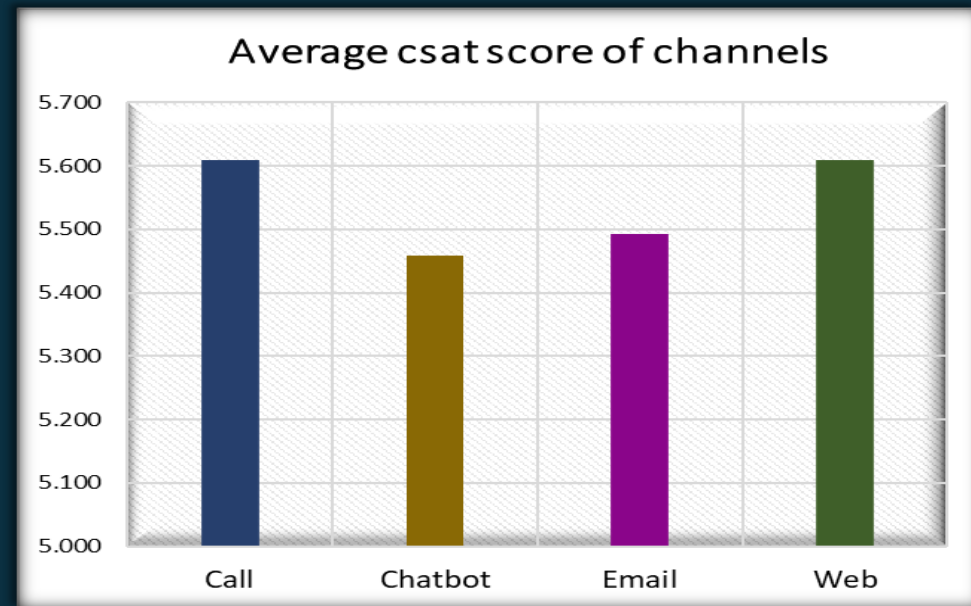
Some support channels are less effective at resolving issues, leading to low CSAT scores.

Columns: “CSAT score”, “Channel”, “Call Centre”

Analysis: Chatbots have consistently underperformed across all call centers. Additionally, Email channels have below-average CSAT scores except for Mumbai. **Kolkata has the lowest average CSAT score because of email and chatbot.**

Conclusion: To boost customer satisfaction, it's crucial to improve Chatbot performance across all centers and address the weaknesses of Kolkata and Chennai's Email channels. Also, need to improve Mumbai's call center.

Call Centre	Average CSAT score				
	Call	Chatbot	Email	Web	Avg.
Chennai	5.834	5.376	5.504	5.804	5.628
Delhi	5.599	5.500	5.541	5.630	5.567
Kolkata	5.680	5.361	5.173	5.537	5.458
Mumbai	5.526	5.476	5.576	5.571	5.533
Avg.	5.608	5.458	5.492	5.608	5.543



HYPOTHESIS: 4

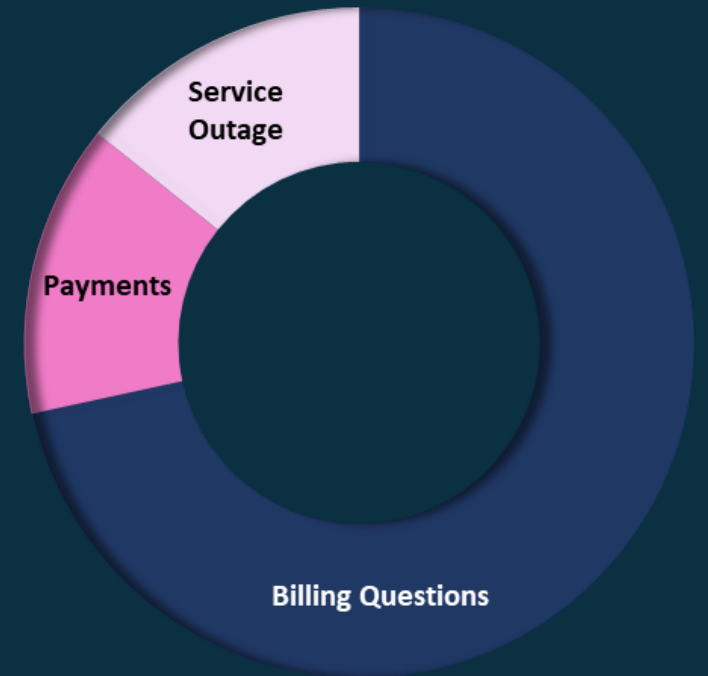
Common reasons are the drivers for large call volume

Columns: “Reason”, “Csat Score ”

Analysis: The data reveals that **billing questions** are the primary concern, accounting for approximately **72%** of the total call volume across all call centers, 14% to Payments, and 14% to Service Outages.

Conclusion: Addressing the billing issues, in particular, could lead to a substantial reduction in call volume and potentially lower churn rates

Reason	Count of CSAT (%)
Billing Question	71.61%
Payment	14.13%
Service Outage	14.27%



HYPOTHESIS: 5

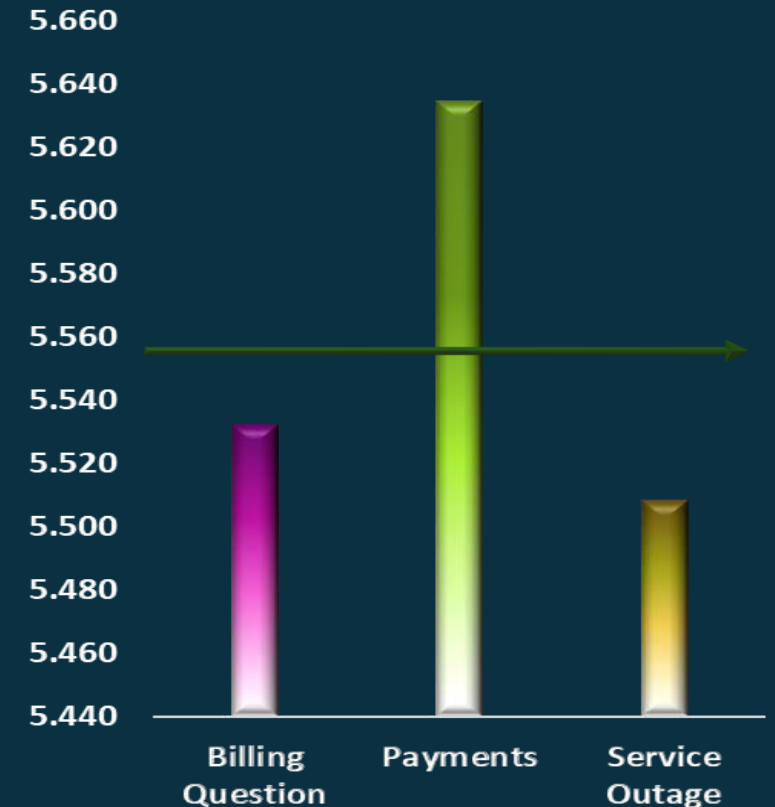
Csat score vary across different reasons

Columns: “Reason”, “csat score”,

Analysis: Billing questions, despite being the most common issue as seen in the previous hypothesis, have a lower CSAT score than Average, and Service outages, which account for 14% of call volume have the lowest CSAT. On the other hand, payment queries have the highest CSAT score.

Conclusion: This suggests that the solution provided for billing issues is not meeting customer expectations and the same for Service Outages, Although from the data it seems like Payment issues are resolved effectively.

Reason	Avg. sat score
Billing Questions	5.532
Payments	5.634
Service Outage	5.508
Total Average	5.558



HYPOTHESIS: 6

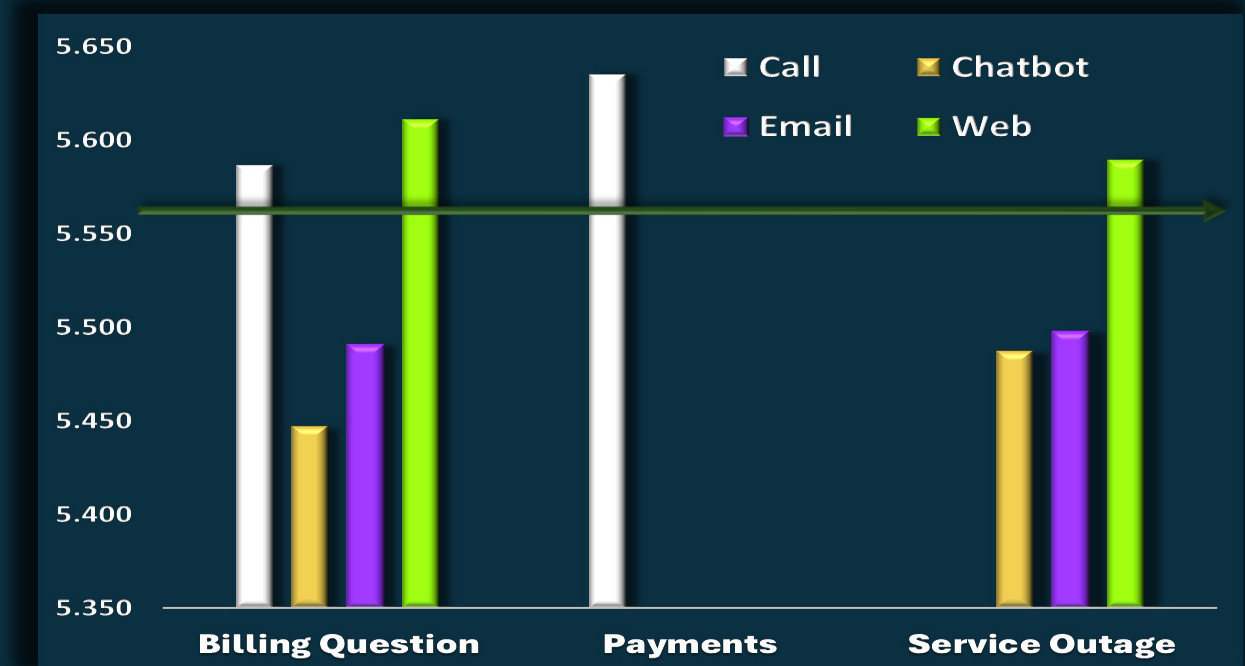
Support channels vary for according reasons, resulting in variations in CSAT scores.

Columns: “csat score”, “Reason”, “Channel”

Analysis: All four channels are utilized for **billing questions**. For **service outage** issues, **three channels** are used, and for **payments**, only one channel is used.

Conclusion: Enhance the Chatbot for billing and service outages and consider adding Call support for outages to improve satisfaction. The Web and Call channels perform well, while Email shows moderate results. Prioritising these improvements will elevate the overall customer experience and increase the csat score.

	Average csat score of each channel			
Reason	Call	Chatbot	Email	Web
Billing Question	5.586	5.447	5.490	5.611
Payments	5.634			
Service Outage		5.487	5.497	5.589





Recommendation

Improve Billing Issue Resolution:

- **Enhance Billing Transparency:** To reduce confusion, offer clear billing statements and FAQs.
- **Optimize Billing Processes:** Identify and fix system/process issues causing billing errors.
- **Proactive Communication:** Send preemptive notifications with billing summaries.

Enhance Service Outage Management:

- **Increase Human Interaction:** Use call centres for outage-related queries.

Improve Chatbot & Email Performance:

- **Chatbot Overhaul:** Redesign the chatbot to enhance customer experience.
- **Email Support Training:** Improve Email team performance.

Regional-Specific Improvements:

- **Kolkata & Chennai:** Improve email support team efficiency.
- **Mumbai:** Enhance call centre agent training for better human interactions.

