Call Center Performance

Title	Increase CallCenter Performance
Industry	Media and Information Services
Function	
Background	The call center of "Anonymous Bank" provides several different services: • Information on and transactions of checking and saving, to bank-customers • Computer generated voice information (through VRU = Voice Response Unit) • Information for prospective customers • Support for the customers of "Anonymous Bank" web-site (internet customers) And it divide the calls into 6 type of services • PS - regular activity (coded 'PS' for 'Peilut Shotefet') • PE - regular activity in English (coded 'PE' for 'Peilut English') • IN - internet consulting (coded 'IN' for 'Internet') • NE -stock exchange activity (coded 'NE' for 'Niarot Erech') • NW - potential customer getting information • TT – customers who left a message asking the bank to return their call but, while the system returned their call, the calling-agent became busy hence the customers were put on hold in the queue. Call centre performance, basically depend on 3 factors • 1st is abundant calls • 2nd is waiting time • 3rd service time for calls This dashboard helps to increase the call centre performance, by analyse the CallCenter process.
Data Source	57_Call_Center_January.xlsx (2007)
Technology	Tableau 8.2 (32 bit edition)
Story/ Analysis	• It tells how much % of Total Abandon Calls are abandon at VRU lines and what the median waiting time is. • It tells how much % of Total Abandon Calls are abandon at Queue lines and what the median waiting time is. • By this we can see that most of the calls are abandon at the Queue lines, Because of much waiting time • Heat Chart shows that which service type of calls are mainly come • Than we try to find which agents are best (taking very less time to solve the query of customers) for particular service area. • At the last we analyse the agents using their ranks in all the service areas.
Value/ Decision	Most of the calls abundant at Queue line because of waiting time (waiting time is very high here). And waiting time is high because agents are busy in their calls, so if we decreased the service time then agents will free early, and they can take more calls. And this can be done when calls (have a particular service type) is given by the ability of the agent in the particular service type, so they handle calls in a very less time.
Cosmetics/ Look & Feel	• Used table chart with bar marks. • Used parameter as input box
Technical/ Capability	• Used UNIQUERANK Function • Parameters • Used IF, RIGHT, STR, DATEPARSE, LEFT, LOOKUP, ATTR, INDEX, LAST function