Output

## 1. Average Handle Time by Call Reason

- **Description**: This bar chart shows the **Average Handle Time (AHT)** for different call reasons. Handle time refers to the total time spent on a call, from the moment it starts to the moment the agent finishes resolving the issue.

- **Key Insights**:

  o **Checkout** and **Post-Flight** have the highest handle times, indicating that these types of calls require more time to resolve.
  o **Voluntary Cancel** and **ETC** also have relatively high AHT, suggesting that the process might be more complex or require more steps.
  o **Booking** calls have a significantly lower AHT, indicating that these are quicker to resolve, likely because of more streamlined or familiar processes.
- **Interpretation**: High handle times could be due to more complex issues, lack of automation, or more customer-agent interaction required. Optimizing these processes by automating repetitive steps or improving agent training could help reduce the AHT for high-handle-time categories like Checkout and Post-Flight.
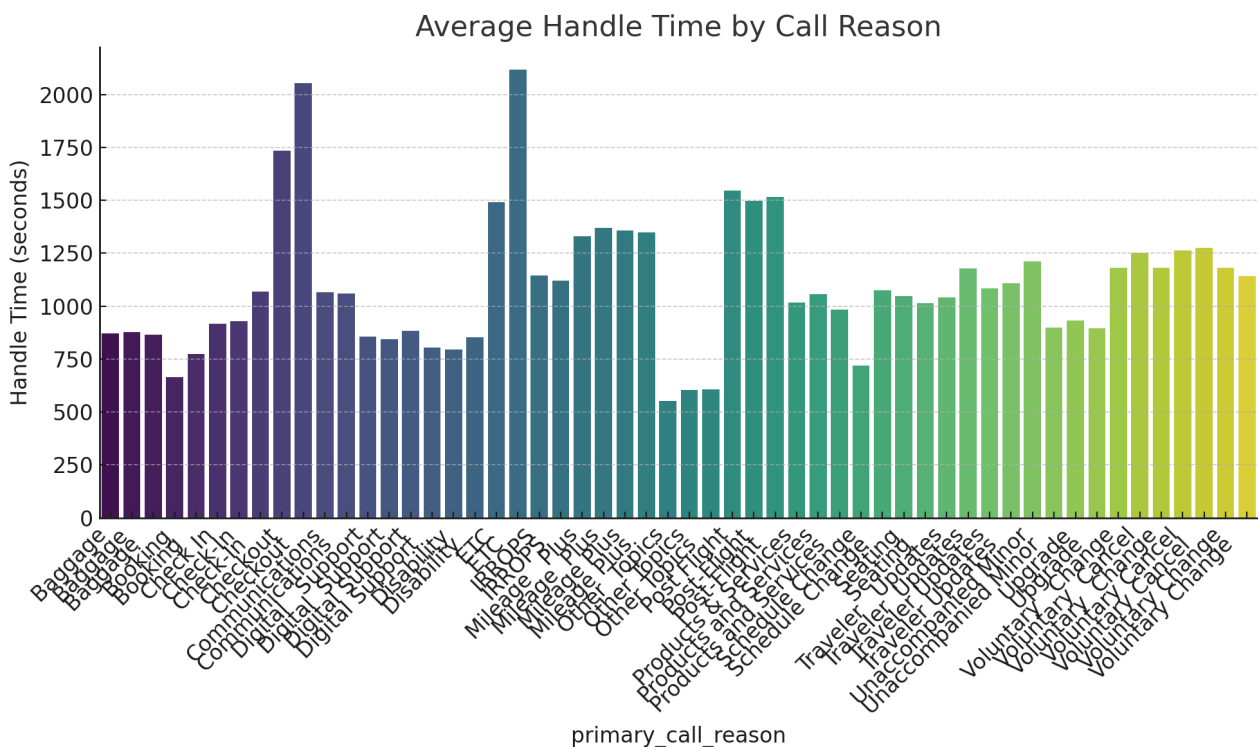
2. Average Speed to Answer by Call Reason

- **Description**: This bar chart visualizes the **Average Speed to Answer (AST)**, which refers to the amount of time it takes for an agent to pick up the call after it's been placed by the customer.
- **Key Insights**:
  - Calls related to **Checkout** and **Post-Flight** experience the longest AST, which means customers are waiting longer for their calls to be answered.
  - **Voluntary Cancel** and **ETC** also have relatively higher AST, while **Booking** and **Mileage Plus** calls are answered more quickly.
- **Interpretation**: Long AST could negatively impact customer satisfaction as customers are left waiting for extended periods. Reducing AST for high-priority call types like Checkout and Post-Flight might involve better call routing strategies, increasing agent availability, or implementing technology solutions like intelligent virtual assistants to handle simpler queries before transferring to agents.
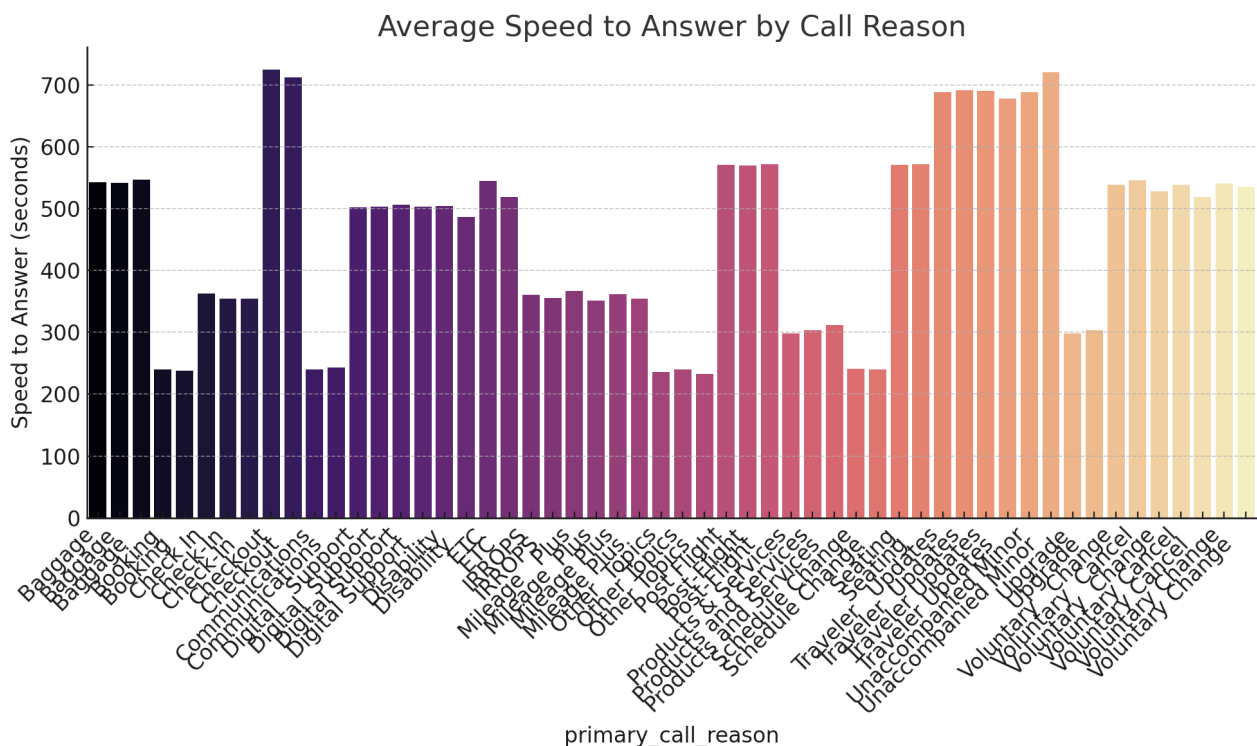
- **Both charts reveal opportunities for improving call center efficiency. Long AHT and AST are pain points for the customer experience, especially for complex calls like Checkout and Post-Flight. Focusing on these areas will help reduce overall call duration and wait time, leading to higher satisfaction and better operational efficiency.**