I Cloud 7 Assessment

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Executive Summary

Objective:

This report aims to analyze the churn behaviour of a key bank with operations in 3 european countries

Key Findings:

* There is a clear correlation between changes in ticket inflow and AHT variability. Weeks with substantial increases in inflow tend to show higher AHT, while weeks with significant inflow reductions generally experience lower AHT.
* Issues such as cancellations, incomplete orders, and app-related problems significantly impact overall handling times and operational efficiency.
* Most issue types exhibit a substantial increase in AHT when tickets are reopened, indicating that unresolved or partially resolved issues require more time and resources upon reopening.
* The negative correlation between AHT and Customer Satisfaction (CSAT) scores indicates that longer handling times are generally associated with lower customer satisfaction. However, some issue types with longer AHTs still maintain higher CSAT scores, suggesting that other factors also influence customer satisfaction.

Recommendations:

* Implement strategies to manage ticket inflow more effectively by increasing self-service options. Enhance chat services with Generative AI to empower customers to find solutions independently.
* Develop targeted training programs
* Implement advanced diagnostic tools
* Launch initiatives to improve first-time
* Adopt a holistic approach

1. Introduction

This report aims to analyze the

* 1. Scope of Analysis

This analysis covers a five-week period from April 29, 2024, to May 27, 2024. We focus on examining:

* The impact of ticket inflow and issue type management on overall AHT.
* The key issue types driving changes in AHT.
* The effect of ticket reopens on AHT.
* The correlation between AHT and Customer Satisfaction (CSAT) scores.

1. Methodology
   1. Data Collection and Processing

Data for this analysis was collected from our PostgreSQL database, which includes the following key fields:

CREATED\_AT: Timestamp of ticket creation.

TICKET\_ID: Unique identifier for each ticket.

COUNTRY: Country where the issue was reported.

GLOBAL\_TIPIFICATION: Categorization of the issue.

AHT\_SECONDS: Average Handling Time in seconds.

RESOLUTION\_TIME: Time taken to resolve the ticket.

IS\_REOPEN\_AGENT: Indicates if the ticket was reopened by the agent.

CSAT: Customer Satisfaction score.

FRT\_QUEUE: Related to queue times.

IS\_CANCELLED: Indicates if the ticket was cancelled.

IS\_CSAT: Indicates if the ticket had a CSAT survey.

IS\_REOPEN\_TOTAL: Total reopen status.

IS\_SNOOZED\_AGENT: Indicates if the ticket was snoozed by the agent.

SURVEY\_STATUS: Status of the CSAT survey.

SLA: Service Level Agreement compliance status.

1. Key Findings
   1. Factors Affecting AHT

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Analysis and Findings

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Visualizations and Data

* Table 1: SQL Query Table Inflow and AHT Changes
* Table 2: SQL Query Table Issue Type Weekly

Insights

* There

Overall Insights

* To effectively

1. Recommendations
   1. Improvement Areas

* Implement strategies to manage ticket inflow more effectively while optimizing the efficiency of handling specific issue types. Based on the data, we recommend increasing self-service options. Using FAQs, knowledge bases, or interactive guides is typically suitable, but enhancing chat services with Generative AI can empower customers to find solutions independently.
* Prioritize resolving high-impact issues such as cancellations, incomplete orders, and app-related problems to reduce overall AHT and improve operational efficiency. Providing targeted training for agents or establishing a specialized team for these issues can equip agents with the skills and knowledge to handle them efficiently. Empowering agents to make decisions and take ownership of resolving critical issues can improve first-contact resolution rates.
* Implement enhanced diagnostic tools and support frameworks to aid agents in resolving issues more efficiently. For example, Clinical Decision Support (CDS) tools can assist in information gathering, facilitate cognitive processes by organizing data, and help generate differential diagnoses for each issue type.
  1. Strategic Initiatives
* Utilize new data related to the financial costs of ticket resolution and sentiment analysis to understand their impact on the business and to help find the optimal AHT value.
* Implement initiatives to improve first-time resolution rates, especially for issues that frequently require reopening. Start by motivating agents through recognition and rewards for consistently high first-time resolution rates. This can be done through incentives, awards, or bonuses.
* Design and implement training programs that focus on equipping agents with the skills needed to handle complex and high-frequency issues effectively. Begin with problem-solving and critical thinking training to help agents analyze issues, identify root causes and risks, and determine the best course of action.

1. Next Steps

* Action Items:

Immediate: Initiate the implementation of self-service options and enhance chat services with generative AI. Develop targeted training programs for agents

Within 3 Months: Implement enhanced diagnostic tools and support frameworks. Launch recognition and rewards initiatives for high first-time resolution rates.

* Future Analysis

Suggest areas for future analysis or additional data collection to have advanced analytics over the AHT and the CSAT. With more advanced techniques it is expected to find optimization options with new trends and factors impacting the customer satisfaction and operational efficiency.