**Business Case – Guidelines**

You are overseeing Data Analytics for one contact center project. You arrive to the office one day, and the contact center manager calls you about near past results. The client believes CSAT is one of the most important metrics (customers are everything for them) and has been complaining as we were not able, in 2018, to keep a good CSAT – in fact CSAT has been decreasing finding the minimum in December – and wanted to know what happened and which actions we will take for the future.
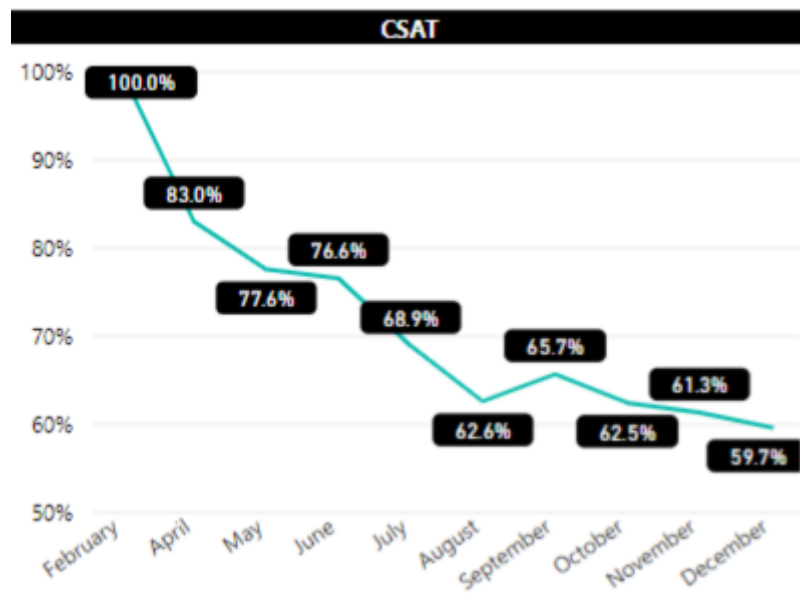
As a Data Analytics expert, your job is to figure out why we couldn't achieve good results (previously it has been poorly diagnosed as any action plan worked) and to propose an action plan that can prevent such results from happening again.

Additionally, propose a report template to ensure visibility over key metrics of the project to support stakeholders' future control & decision.

As a guideline, here follows the main metrics, targets and formulas:

- Answer rate - 92% - #AnsweredCalls/OfferedCalls
- Csat - 85% - #Surveys8to10/#Surveys
- DSAT - 8% - #Surveys1to3/#Surveys
- SLA email - 85% - #AnsweredLess24H/#Answered

Use all the data you need from the attached file and, choose the best way – in your opinion – to find results, justify them and present the final action plan.

Good Luck!