



ServiceSpot

POWER BI PROJECT – REPORT

This report is a one-page document summarizing key findings from the "Call data Insights" Power BI project, which includes two pages: an Overview and Performance Metrics. The report provides a general explanation of financial performance, employee efficiency, and operational metrics, along with actionable recommendations for improvement.

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Page 1: Overview Dashboard Page.

The "Overview" dashboard provides a comprehensive snapshot of the call center's overall performance, focusing on key metrics such as total calls, call abandonment, wait times, and call duration. Below is a detailed description of the visualizations and their findings:

Key Metrics:

Total Calls: 132K, a significant 33.19% increase compared to the previous year, indicating growing customer interaction.

Call Abandonment: 7,923 calls abandoned, representing 6.01% of total calls, pointing to potential improvements needed in handling peak times.

Average Wait Time: 29.7 seconds, with higher wait times during early evening hours suggesting the need for better staffing during these periods.

Average Call Duration: 13 minutes, helping understand the complexity and nature of calls.

Site Performance:

Aurora: Handles the highest call volume at 36.02% (47K calls). **Jacksonville** and **Spokane:** Manage 34.35% and 29.63% of calls respectively, with potential areas for performance improvement.

Yearly and Call Type Analysis:

Consistent Call Types: Tech-support remains the largest call type, with stable volumes for Sales and Tech Support. **Overall Stability:** Year-over-year total calls remain stable, with slight variations in call type distribution.

Page 2: The "Performance Metrics" dashboard.

Key Metrics:

Total Calls:	Call Abandonment:	Average Wait Time:	Average Call Duration:
132K, up 33.19% from the previous year, showing increased customer engagement.	7,923 calls abandoned (6.01%), suggesting a need for better call handling during peak times.	29.7 seconds, with significant variability indicating staffing adjustments are needed.	13 minutes, reflecting on the complexity of customer issues.

Financial Performance:

Average Charge per Call	Total Call Charges:	Average Calls per Day:
\$15.94.	\$2M, indicating robust revenue from call operations.	90 calls/day

Employee Performance: **Chantell** and **Noella** lead in total call charges, providing models for best practices.

Site Analysis: **Aurora:** Highest call abandonment (6.16%), **Spokane:** Lowest call abandonment (0.06%).

Key Recommendations:

Improve the usability of their product: Each year, more than 50% of the calls are for Tech Support (approx. 16k calls/year). Servicespot should focus on improving the ease of use of their product services supported by them to reduce this type of call. It might be wise to review and improve the product, as well as to give customers clear indication and enhance user training to reduce dependency on technical support.

Reduce Call Abandonment: Focus on improving call handling processes. Aurora has the lowest % of Call Abandonment, it could be taken as reference.

Optimize Financial Performance: Continue to monitor and enhance revenue generation per call.

Enhance Employee Performance: Implement training based on top performers' practices and address specific challenges faced by lower-performing staff.