Business Requirements Document (BRD)

1. Business Background

A Call Center (Help Desk) Manager requires a centralized monthly KPI dashboard to monitor how employees are performing and to gain visibility into overall call center operations. The objective is to transform raw call-level data into structured operational insights that support performance monitoring and service improvement.

2. Business Objective

The primary objective of this project is to design a KPI-driven dashboard that provides clear visibility into call volumes, service effectiveness, agent productivity, and customer experience. The dashboard will support management in tracking monthly performance, identifying improvement opportunities, and making data-driven operational decisions.

3. Stakeholders

• Call Center Manager
• Help Desk Supervisors
• Operations Leadership
• Workforce Management Team

4. Scope of the Dashboard

In Scope:
• Monthly call volume monitoring
• Agent-level performance evaluation
• Resolution and service effectiveness tracking
• Customer satisfaction monitoring
• Trend and distribution analysis

Out of Scope:
• Predictive workforce forecasting
• Real-time operational control systems
• Automated call routing solutions
• Advanced text or sentiment analysis

5. Key Business Questions

• How many calls are being handled over time?
• How efficiently are agents responding to calls?
• What percentage of calls are being resolved?
• How does performance differ across agents?
• What patterns exist in call demand and satisfaction?

6. Key Performance Indicators (KPIs)

- Total inbound calls
- Answered call volume
- Resolution rate
- Average speed of answer
- Average talk duration
- Customer satisfaction rating

7. Functional Requirements

The dashboard must enable users to:
- Monitor high-level monthly KPIs
- Analyze call volumes by time period
- Evaluate agent productivity and service quality
- Compare performance across agents
- Identify operational trends and gaps

8. Visualization Requirements

- KPI tiles for headline performance metrics
- Call volume distribution and trend charts
- Satisfaction rating analysis visuals
- Agent performance comparison charts
- Interactive filtering and drill-down capabilities

9. Success Criteria

The project will be considered successful if it:
- Provides a reliable monthly performance overview
- Enables rapid identification of performance gaps
- Supports management decision-making
- Improves visibility into service efficiency and workforce effectiveness

10. Key Deliverables

- Interactive Tableau KPI dashboard
- Defined KPI framework for call center operations
- Monthly performance monitoring solution
- Management-ready analytical reporting interface