



## Task 2: Call Centre Trends

1 2 3 4 5

## Task Two

## Here is your task



It's omnipresent: telecom marketing. Better price here. Better service there. Best for small businesses here. Best for young urbanites there. But what do customers really want? Our client, a big telecom company needs to know. This email just arrived for you:

**Request: Call Centre Trends**

**Claire (PhoneNow)**  
To ● You

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [...](#)

Hi Digital Accelerator,

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,  
Claire

Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

**Possible KPIs include (to get you started, but not limited to):**

- Overall customer satisfaction
- Overall calls answered/abandoned
- Calls by time

**Back****Next**

- Average speed of answer
- Agent's performance quadrant → average handle time (talk duration) vs calls answered

## Here are some resources to help you

Use the linked resources for helpful guidance on completing your task.

**Be aware, that you need a Windows Software to download Power BI Desktop.**



### PowerBI Desktop Download Link

Here's a link to download PowerBI to your desktop for free!

**Click to download Power BI →**

(<https://powerbi.microsoft.com/en->



### Call Centre Dataset

**Click to download file →**

(<https://cdn.theforage.com/vinternships/companyas>



### Introduction to Power BI

**Click to watch introduction →**

([https://www.youtube.com/watch?](https://www.youtube.com/watch?v=yKTSLfVGBk)

[v=yKTSLfVGBk](https://www.youtube.com/watch?v=yKTSLfVGBk))

Do you want to learn more? Level up by listening to a portion (or all!) of our podcasts linked below and read our articles.

### Podcasts

- [PwC's Tech While You Trek: Data Visualization](https://pwctechwhileyoutrek.buzzsprout.com/1150349/4885124-pwc-s-tech-while-you-trek-data-visualization)



(<https://pwctechwhileyoutrek.buzzsprout.com/1150349/4885124-pwc-s-tech-while-you-trek-data-visualization>)

- [PwC's Tech While You Trek: PwC's Digital Upskilling Journey](https://pwctechwhileyoutrek.buzzsprout.com/1150349/5001527-pwc-s-tech-while-you-trek-pwc-s-digital-upskilling-journey)  
(<https://pwctechwhileyoutrek.buzzsprout.com/1150349/5001527-pwc-s-tech-while-you-trek-pwc-s-digital-upskilling-journey>)

## Further information

- [Transforming your workforce through upskilling](https://www.pwc.com/us/en/tech-effect/automation/workforce-upskilling-strategy.html) (<https://www.pwc.com/us/en/tech-effect/automation/workforce-upskilling-strategy.html>)
- [Workforce of the Future](https://www.pwc.com/us/en/services/consulting/workforce-of-the-future/workforce-inside-podcasts/workforce-inside-upskilling.html) (<https://www.pwc.com/us/en/services/consulting/workforce-of-the-future/workforce-inside-podcasts/workforce-inside-upskilling.html>)
- [Upskilling: Creating a secure future through digital skills](https://www.pwc.ch/en/insights/upskilling-creating-a-secure-future-through-digital-skills.html)  
(<https://www.pwc.ch/en/insights/upskilling-creating-a-secure-future-through-digital-skills.html>)
- [How we teach digital skills at PwC](https://hbr.org/2018/10/how-we-teach-digital-skills-at-pwc) (<https://hbr.org/2018/10/how-we-teach-digital-skills-at-pwc>)

## Your Submission

Want to give it another go? Click replace file to try again.

**Replace File**

pbix

**Call Centre.pbix**

pbix | 1.00mb



**Submission complete, great work!**



