Call Center Efficiency – ENB Case-Study

Overview

Analyzing call center KPIs is imperative when assessing the effectiveness and efficiency of a call center. Organizations are faced with several challenges:

1. Decrease in customer satisfaction level which impacts the overall customer experience.
2. Reputational risk.
3. Potential customer and revenue loss

This dataset is stitched together from real-world data sources. CRM + core banking system.

Business Requirements

Business wants to measure the efficiency of the Call Center Team in managing the Calls and Complains in an effective manner. Determine the KPIs to do this.

1. Provide key insights on current call center status and how professional is the service.
2. Define a KPI that is likely to be critical in customer satisfaction.

Deliverable Layout

You are expected to deliver your key insights and recommendation in the form of a presentation that covers the following aspects – when applicable -:

- Analysis Scope: Define analysis base, inclusion and exclusion criteria, time frame and data included.
- Analysis and Insights: Present any interesting insights, patterns, behaviors, visualizations extracted from data.
- Recommendations: Suggest actions the business can take to improve decisions making process.

Your support to the business is greatly appreciated! 😊