# United Airlines Call Center Optimization Report

## Executive Summary

United Airlines is striving to become the best airline in aviation history by optimizing its call center operations. This report focuses on improving two critical metrics: Average Handle Time (AHT) and Average Speed to Answer (AST). Current AHT is 18.90 minutes, and AST is 7.28 minutes. Key findings and recommendations are provided to enhance customer service and operational efficiency.

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## 1. Introduction

United Airlines aims to optimize call center operations as a key component in becoming the best airline in aviation history. The focus is on improving Average Handle Time (AHT) and Average Speed to Answer (AST) to provide world-class customer service.

## 2. Current State

* Overall AHT: 18.90 minutes
* Overall AST: 7.28 minutes

While competitive, there are several opportunities for improvement.

## 3. Key Findings

### 3.1 Call Reasons

Top 5 reasons customers call: 1. IRROPS 2. Voluntary Change 3. Seating 4. Mileage Plus 5. Post Flight

This insight allows for prioritization of improvement efforts and enhancement of the IVR system.

### 3.2 IVR Optimization Potential

* 15% of calls are under 10 minutes, indicating potential for IVR handling.
* Optimizing IVR could save approximately 29 minutes of agent time per day.

### 3.3 Call Volume Patterns

* Visualizations of hourly and daily call volumes created.
* Data will help optimize staffing during peak hours and days.

### 3.4 Customer Sentiment

* Average correlation of customer sentiment with handling time: -0.07
* Indicates an inverse relationship between sentiment and handling time.

### 3.5 Agent Performance

* Top-performing agents identified based on call volume, AHT, AST, and customer sentiment.
* Some agents spending most time on calls, impacting AHT and AST scores.

## 4. Recommendations

1. Enhance IVR Capabilities
   * Implement self-service options for top 5 call reasons
   * Optimize IVR menu structure based on call frequency
2. Agent Training and Tools
   * Develop training program based on top-performing agents’ techniques
   * Implement knowledge management system
3. Workforce Management
   * Optimize agent scheduling using hourly call volume data
   * Implement call-back system for peak hours
4. Continuous Improvement
   * Regularly analyze call data for new trends
   * Implement post-call surveys for direct customer feedback

## 5. Expected Impact

* 20% reduction in AHT
* 30% reduction in AST
* Improved customer satisfaction scores
* More efficient use of call center resources

## 6. Next Steps

1. Present findings to leadership team
2. Prioritize recommendations and create implementation timeline
3. Develop KPIs to track optimization efforts’ impact

This data-driven approach positions United Airlines to significantly enhance its call center operations, leading to improved customer satisfaction and operational efficiency.