

Business Questions & Insights – CSAT Decline Analysis

1. Which state has the lowest CSAT scores?

Approach:

- Filtered dataset to remove null CSAT scores.
- Grouped data by state.
- Calculated average scores using Excel PivotTable.

Findings:

Nebraska had the lowest average CSAT score among all states.

Business Implications:

Recommended further investigation into Nebraska's Reasons for call

2. Are certain types of calls dominating in Nebraska?

Approach:

- Created a PivotTable with State and Call Reason as rows.
- Aggregated CSAT Score as average and Call ID as count.
- Calculated share of each call reason and compared CSAT averages between Nebraska and national.
- Highlighted “Billing Question” as the top call type with the largest CSAT drop.

Findings:

Yes. 76.8% of calls in Nebraska are Billing Questions, compared to 71.3% nationally. Additionally, every major call reason in Nebraska drags 1 full point below the national CSAT average.

Business Implication:

The dominance of billing-related calls in Nebraska is coupled with lower CSAT across all call types, especially Billing. This suggests deeper operational or communication issues in handling customer queries.

3. Are CSAT scores in Nebraska lower due to longer wait times (response times above SLA)?

Approach:

- Used filters to isolate “Above SLA” rows for Nebraska and for all states.
- Showed values as % share of “Above SLA” rows per region.
- Compared percentages side by side to identify whether Nebraska had higher response times than national.

Findings:

No. The percentage of calls with response time "Above SLA" in Nebraska is 10%, which is lower than the national average of 12%.

Business Implication:

Low CSAT scores in Nebraska are not driven by long wait times. Another factor must be contributing to customer dissatisfaction.

4. Are more calls in Nebraska happening over Chatbot vs Call-Center?

Approach:

- Used PivotTable to break down channel usage by state.
- Calculated % share of calls per channel for Nebraska vs national.
- Compared CSAT averages for each channel side by side.

Findings:

Yes. Nebraska relies more heavily on Chatbots — the lowest-performing channel across the board. Even Call-Center channels are not delivering better satisfaction, possibly due to undertrained agents.

Business Implication:

High dependency on low-performing Chatbots and underperforming Call-Center agents means Nebraska customers aren't getting the support quality needed. Channel strategy needs to be re-evaluated and improved.

5. Are customer sentiments more negative in Nebraska than average?

Approach:

- Filtered dataset by state and sentiment.
- Used SUM function to calculate share of Negative + Very Negative sentiments.
- Calculated average CSAT score per sentiment group using PivotTable.
- Compared Nebraska and national sentiment shares and scores.

Findings:

Yes. Nebraska shows 58.5% of customers with Negative or Very Negative sentiment, compared to 51.8% nationally. CSAT for Negative sentiment is lower in Nebraska (4 vs 5), and Very Positive sentiment is half 4.88%. the national average (4.88%).

Business Implication:

Nebraska customers enter calls more upset and leave even more dissatisfied. Emotional journey management and issue resolution during interactions are failing.

6. Is a specific call center (e.g. "Los Angeles/CA") dragging down Nebraska's CSAT?

Approach:

- Created PivotTable with Call Center Location and State.
- Compared average CSAT per center for Nebraska and all states.
- Used conditional formatting to highlight low-performing centers.

Findings:

Yes. Nebraska customers are mostly routed to Baltimore and LA centers. These locations perform worse for Nebraska customers than they do nationally. For example, Baltimore CSAT for Nebraska is 4 compared to a national average of 6.

Business Implication:

Call routing is part of the problem. Underperformance in key call centers like Baltimore is significantly pulling down CSAT scores for Nebraska.

7. Are call durations in Nebraska significantly longer than the national average?

Approach:

- Used IF FUNCTIONS to group calls duration in minutes into “short, mid, long and very long”.
- Filtered by Call Duration Category and created frequency distribution for Nebraska and all states.
- Compared % share of “Very Long” calls by CSAT score.

Findings:

Not necessarily. Nebraska has more “Very Long” calls (41.46%) than the national average (37.19%), and satisfaction on those calls is significantly lower (CSAT 4 vs 6).

Business Implication:

It’s not the length of the call that’s hurting CSAT, but the experience during those long calls. Nebraska is failing to keep customers satisfied in high-effort interactions, unlike the national benchmark.

Final Insight:

It’s not about *how long* the interaction is — it’s *what happens during* those interactions. Nebraska’s CSAT issue is systemic across operations, not isolated.

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