ServiceSpot - Finding in the reports

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1. Overview

- Across the entire dataset, there are a total of 131,821 calls, each lasting an average of 12.53 minutes. On average, clients wait nearly 30 seconds, with 6 out of every 100 calls being abandoned.

- There are three types of calls: Tech Support, Billing, and Sales. The call center operates in three states: Florida, Colorado, and Washington.

- Florida consistently has the highest call volume, with 47,841 calls over four years, followed by Colorado with 45,279 calls, and Washington with 38,061 calls.

- Annual Call Duration: The total call duration peaked at approximately 418,000 minutes in 2021, compared to the typical range of 410,000-411,000 minutes.

- Call Distribution by Type: Tech Support calls account for about half of all calls over four years, followed by Billing (approximately one-third), and Sales (one-sixth).

- Generally, there was an uptrend in the total revenue and the revenue of each type of call over the years.

2. Revenue Analysis

- Revenue Trends: Despite a slight decrease in the number of calls over four years (from 33,057 to 32,846 calls), revenue has significantly increased from $463,265 to $555,441, likely due to rising call charges.

- The most revenue, totaling $728,874, came from Florida from 2018 to 2021. This was followed by Colorado and Washington, which generated $696,664 and $598,245, respectively.

- Revenue by Call Type: Tech Support and Billing calls account for nearly 80% of total revenue over the 4 years.

- Top Performers: Noella Valentin generated the highest total revenue over four years, contributing $33,782. But Sheila Garcia led in revenue generation for the last two years.

3. Call Abandonment

- From 2018 to 2021, there were 7,923 calls abandoned, accounting for nearly 6% of the total calls. Tech Support calls accounted for half with 3,967 calls, followed by Billing with 2,732 calls (34.48%) and Sales with 1,224 calls (15.45%). However, Billing calls had the highest abandonment rate at 6.21%, while the other two were just under 6%.

- Correlation Analysis: There was no significant correlation between wait time and the number of abandoned calls, indicating that customers abandoned calls for reasons other than wait time.

- Debora Wilker had the highest abandonment rate at 7.32%. Training is necessary for employees with high abandonment rates to maintain the company's image and customer satisfaction.

4. Employee Performance

- Employee Distribution and Performance: There are 64 employees distributed fairly equally across the three states (Florida, Colorado, and Washington).

- In average, each employee handled 515 calls and generated an revenue of $31,622 annually.