

Optimizing Call Center Efficiency

Agenda

- **Introduction**

- Objectives: Reducing AHT & Hold Time
- Overview of Current Call Center Performance

- **Data Analysis**

- AHT & Hold Time
- First Call Resolution (FCR) and its Impact
- Main Reasons for Customer Contact

- **Key Findings**

- Trends and Patterns Identified
- Correlation Between AHT, Hold Time

- **Recommendations**

- Reducing AHT and Hold Usage
- Improving First Call Resolution (FCR)
- Enhancing Customer Experience

- **Next Steps**

- Implementation of Findings
- Monitoring and Continuous Improvement

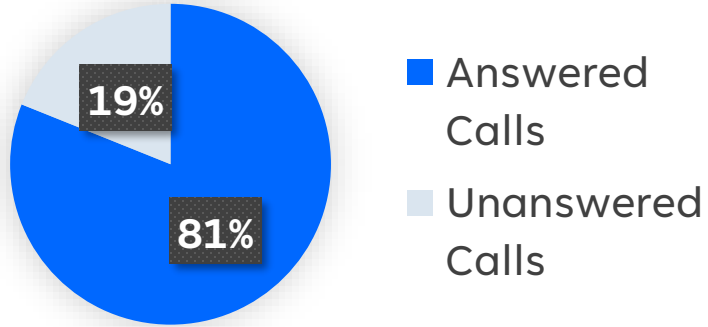
In today's competitive telecom industry, customer service excellence is a key factor. The goal of this presentation is to guide and improve the efficiency of the call center by addressing two critical performance metrics: Average Handling Time (AHT) and Hold Time. High AHT and frequent hold usage can lead to customer dissatisfaction and operational inefficiencies. Through data-driven analysis, we aim to:

- Identify areas of opportunity across different work groups.
- Understand the reasons for customer contact.
- Provide actionable recommendations to enhance the overall customer experience and operational performance.

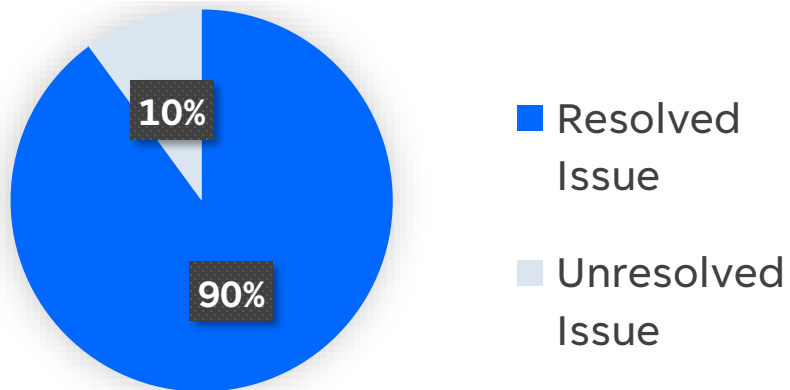


Overall Performance

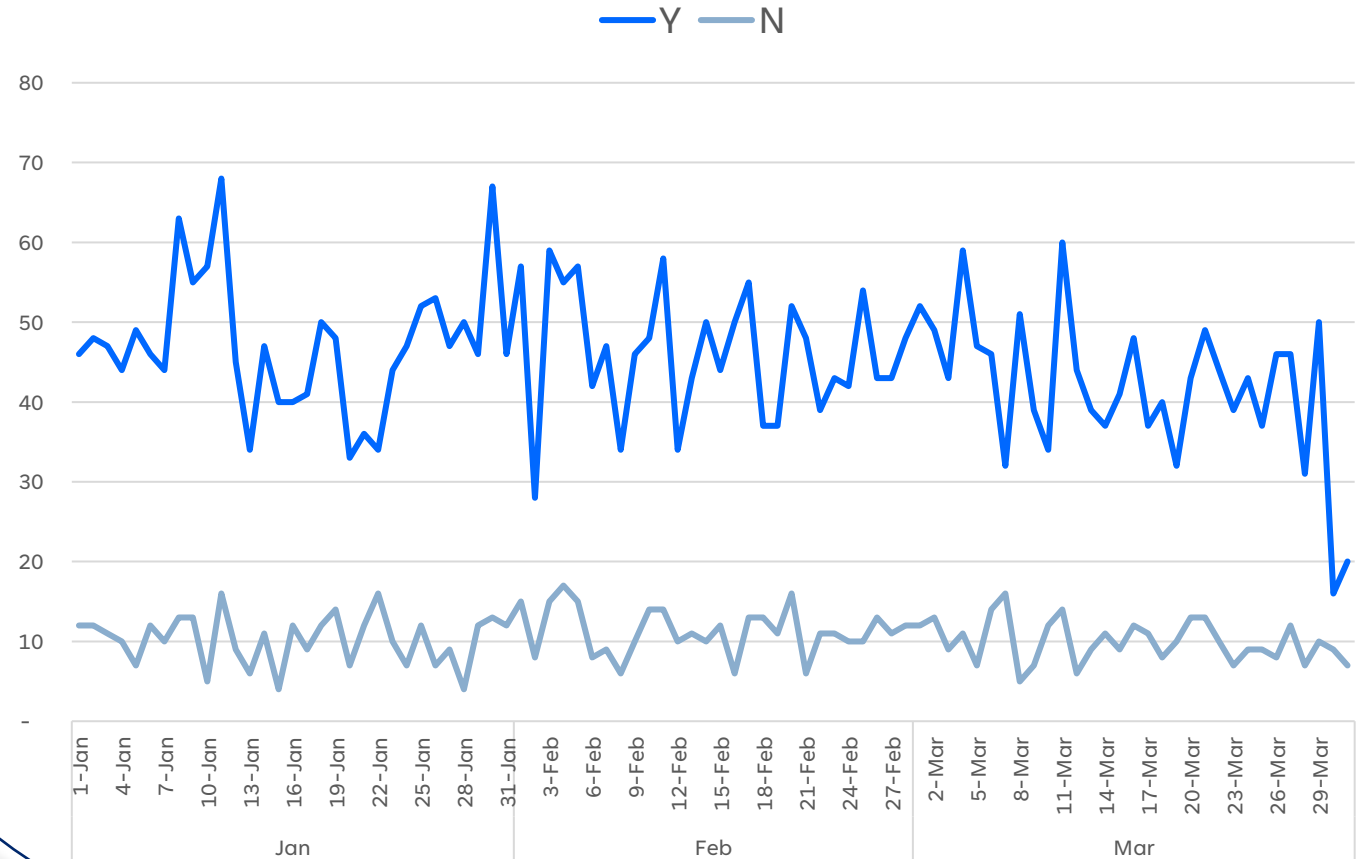
4,054 calls were answered out of 5,000 leaving only 946 unanswered calls

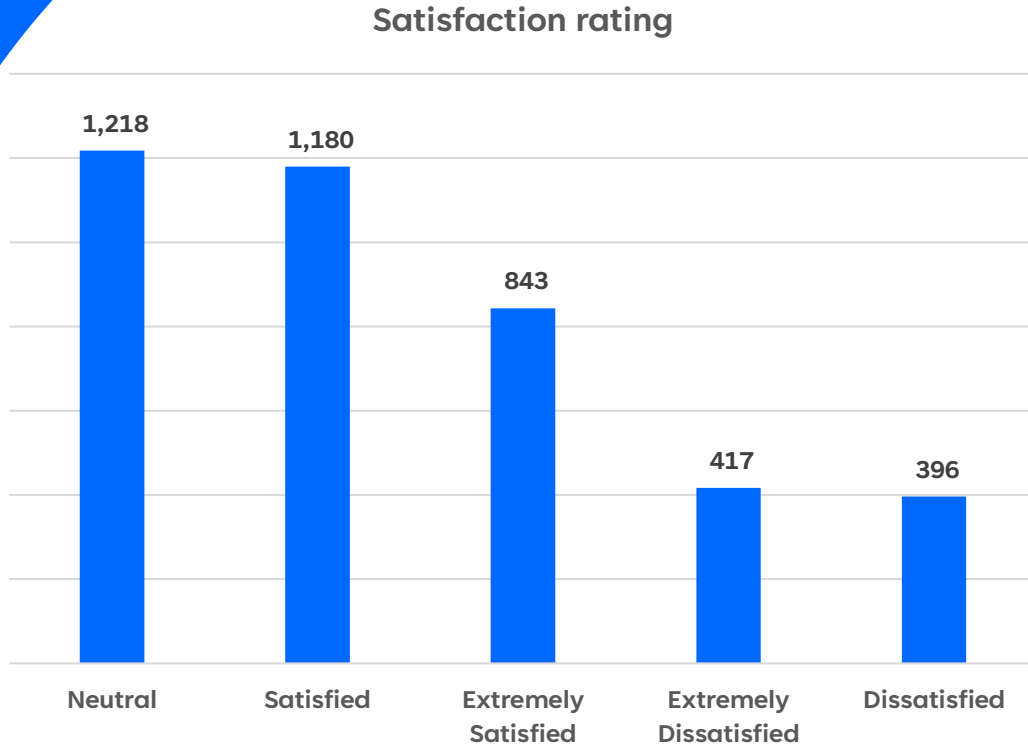


3,646 calls were resolved out of the 4,054 calls which is approximately 90%



The 4,054 calls were distributed throughout the months as displayed in the graph below, averaging around 45 answered calls per day and only 10 unanswered calls per day





The satisfaction ratings have an overall positive analysis distributed by categories of the issues showed on the right→



Main/Sub Call Reason	Count of Calls
Billing	1,668
High Bill Amount	978
Incorrect Bill Amount	377
Bill Not Received	313
Internet	1,384
Disconnection	514
Coverage Issue	307
Slowness	285
Error in Connection	278
Calls & SMS	257
OTP Not received	179
Wrong SMS charges	78
Packages and Promos	247
Package renewal issue	137
Cannot subscribe to promotion	110
Content Services	222
Direct Billing Purchases	222
Payment	219
Incorrect payment reflecting	116
Bill not update in bank	103
Devices	57
Device Maintenance	57

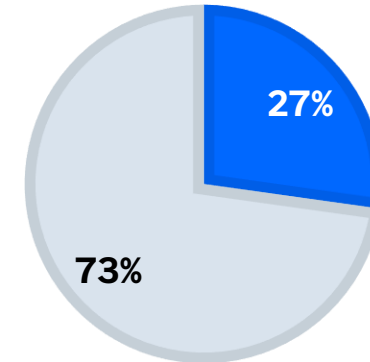
First Call Resolution (FCR) Analysis

- Looking at the bright side, **2,654 calls** were first call resolution making up about **73%** of the first call resolution rate.
- While **2,589 calls** were resolved within service-level agreement making up **71%**.



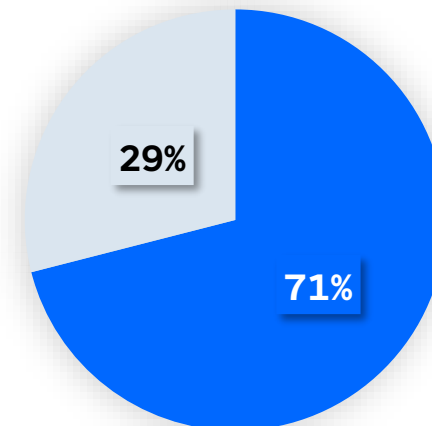
First call resolution

■ Unresolved Calls ■ Resolved Calls



Resolved within SLA?

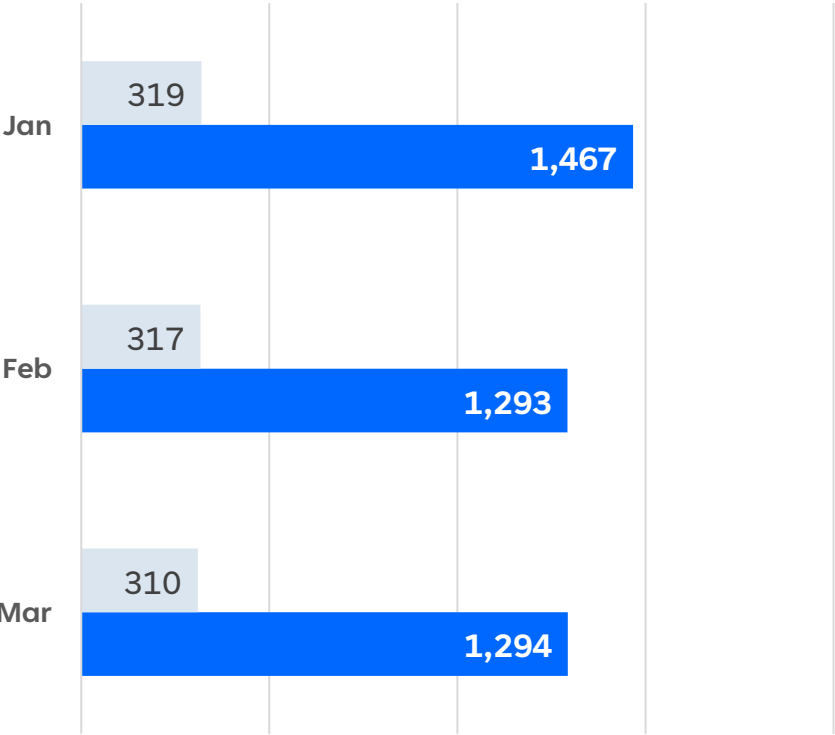
■ Yes ■ No



Group-Specific Analysis

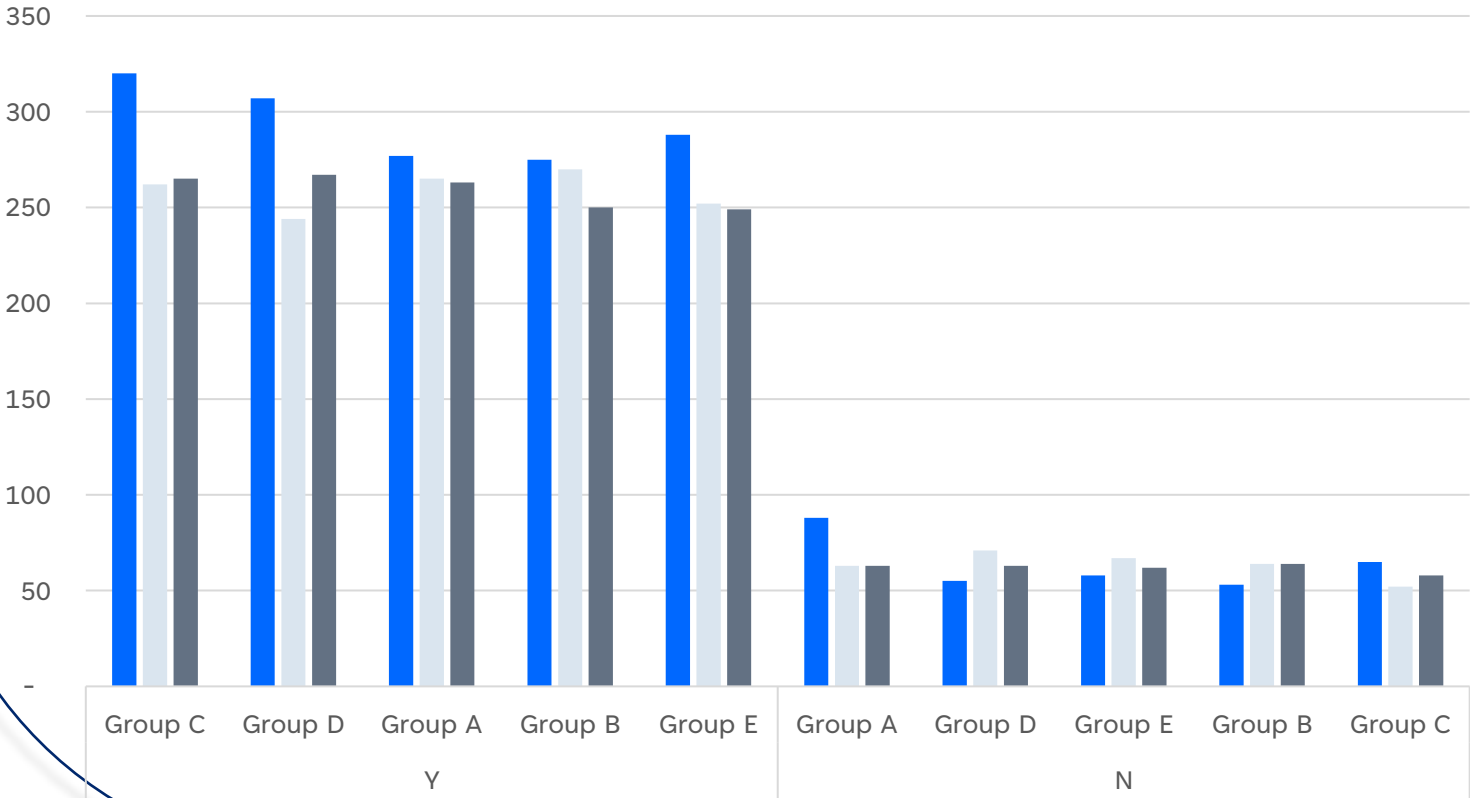
Eight agents distributed among five agent groups were responsible for answering the calls from the months of January through March with Jan having the higher amount of calls

■ N ■ Y



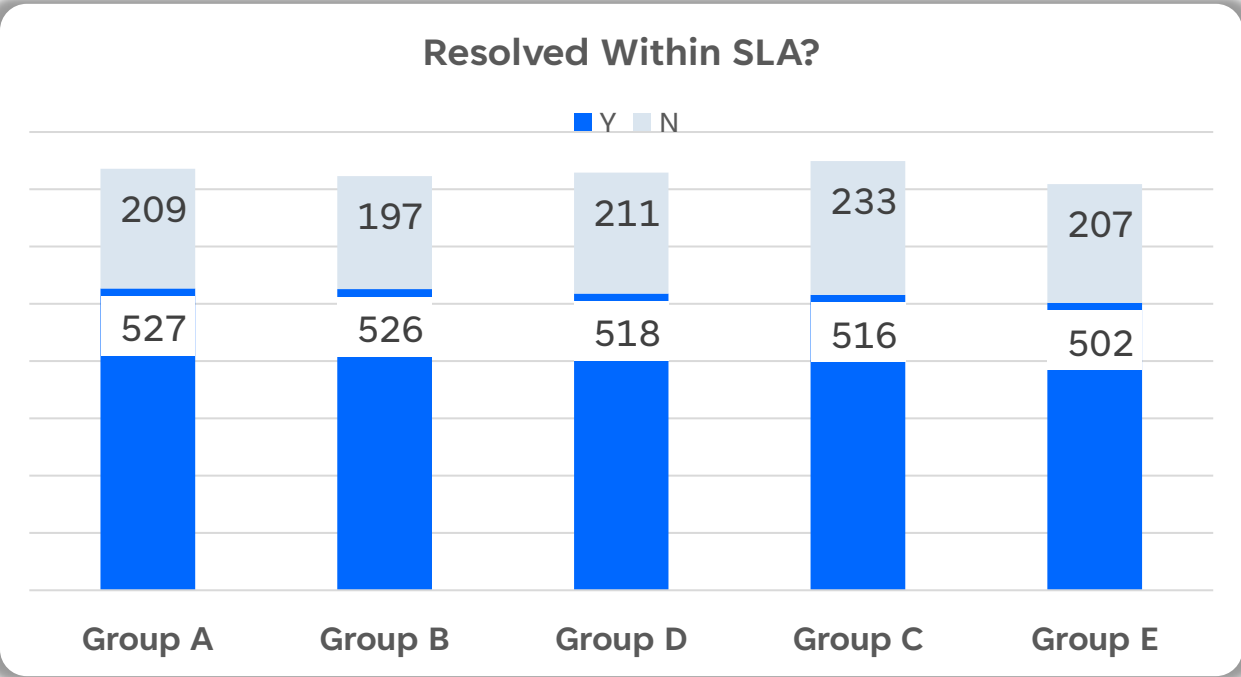
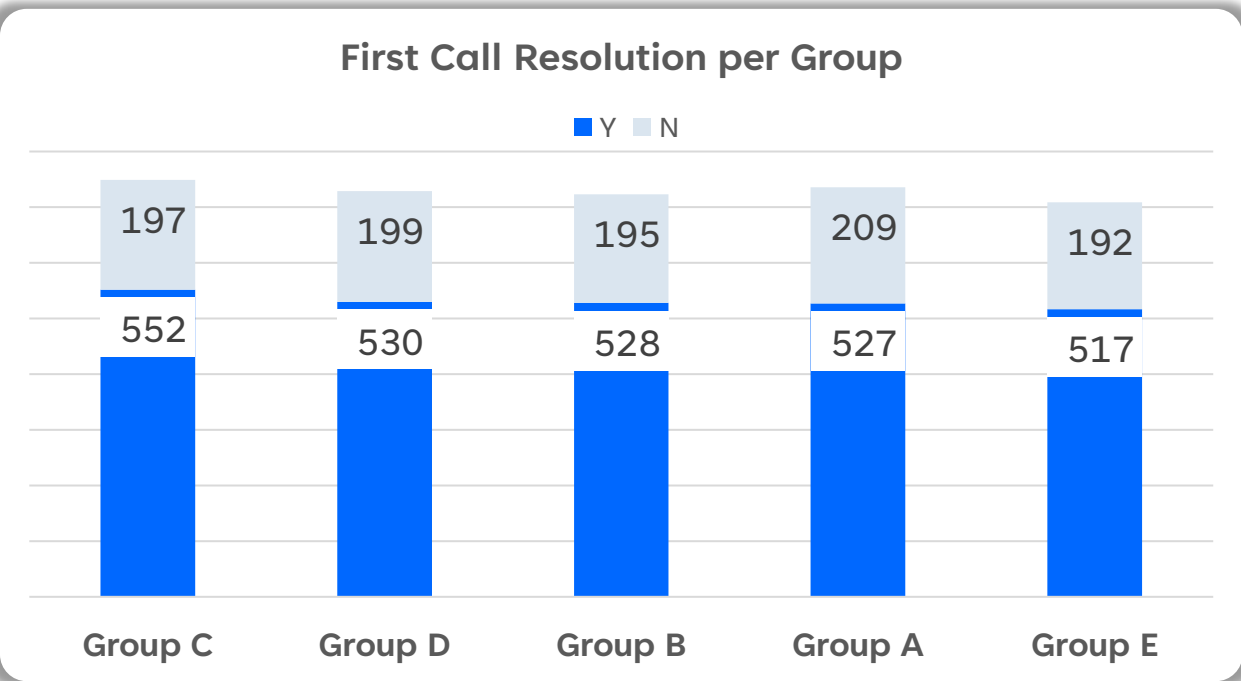
The graph below displays the amount of answered calls to unanswered calls. Group C taking the lead throughout the months with the most answered calls averaging around 282 calls a month. Meanwhile group A averages around 71 unanswered calls a month.

■ Jan ■ Feb ■ Mar



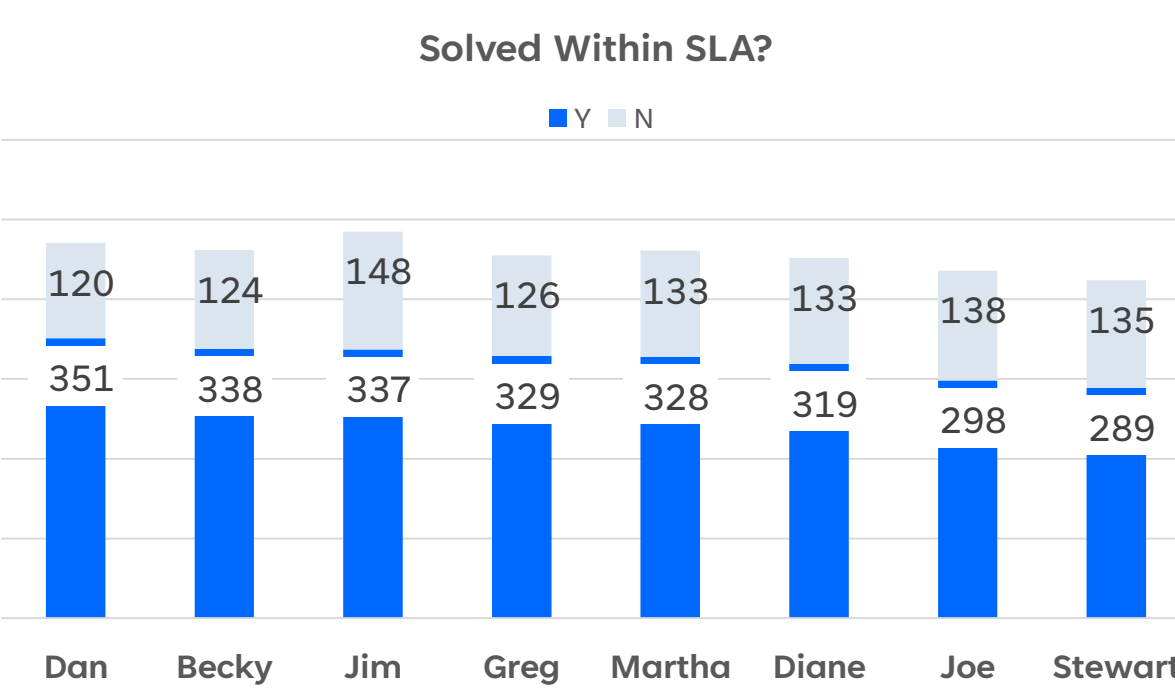
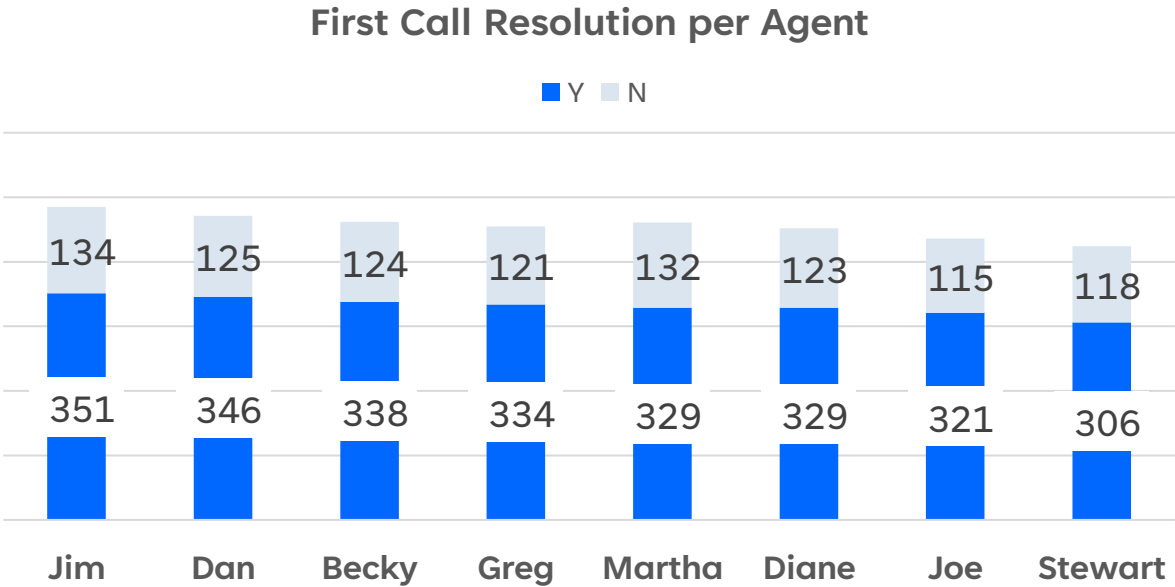
Group-Specific Analysis

Group	Answered Calls	Unanswered Calls	Grand Total
Group C	847	175	1,022
Group D	818	189	1,007
Group A	805	214	1,019
Group B	795	181	976
Group E	789	187	976
Grand Total	4,054	946	5,000



Agent-Specific Analysis

Agent Name	Answered Calls	Unanswered Calls	Grand Total
Jim	536	130	666
Dan	523	110	633
Becky	517	114	631
Martha	514	124	638
Greg	502	122	624
Diane	501	132	633
Joe	484	109	593
Stewart	477	105	582
Grand Total	4,054	946	5,000



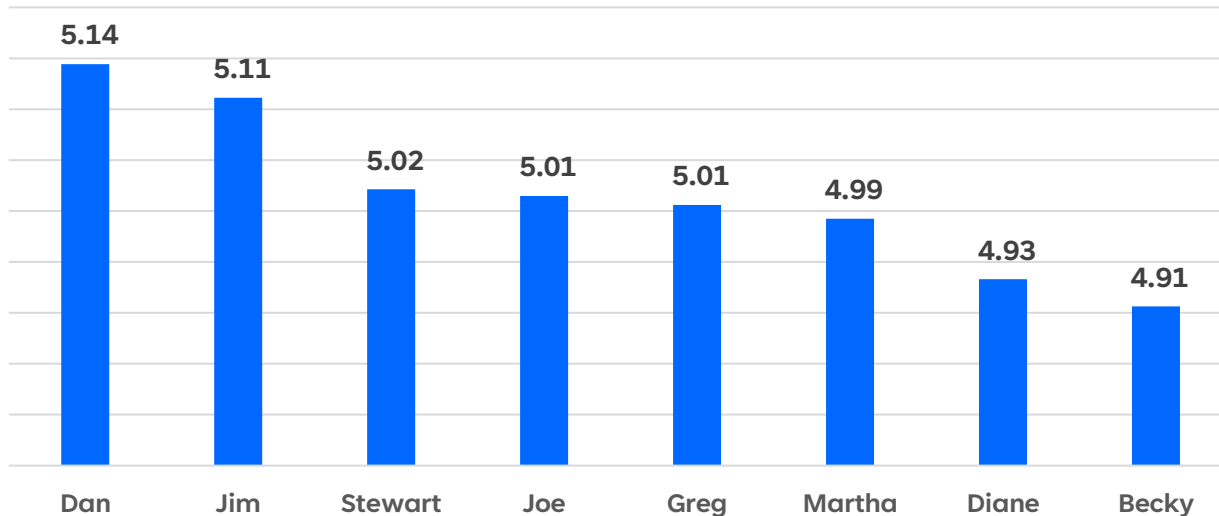
Average Handling Time per Agent Group

Knowing that the AHT differ depending on the company's approach to the customer experience, six minutes is the good average.

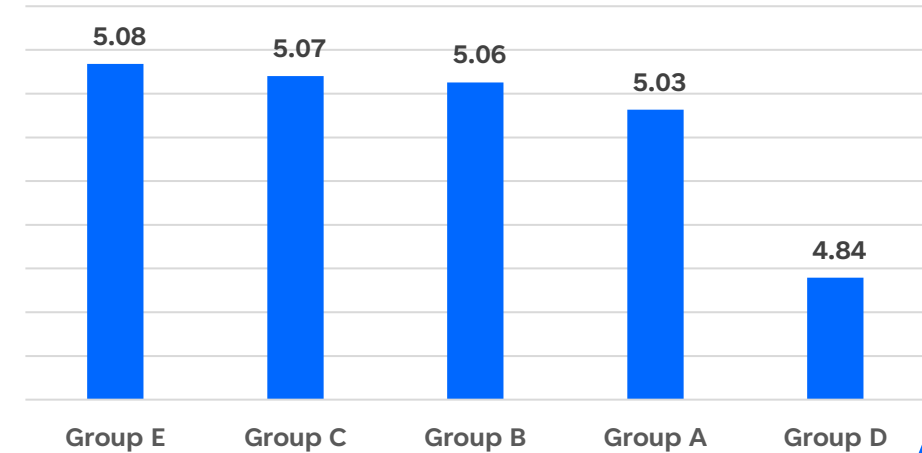
Here we will break AHT by group and display the average in minutes

Our average AHT in our case is approximately 5 minutes for the agent groups with no trends over the months and as shown below the agents have an extraordinary average as well, with a subtle difference and that is the group they are in or due to the issue called upon.

Average Handling Time / Agent



Average Handling Time (Mins) / Group



Analyzing the data

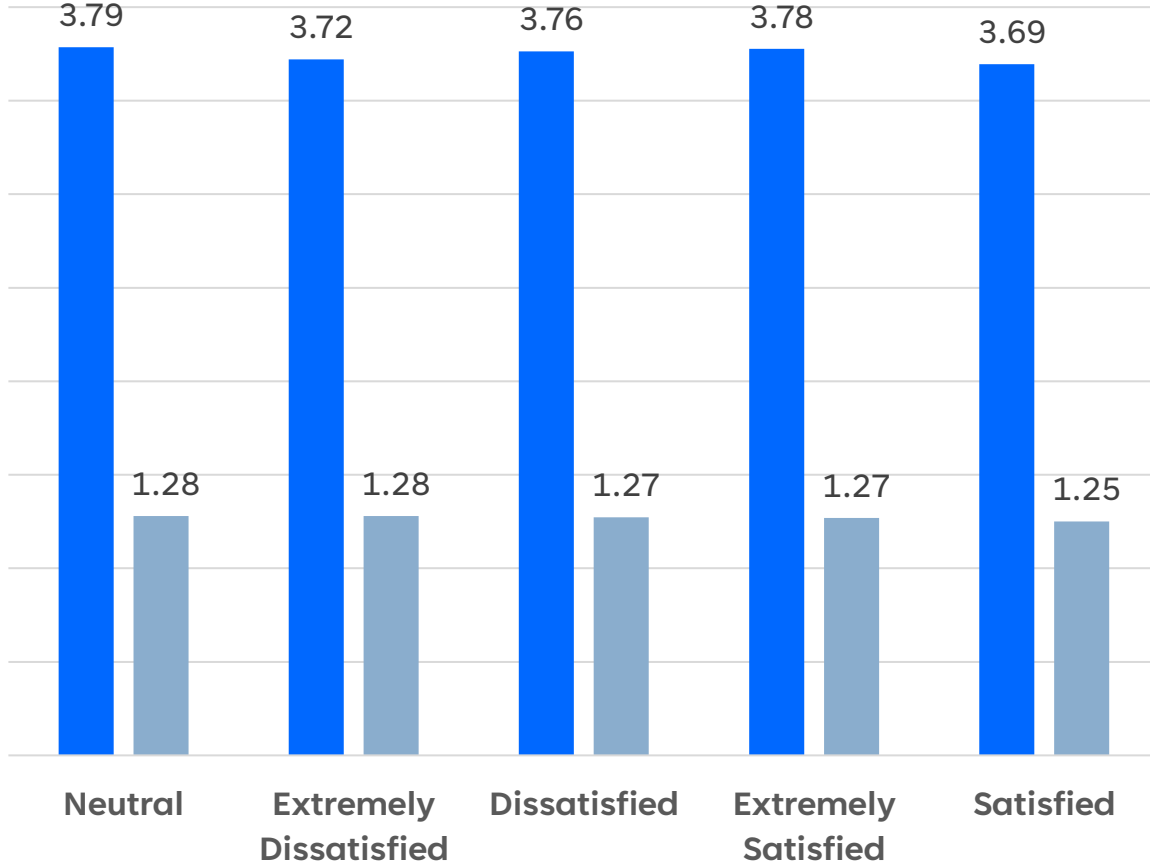
Analyze AHT (Average Handling Time) and Hold Time

- – Segment by Agent Group to identify trends.
- – Break down AHT into Talk Time and Hold Time.
- – Identify issues with higher-than-average hold times.

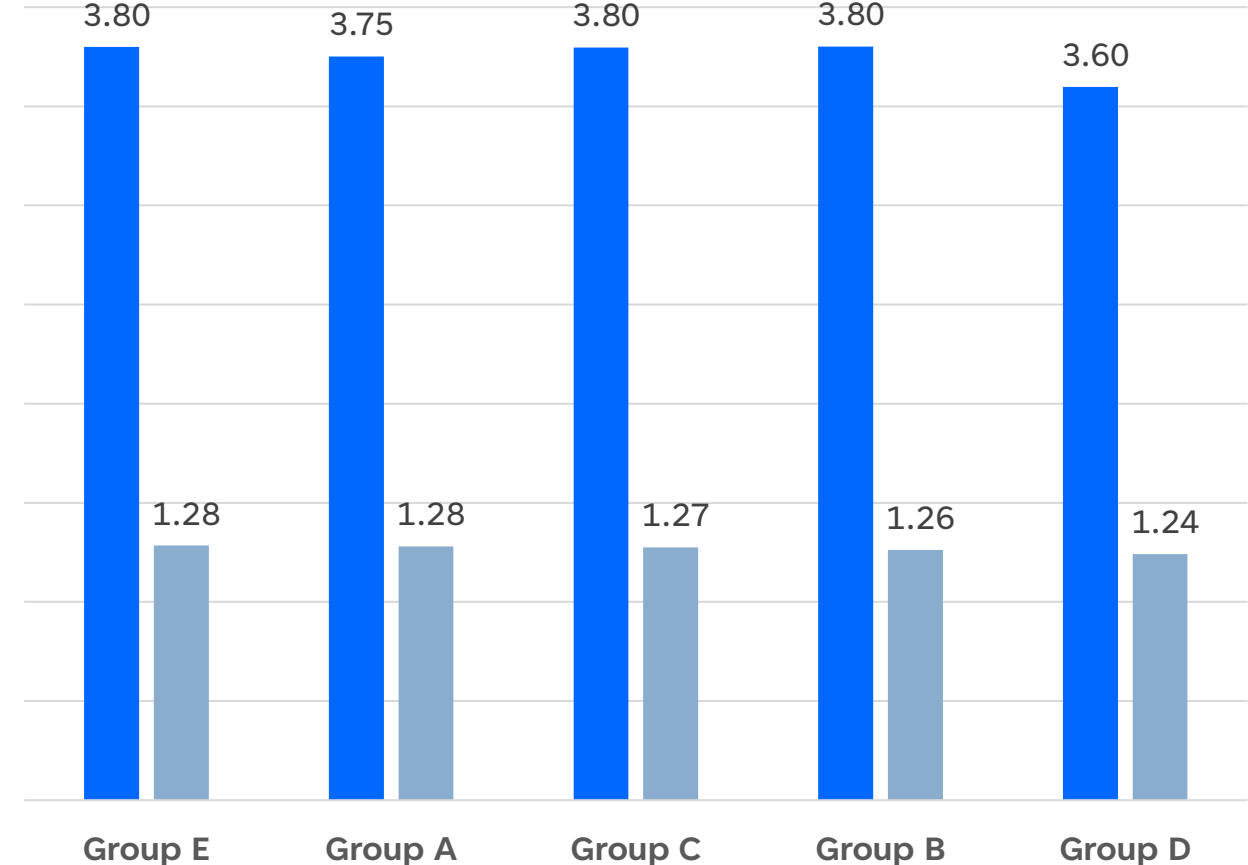
Breaking down AHT

Breaking down the handling time showed that the average talk time for all groups is **3.75 minutes** while the hold time is **1.27 minutes**, knowing that we found out there was little to no correlation between the talk/hold time with the satisfaction rating of the customer as shown

■ Average of Talk Time (Mins) ■ Average of Hold Time (Mins)

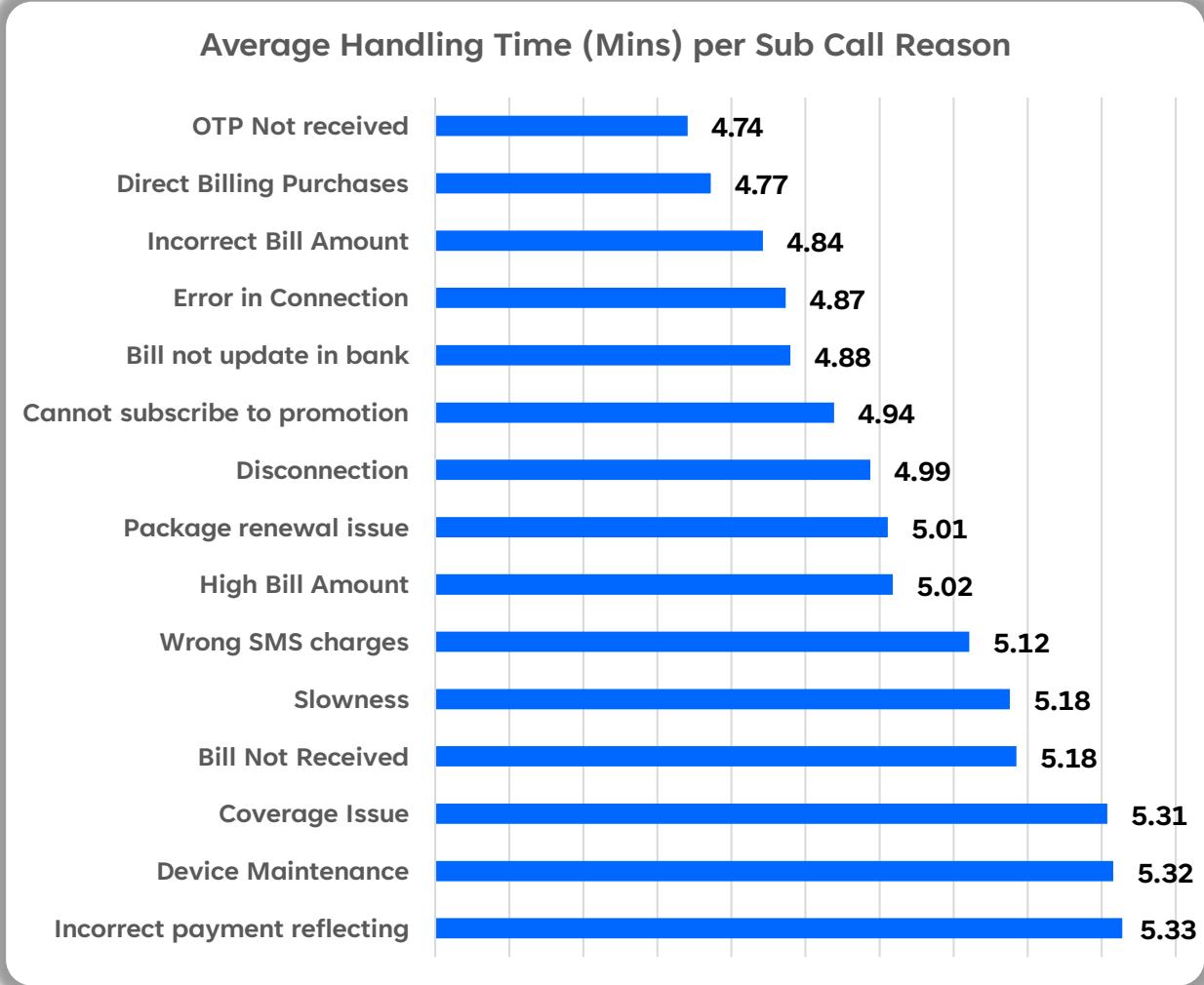
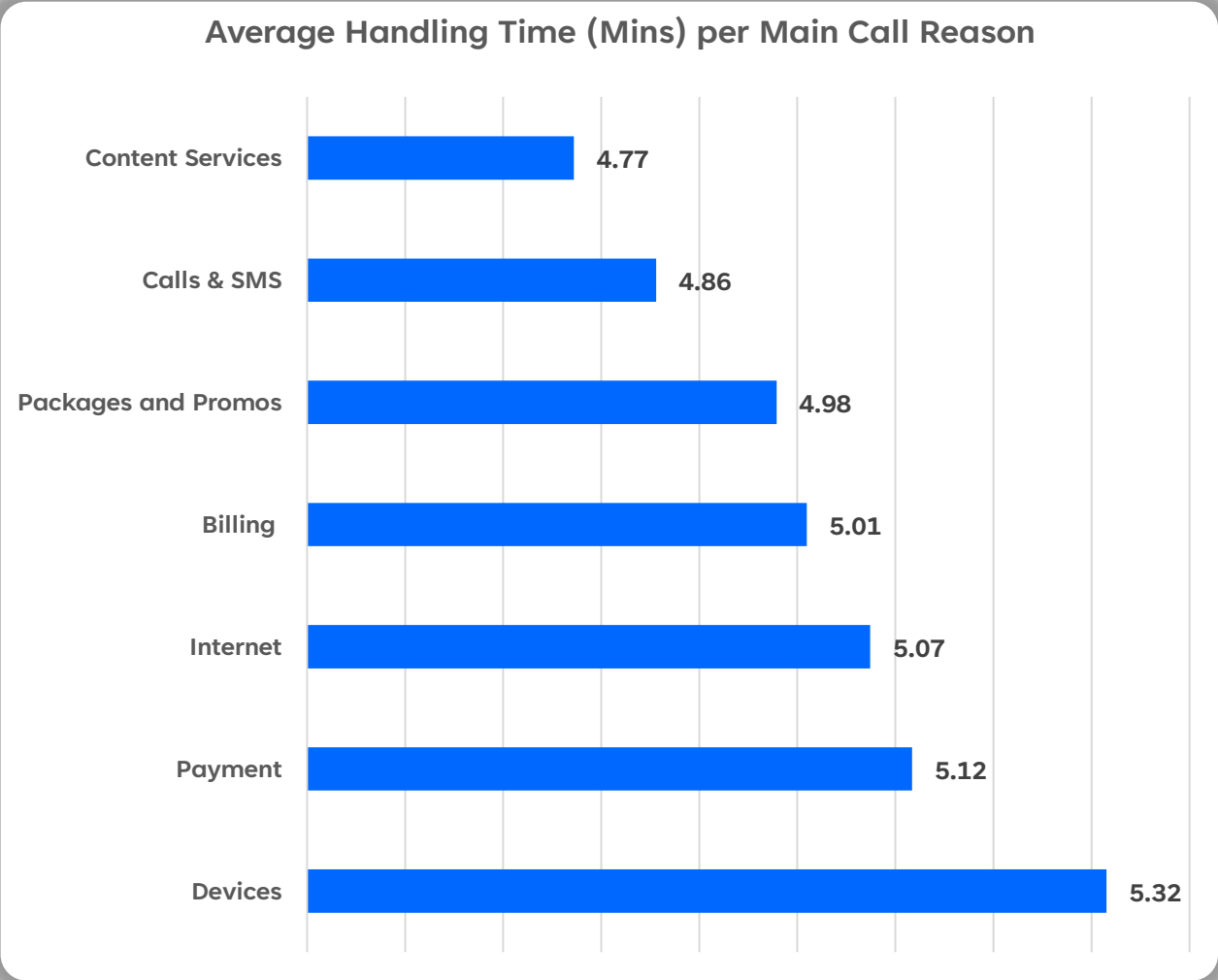


■ Average of Talk Time (Mins) ■ Average of Hold Time (Mins)



Breaking down AHT by Issue

Breaking down the handling time by the main call reason shows that customers calling regarding an issue with their device have the highest handling time, while customers dealing with the direct billing purchases has the lowest handling time. When breaking it down for the sub reason we find out that some issues have higher AHT, I will explain why in the next slide.



Breaking it down

Presented on the graph is a positive correlation between the hold time and handling time of issues the agents faced with the customers

AHT is a vitally important call center KPI capable of impacting both customer satisfaction and call center costs and efficiency. Optimizing AHT allows customers to have their problems resolved as soon as possible and enables agents to assist more customers.

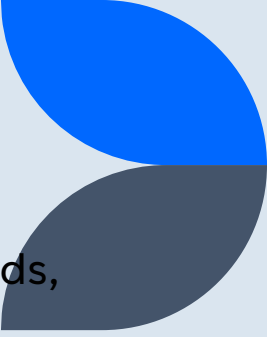
But **why do some issues that the customers faced and came to us to help them resolve have high handling time?**

- Complexity of the issue**: Some categories involve more intricate systems, more steps, or more explanation.

- Escalation requirements**: In categories where agents frequently need to consult specialists or other departments, the call length and hold times increase.

- Customer emotions or confusion**: Categories that deal with financial matters (billing or payments) or technical matters (internet, devices) often involve frustrated or confused customers, increasing the time it takes to resolve issues.

Analysis of Average Handling Time (AHT) for Each Issue



- **Incorrect Payment Reflecting:** This issue has the longest AHT. It likely involves investigating transaction records, collaborating with banks or payment processors, and requires manual effort to verify the resolution.
- **Device Maintenance:** This issue might involve diagnosing hardware or software problems, which takes time due to technical complexity, coordination with other departments, or the need for remote troubleshooting.
- **Coverage Issue:** This likely involves network diagnostics, checking signal strengths, service availability, and possibly coordinating with field engineers, all of which can contribute to a longer handling time.
- **Bill Not Received, Slowness, Wrong SMS Charges:** These issues are relatively quicker but still require internal system checks, manual interventions, and possibly customer verification steps.
- **OTP Not Received:** This is one of the quickest to handle, possibly because it involves simple fixes like resending an OTP or instructing the customer to clear cache/settings.

Recommendations for Improvement

1-Root Cause Identification:

- **Payment Issues:** Automate checks for incorrect payments or introduce self-service options for customers to verify their payment status.
- **Device & Network Issues:** Implement diagnostic tools that customers can use themselves (e.g., app-based troubleshooting) to reduce calls for such issues.

2-Training and Knowledge Base Improvement:

- Provide agents with comprehensive training focused on high AHT categories to improve efficiency.
- Develop robust internal knowledge bases for agents to quickly troubleshoot and resolve complex issues.

3-Process Automation:

- Automate repetitive tasks, like payment verification, bill generation, and issue tracking.
- Introduce **AI chatbots** to handle common issues (e.g., "OTP not received") before they escalate to a call.

4-Reduce Hold Usage:

- **First Call Resolution (FCR):** Ensure agents have access to all tools and information they need during the call to avoid hold time.
- Use **real-time call analytics** to alert agents about long hold times, offering solutions or allowing supervisors to intervene.

Recommendations for Improvement

5-System Integration and Simplification:

- Ensure that all systems (billing, CRM, payment processing, etc.) are integrated, so agents don't need to switch between different platforms.
- **Unified Dashboards:** Equip agents with dashboards that provide all customer information in one place, reducing the need for hold times to gather data.

6-Escalation Policies:

- Define clear escalation protocols to reduce the time spent on issues agents cannot solve immediately.
- Empower frontline agents to resolve more complex cases by providing them with appropriate tools or authority to avoid escalation.

7-Performance Monitoring and Feedback:

- Continuously monitor AHT and hold time trends.
- Provide feedback to agents on improving handling times, backed by data.



Thank you

Made by your best candidate
*hopefully: Nabil Salama