Use case 4

Parnian Taghipour

7812 successful call

In 2019

Call type

Response rate

%36

Three weeks - costumer

3127 successful calls

Response rate

%34

Three months- costumer

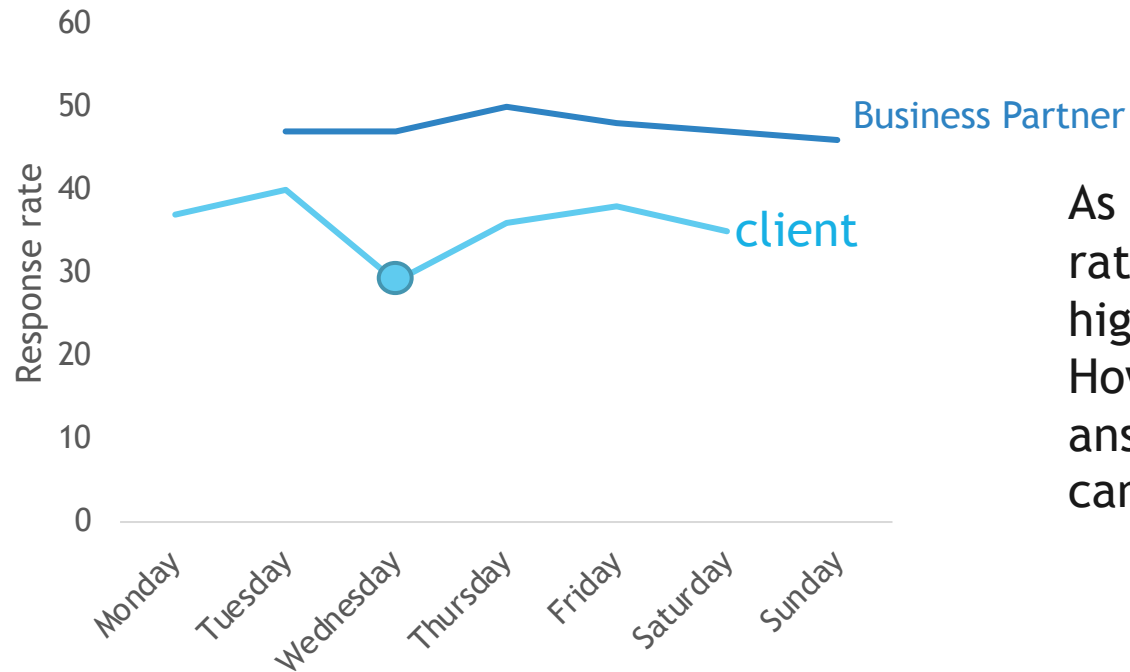3883 sucessfull call

Response rate

%49

Business

802 sucessfull call

Which days are better to call?

Response rate according to starting weekday

As we can see the business response rate is almost constant and always higher than costumer response. However, for increasing the client answer rate it is better not to start the campaign on Wednesday.
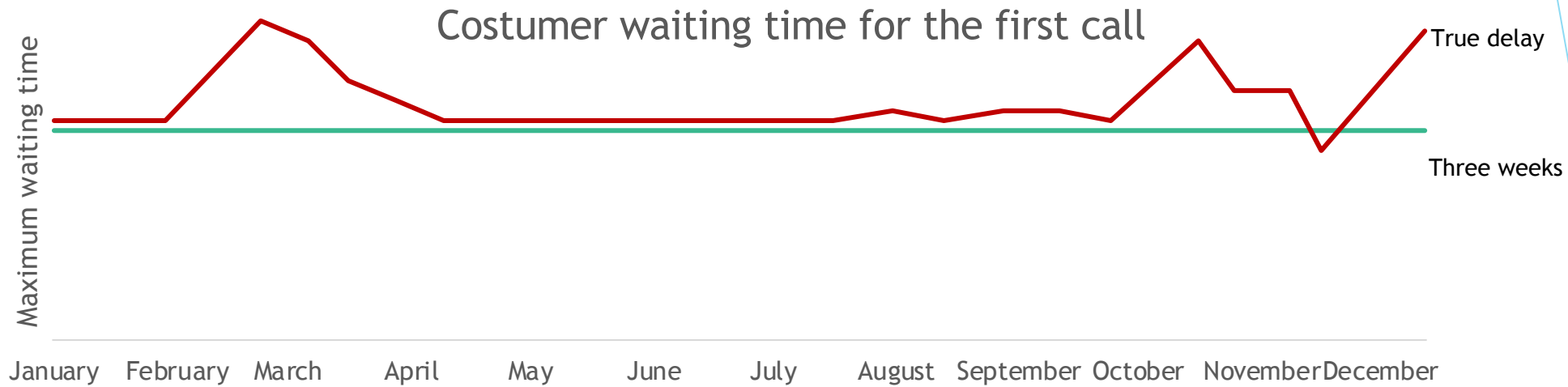
Which months are better to call?

Response rate for different call categories over time
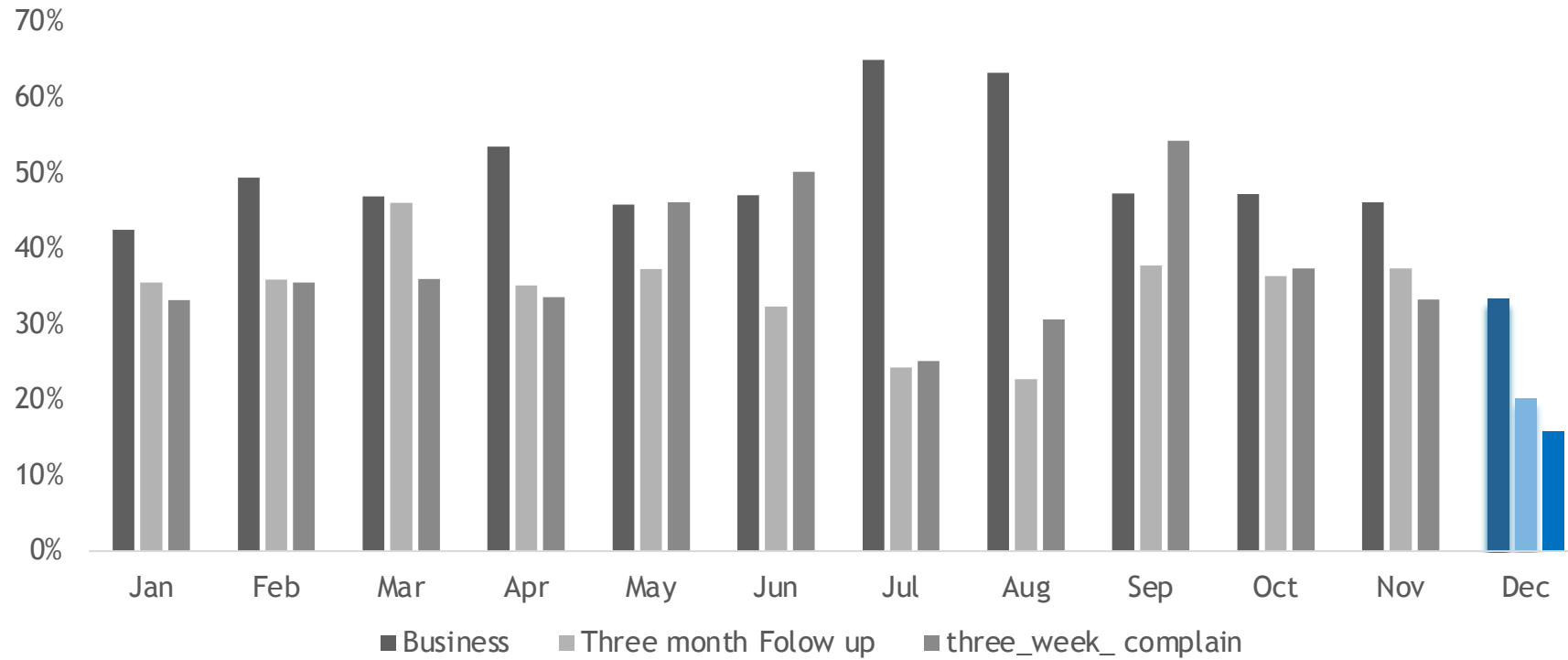
December had the least rate of answering in all three of call. It is probably because of the holiday time and it is better manage to call costumer and businesses not in that period.

Are we always align with plan?

Costumer waiting time for the first call

Maximum waiting time

True delay

Three weeks

January February March April May June July August September October November December

Although company wants to call back to Costumers in three weeks, it sometimes happen that they call them later. By calling them sober they can decrease the waiting time.

When are we having more complains?

Client complain list size that we contacted over year
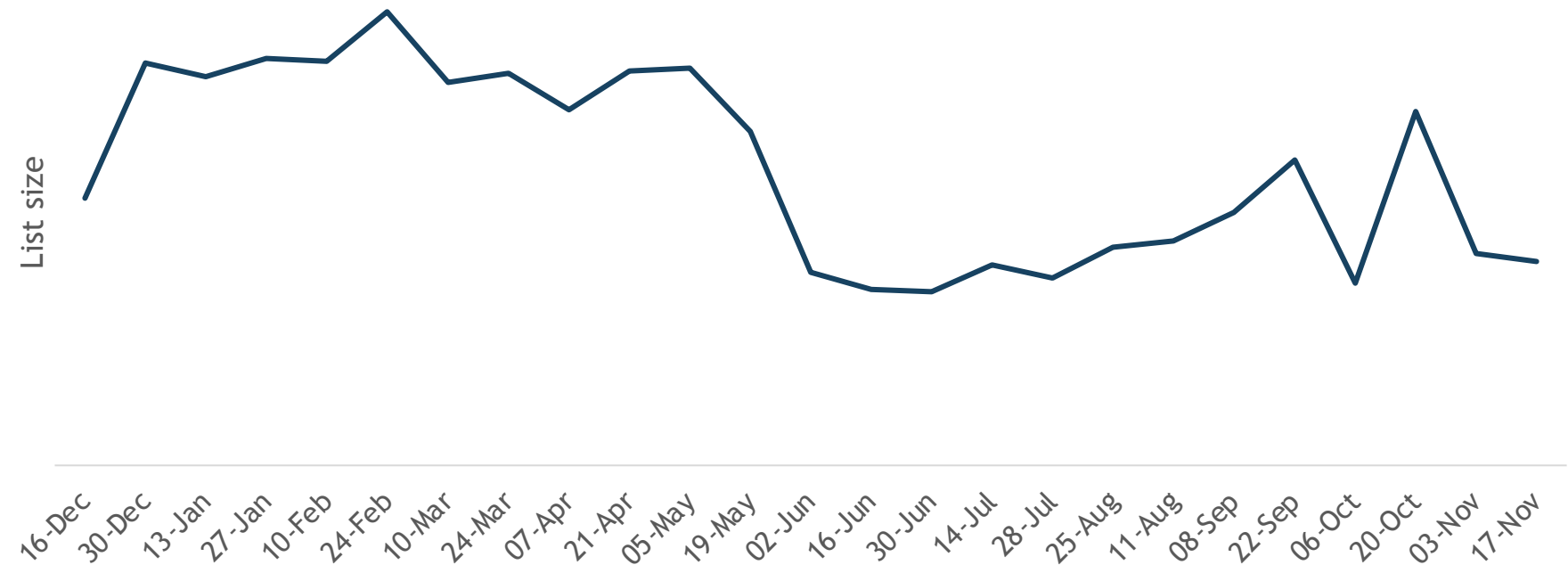
Client complain list size that we contacted over year
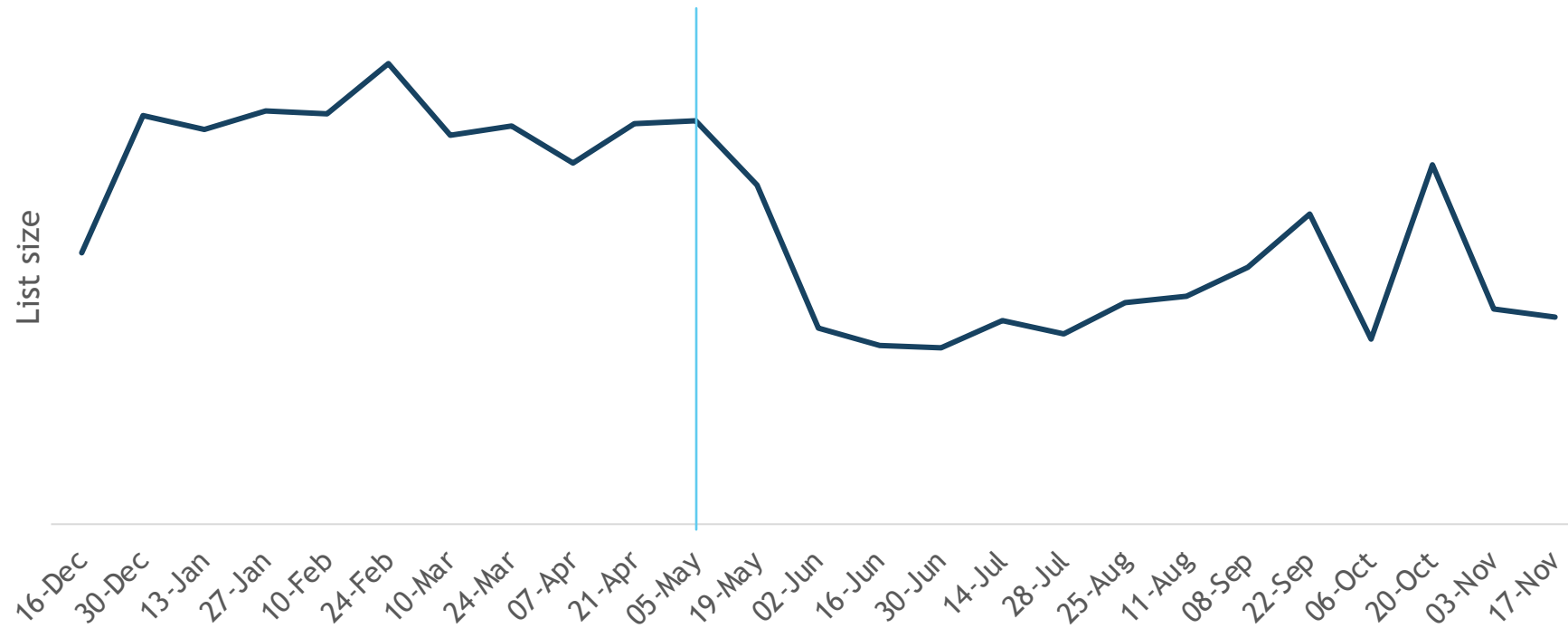
Number of the complains among costumers decreased after may which can be because of the publish date of famous games which are usually during first half of the year. Therefore, people have more reports close to that time.

We can see that when we have less costumer complains, we have more business one. Probably, because they are starting the advertisement. Therefore we can devote more resources to contacting businesses between may to Aug.

Complain list size according to month