

1 - Prepare specs and mockups to improve the Missed Calls Analytics in the product (Justify your choices).

The problem we are trying to solve is the following:

% of missed calls is the number one metric that Head of Support follow. Today, the average missed calls rate is 37% among our clients, while the target for most of them is around 20%. In the product, the global “Missed call” rate is not explained and broken down.

As a result, admins don’t understand why the rate is so high and can’t make decisions (extend my opening hours / hire / simplify my IVR setup / yell at my agents) based on that.

There are 5 reasons why a call can be missed - today the Head of Support has no way to understand the distribution of missed calls among these reasons.

- Calls out of Business hours (the number is closed)
- Calls hung up by caller before 10 sec (usually mistakes done by the caller)
- Hung up by caller during IVR message (Press 1 to reach ..., Press 2 to reach... --> usually because the IVR setup is too complex)
- Hung up by caller because all agents were unavailable or in-call
- Hung up by caller because agents did not pick up