

PwC Power BI Task-1: Enhancing Call Center Performance for PhoneNow

Task 2: Call Centre Trends

Here is your task

It's omnipresent: telecom marketing. Better price here. Better service there. Best for small businesses here. Best for young urbanites there. But what do customers really want? Our client, a big telecom company needs to know. This email just arrived for you:



Hi Digital Accelerator,

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,
Claire

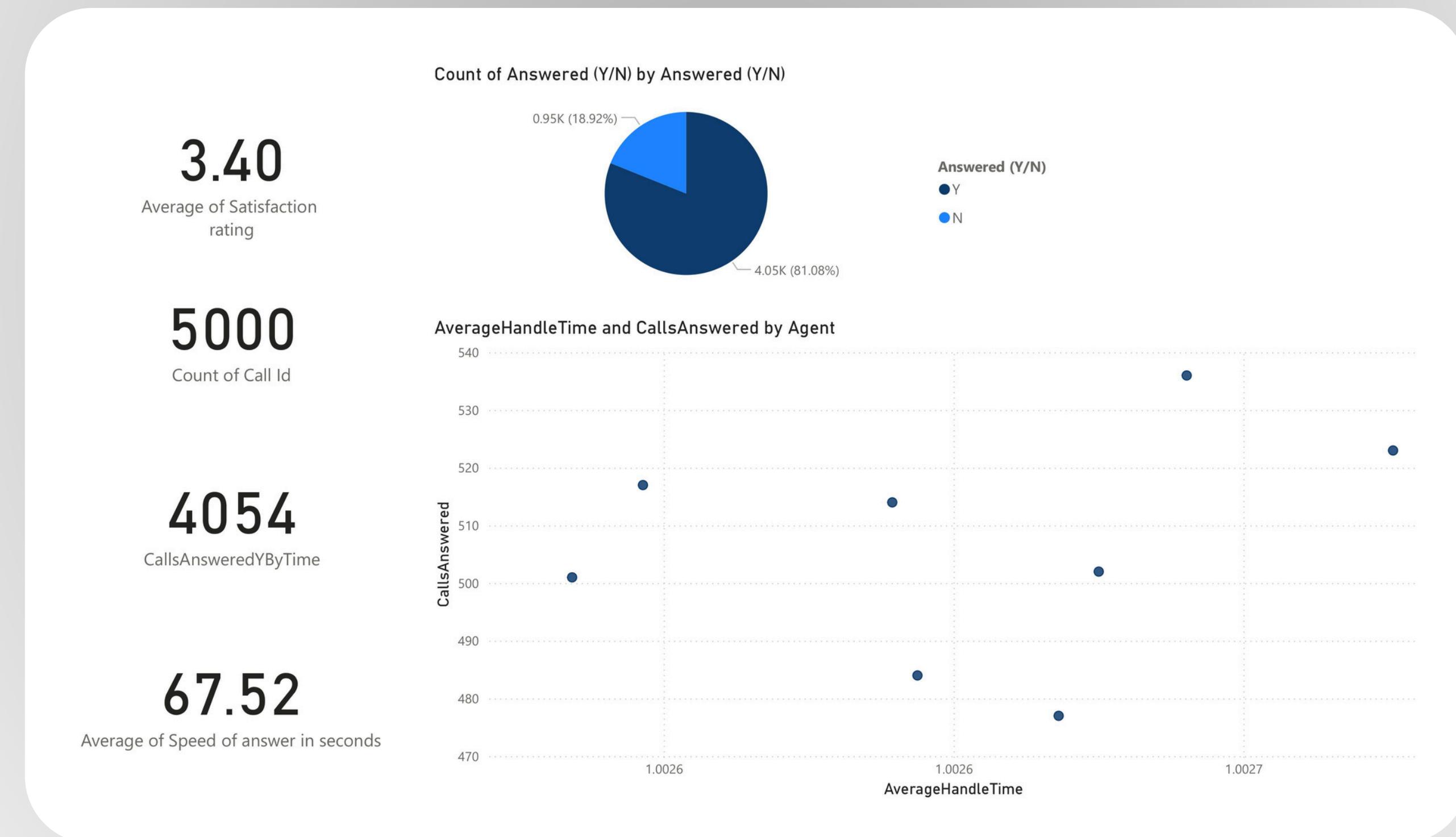
Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

Possible KPIs include (to get you started, but not limited to):

- Overall customer satisfaction
- Overall calls answered/abandoned
- Calls by time
- Average speed of answer
- Agent's performance quadrant -> average handle time (talk duration) vs calls answered

Call Center Performance Dashboard – Key Metrics Overview

The dashboard provides key call center KPIs for Phononow, including an average satisfaction rating of 3.40, a total call count of 5000, 4054 answered calls, and an average speed of answer of 67.52 seconds. A pie chart visualizes the proportion of answered (81%) vs. unanswered (19%) calls, while a scatter plot highlights the relationship between average handle time and calls answered per agent, offering insights into agent efficiency and overall performance trends.



Call Center Insights Dashboard – Advanced KPI Analytics

Call Center

pwc

Agent: All

Topic: All

Date: 01-01-2021 - 31-03-2021

Average satisfaction: 3.40

Answered

81.08% (Yellow) : Y
18.92% (Orange) : N

Resolved

72.92% (Yellow) : Y
27.08% (Orange) : N

Average speed of answer (s)

67.52

Number of calls per month

Month	Number of calls
January	1455
February	1298
March	1301

Agent statistics

Agent	# of answered	# of resolved	Avg Satisfaction Rate	Avg speed of answer in sec
Becky	517	462	3.37	65.33
Dan	523	471	3.45	67.28
Diane	501	452	3.41	66.27
Greg	502	455	3.40	68.44
Jim	536	485	3.39	66.34
Joe	484	436	3.33	70.99
Martha	514	461	3.47	69.49
Stewart	477	424	3.40	66.18

PwC Power BI Task-2: Customer Retention Analysis for PhoneNow

Task 3: Customer Retention

Here is the background information on your task

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.

In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management

The Retentions Manager has provided some information in the resources.

KPI Overview & Data Inputs from Phonenumow

PhoneNow inputs

PhoneNow: Inputs for PowerBI request

Janet (PhoneNow) To You

Hi Digital Accelerator,

I'm Janet, Retention Manager here at PhoneNow. Before you start working on our dashboard, let me provide you with some inputs

- Customers who left within the last month
- Services each customer has signed up for: phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies
- Customer account information: how long as a customer, contract, payment method, paperless billing, monthly charges, total charges and number of tickets opened in the categories administrative and technical
- Demographic info about customers – gender, age range, and if they have partners and dependents

Looking forward to hearing from you.

Best regards,
Janet



Power BI Dashboard: Customer Retention Analysis for Phonenow

32.37

Average of tenure

3632

Sum of numAdminTickets

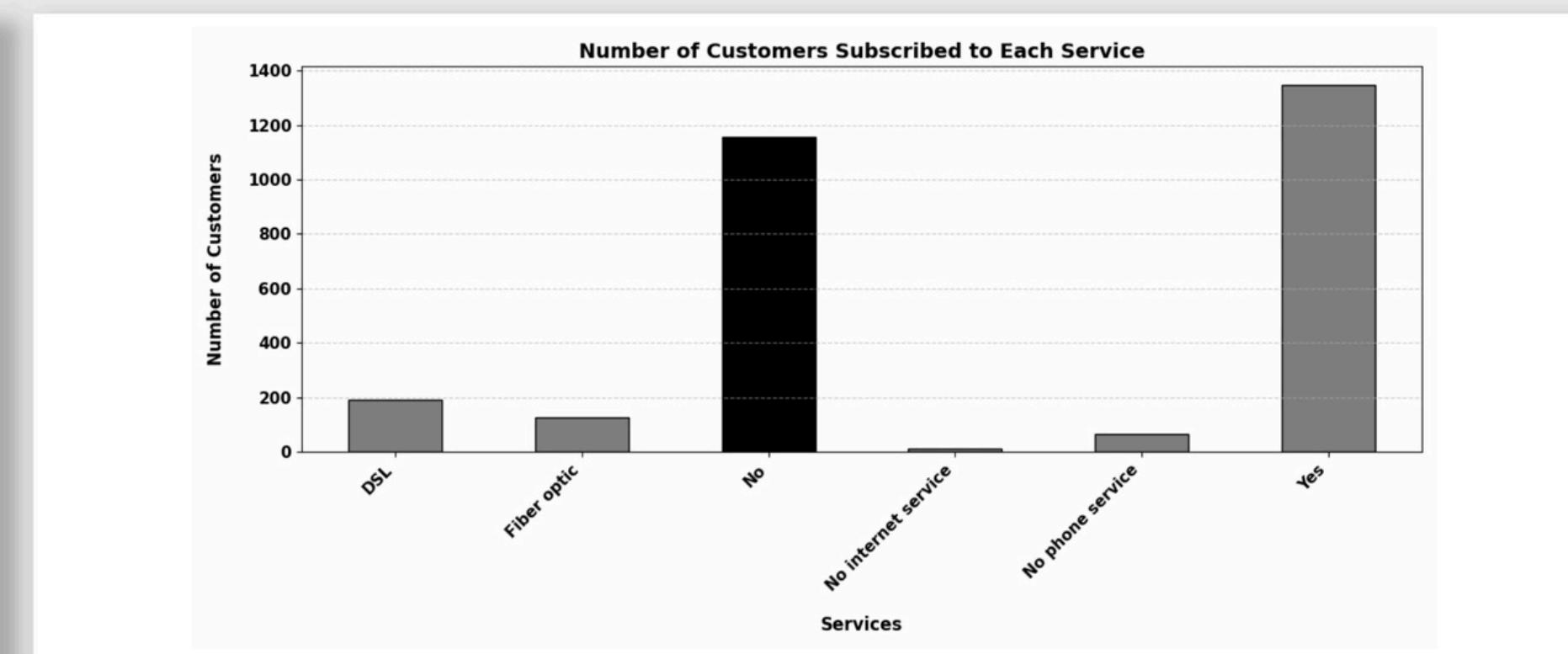
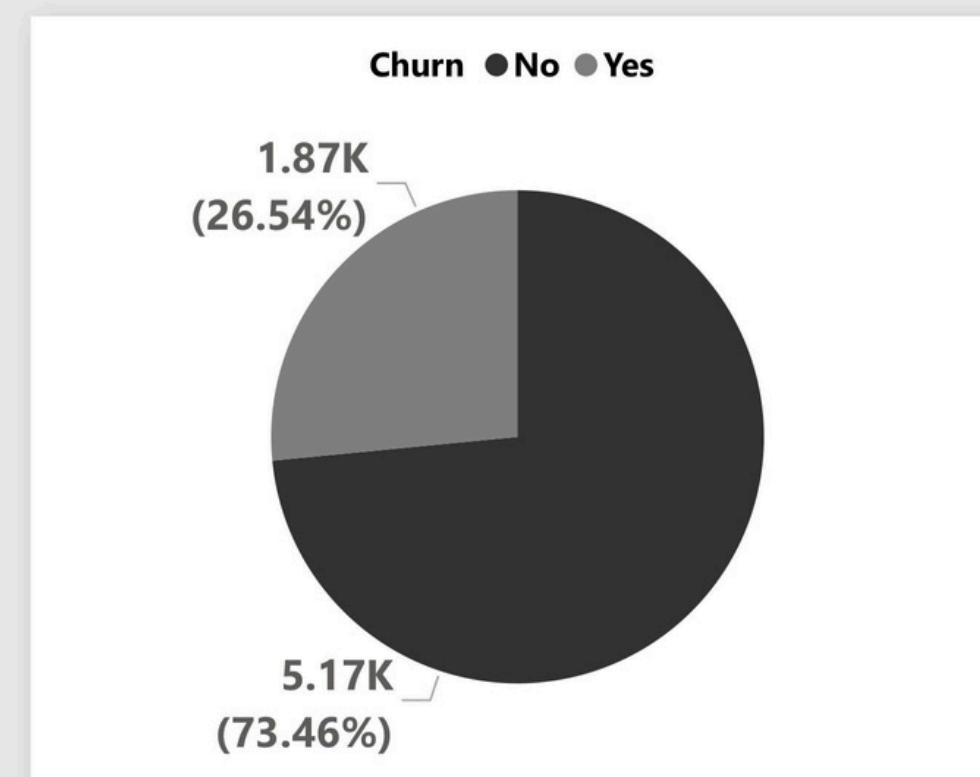
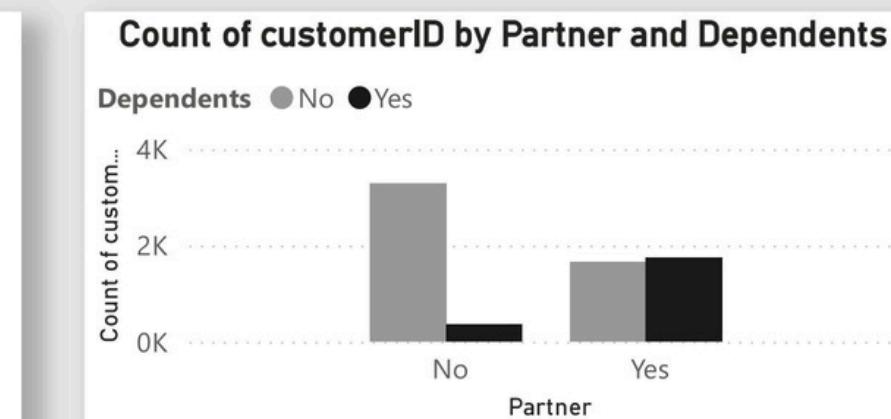
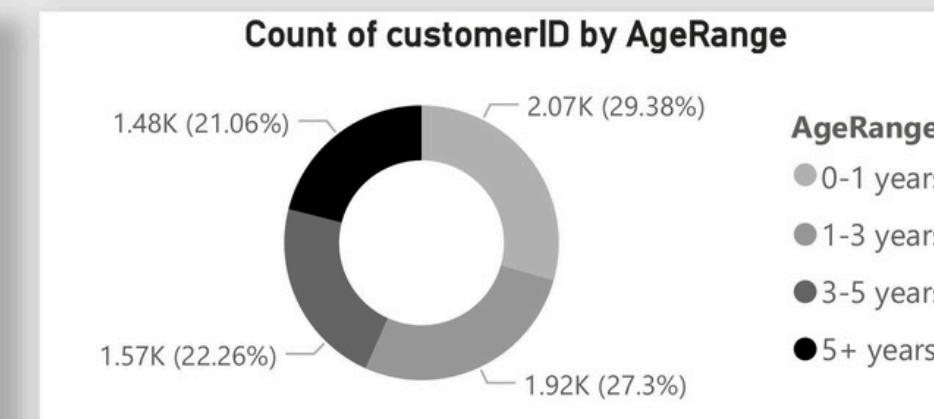
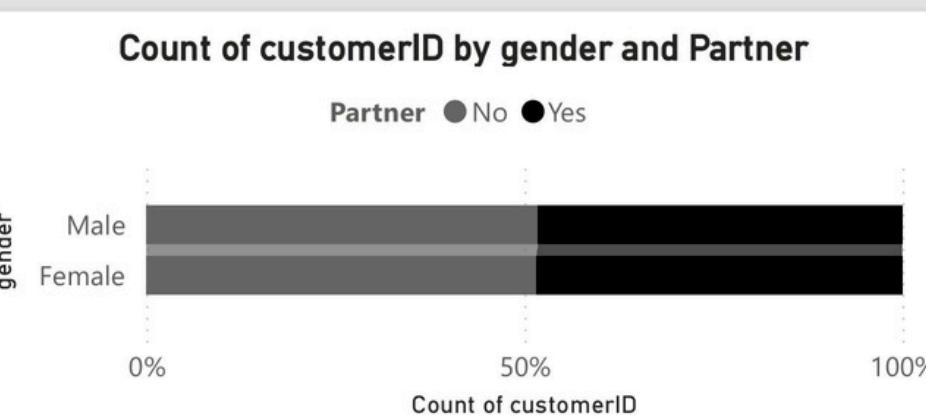
DASHBOARD

2955

Sum of numTechTickets

64.76

Average of MonthlyCharges





Inspiring and empowering
future professionals

Priyanshu Biswas

Power BI Job Simulation

Certificate of Completion

March 29th, 2025

Over the period of March 2025, Priyanshu Biswas has completed practical tasks in:

- Introduction
- Call Centre Trends
- Customer Retention
- Diversity & Inclusion

**Natalie Vogel |
Elisabeth Ziller**
HC Marketing &
Recruitment Leaders

Tom Brunskill
CEO, Co-Founder of
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