## **Slide: Sentiment & Experience Dashboard — Key Insights**

**1. Overall Sentiment Distribution**

* **Neutral** calls dominate (**41%**), followed by **Negative – 31%** and **Positive – 28%**.
* The **performance score is 57.38**, showing room for experience improvement.

**2. Total Calls by Sentiment**

* Highest call volume sits in the **Neutral bucket (98 calls)** → customers are often neither delighted nor dissatisfied, which is a risk if unresolved.
* **Negative calls (73)** indicate friction points still exist, especially in complex or delayed processes.
* **Positive calls (66)** show successful resolutions but remain lower than neutral.

**3. Word Cloud (Voice of Customer)**

* Most repeated words: **“transaction, transfer, frustration, confirmed, verified, application, details, after, approved.”**
* Indicates customers repeatedly mention **transaction confirmation issues, delayed approvals, and application-related clarifications**.

**4. Call Outcome vs Sentiment**

* **Resolved on first call**: 145 cases (majority **Positive/Neutral**), but **21 cases not resolved** — 18 of those show **Negative sentiment** → escalations risk.
* Specific agent names (e.g., **Ashley Stevens**) appear with mixed sentiment → can be used for coaching.

**5. Disposition vs Sentiment**

* **Account Closure** shows **3 negative out of 10 total** → friction in closing accounts.
* **BCC Query**: 4 negative of 12 → process clarity issue.
* **Application & Variations**: small but mixed sentiment → better guidance and proactive updates could help.

### **Recommended Focus**

* **Reduce Neutral → Positive**: proactively guide customers during transactions/approvals.
* **First Call Resolution (FCR)**: focus on the **21 not-resolved cases**, since most lead to **negative feedback**.
* **Coach agents with frequent negatives** (names surfaced) on empathy & clarity.
* **Simplify closure & BCC query journeys** — these are small in count but highly negative.
* **Use VoC themes (transactions, approval delays)** to inform process fixes and FAQ/self-help.