

DOCUMENTATION ON CALL CENTER TREND ANALYSIS

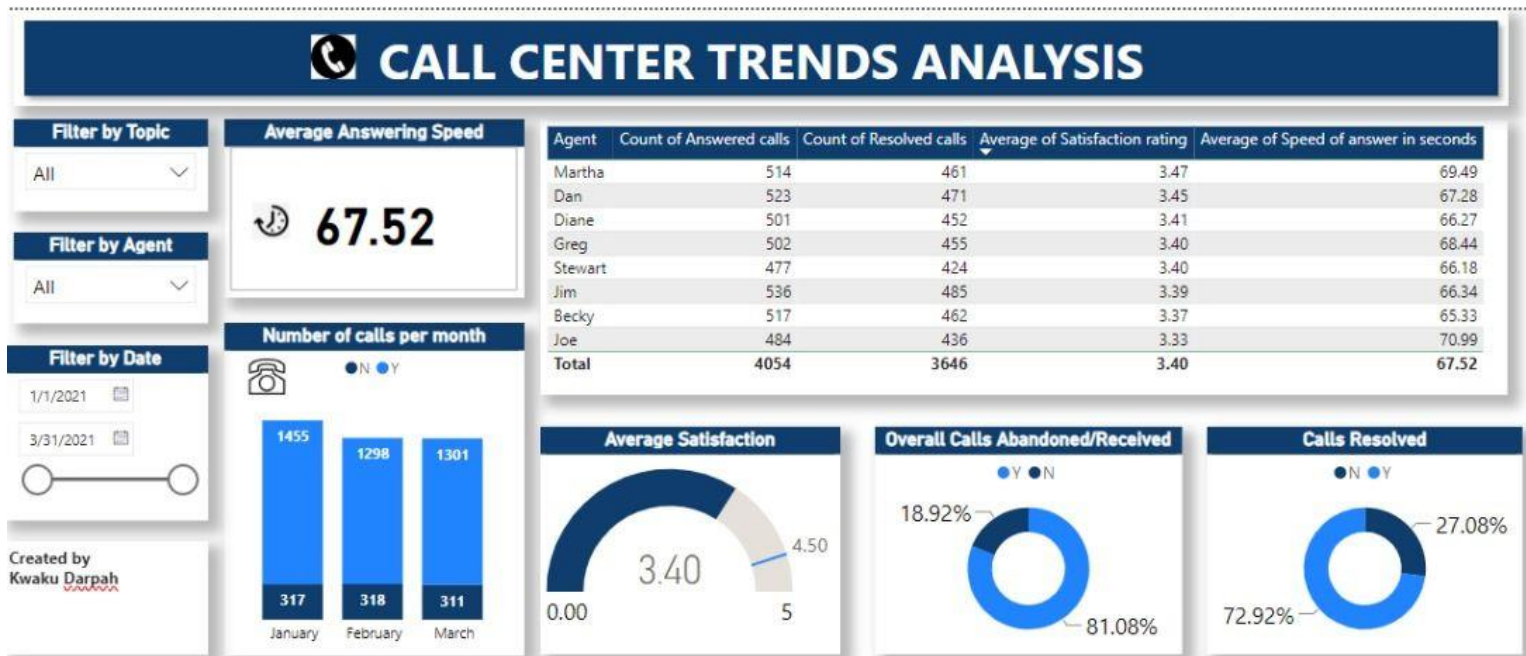
Business Problem

Objective: Enhance the performance and efficiency of a call center by analyzing key performance indicators (KPIs) related to call handling and customer satisfaction.

Objectives

1. % Answered Calls
2. % Resolved calls
3. Calls per month
4. Agent statistics
5. Average Satisfaction Rate
6. Average Speed of answer
7. Slicers: Agents, Topic, Date

DASHBOARD



REPORT ANALYSIS AND RECOMMENDATION

1. % Answered Calls

- Results

81.01% answered and 18.92% unanswered

- **Insight:** The call center's answered call rate is acceptable, but there's room for improvement.

- **Recommendation:** Investigate the reasons behind unanswered calls. Consider increasing staffing levels or improving call routing to reduce wait times.

- **Recommendation:** Track this metric over time and identify any trends. Implement strategies to improve the answered call rate if necessary.

2. % Resolved calls

- Results

72.92% Resolved and 27.08% Unresolved

- **Insight:** The call center has a concerning low percentage of resolved calls. This may indicate a need for additional agent training or process improvement.

- Recommendation:

Investigate the reasons behind unresolved calls. Consider providing additional training to agents or improving troubleshooting procedures. Analyze common reasons for unresolved calls and identify areas where training can be improved. Refine troubleshooting procedures to equip agents with the tools and resources they need to resolve customer issues effectively.

- Recommendation:

Track this metric over time and identify any trends. Implement strategies to improve the call resolution rate if necessary. Monitor the call resolution rate over time to track the effectiveness of any implemented changes. If the resolution rate doesn't improve, consider setting a target resolution rate and develop an action plan to achieve it. This may involve additional training, improved knowledge base articles, or streamlining processes.

3. Calls per month

- January Call Center Performance:

Answered Calls: 1455

Unanswered Calls: 317

Total Calls: 1772

Answered Call Rate: 82.11%

- **Insight:** The call center's answered call rate in January was acceptable, but there's room for improvement.

- February Call Center Performance:

Answered Calls: 1298

Unanswered Calls: 318

Total Calls: 1616

Answered Call Rate: 80.32%

- **Insight:** The call center's answered call rate in February was acceptable, but there's room for improvement.

- March Call Center Performance:

Answered Calls: 1301

Unanswered Calls: 311

Total Calls: 1612

Answered Call Rate: 80.71%

- **Insight:** The call center's answered call rate in March was acceptable, but there's room for improvement. This could be due to staffing shortages or long wait times for customers.

Recommendations:

- Investigate the reasons behind unanswered calls across all months to identify any trends.
- Consider increasing staffing levels or improving call routing to reduce wait times.
- Track call volume and answered call rates over time to identify trends and measure the effectiveness of any implemented changes.

- Implement strategies to improve the answered call rate if necessary, such as hiring more staff or improving call routing.

4. Agent statistics

Key Observations:

Count of Answered Calls:

- Jim has the highest count of answered calls (536), while Stewart has the lowest (477).

Count of Resolved Calls:

- Jim also leads in resolved calls (485), indicating a strong performance in handling and resolving queries. Stewart again has the lowest count of resolved calls (424).

Average Satisfaction Rating:

- The satisfaction ratings range from 3.33 (Joe) to 3.47 (Martha), with Becky having the lowest satisfaction (3.37) next to Joe.

No agent has a satisfaction rating significantly higher than the others, indicating a general consistency but room for improvement.

Average Speed of Answer:

- Becky has the fastest speed of answer (65.33 seconds), while Joe has the slowest (70.99 seconds).

The average speed of answer varies within a range of approximately 5.66 seconds, suggesting differences in efficiency among agents.

Insights and Recommendations

Performance Discrepancies:

- **Insight:** Jim consistently performs well in terms of both answered and resolved calls, yet his satisfaction rating (3.39) is slightly below Martha's (3.47) despite a similar speed of answer. This suggests that higher productivity does not always correlate with higher satisfaction.

- **Recommendation:** Investigate the quality of Jim's interactions to identify areas for improving customer satisfaction. This could involve more personalized customer service or additional training on handling complex issues effectively.

High Satisfaction Ratings:

- **Insight:** Martha has the highest satisfaction rating (3.47) with a moderate speed of answer (69.49 seconds). This indicates that customers value the quality of interaction over the speed in some cases.
- **Recommendation:** Use Martha's methods and techniques as a benchmark for training other agents to improve overall satisfaction. Conduct peer-to-peer learning sessions where Martha can share her best practices.

Efficiency vs. Satisfaction:

- **Insight:** Becky has the fastest speed of answer (65.33 seconds) but a lower satisfaction rating (3.37). This suggests that answering quickly is not necessarily translating into higher satisfaction.
- **Recommendation:** Review the quality of Becky's interactions to ensure that the speed is not compromising the depth and quality of customer service. Emphasize the importance of both speed and quality in training sessions.

Agents with Low Performance:

- **Insight:** Joe has the lowest satisfaction rating (3.33) and the slowest speed of answer (70.99 seconds), indicating potential issues with efficiency and customer interaction quality.
- **Recommendation:** Provide Joe with targeted coaching and support to improve both his speed of answer and customer service skills. Consider pairing Joe with a mentor like Martha to help boost his performance.

Overall Call Resolution:

- **Insight:** There is a general trend where agents who answer more calls also resolve more calls, but this does not always correlate with higher satisfaction.
- **Recommendation:** Focus on enhancing call resolution strategies across all agents. Provide additional resources, such as a comprehensive knowledge base and decision support tools, to help agents resolve issues more effectively.

Continuous Improvement:

- **Recommendation:** Establish regular performance reviews and feedback sessions to continuously monitor and support agent development. Use a combination of quantitative data (calls answered/resolved) and qualitative feedback (customer satisfaction) to provide a holistic view of performance.

By addressing these insights with the recommended actions, the call center can improve both efficiency and customer satisfaction, leading to better overall performance.

5. Average Satisfaction Rate

- Results 3.4/5

- **Insight:** The average satisfaction rate of 3.4 out of 5 indicates that customers are somewhat satisfied with the call center experience, but there is room for improvement.

- Recommendations:

- Investigate the reasons behind the lower satisfaction rate: Analyze customer feedback surveys, call recordings, and agent notes to identify areas where the call center is falling short. Common reasons for low satisfaction include long wait times, unhelpful agents, and unresolved issues.

- Focus on improving agent training: Equip agents with the knowledge and skills they need to resolve customer issues effectively and efficiently. This may include training on product knowledge, customer service best practices, and de-escalation techniques.

- Empower agents to resolve customer issues: Give agents the autonomy to make decisions and take action to resolve customer problems without having to escalate every call.

- Track and monitor satisfaction rates over time: Regularly monitor customer satisfaction metrics to track progress and identify areas where improvement is needed.

- Set a target satisfaction rate and develop an action plan to achieve it: This will help you focus your efforts and measure your success.

By implementing these recommendations, you can improve the customer experience and increase customer satisfaction with your call center.

6. Average Speed of answer in seconds

- Results 67.52 seconds

Insight: The average speed of answer (ASA) of 67.52 seconds is significantly higher than the industry standard of around 28 seconds. This means customers are waiting for over a minute on average before their calls are answered, which can lead to frustration and dissatisfaction.

Recommendations:

- Investigate the reasons behind the slow speed of answer: There could be several factors contributing to this, such as understaffing, complex call handling, or inefficient call routing. Analyze your call center data to identify bottlenecks and areas for improvement.

- Improve call routing: Ensure calls are routed to the most appropriate agent based on their skills and availability. This will help to reduce the amount of time it takes for agents to handle calls.

- Increase staffing levels: If you are consistently understaffed, consider hiring more agents to handle call volume more effectively.

- Review agent idle time: Analyze how much time agents are spending idle and identify opportunities to improve efficiency. This may involve optimizing workflows or automating repetitive tasks.
- Implement self-service options: Offer customers the ability to resolve common issues on their own through self-service options such as online FAQs, a knowledge base, or a chatbot. This can help to reduce call volume and improve the speed of answer for more complex inquiries.
- Monitor and track ASA over time: Regularly monitor your ASA and track progress over time. This will help you to identify the effectiveness of any implemented changes.

By following these recommendations, you can significantly improve your call center's speed of answer and provide a better customer experience.

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