

## Overall Performance:

- **High Call Volume:** The call centre handled a significant number of calls (5000), indicating a high demand for services.
- **Average Response Time:** The average response time of 54.75 seconds is relatively quick, suggesting efficient handling of incoming calls.
- **Satisfaction Rating:** The overall average rating of 2.76 is generally positive, but there's room for improvement.

## Topic-Specific Analysis:

- **Streaming:** Streaming-related calls constitute the largest portion of the call volume, indicating a significant demand for streaming services or troubleshooting.
- **Payment-Related Issues:** Payment-related calls are also a significant category, suggesting potential challenges or concerns with billing or payment processes.
- **Technical Support:** Technical support calls are prevalent, highlighting the need for robust technical assistance.

## Call Resolution:

- **High Resolution Rate:** A significant majority of calls (72.92%) were resolved, indicating effective problem-solving by agents.
- **Unresolved Calls:** While the resolution rate is high, a notable percentage of calls remain unresolved, requiring further investigation or escalation.

## Satisfaction Trends:

- **Month-Over-Month Fluctuations:** The satisfaction rating varies slightly across different months, suggesting potential factors influencing customer satisfaction levels.
- **Overall Trend:** While there are fluctuations, the overall trend indicates a generally positive customer experience.

## Recommendations:

- **Optimize Streaming Support:** Given the high volume of streaming-related calls, consider enhancing support resources or processes to address common issues more efficiently.
- **Improve Payment Processes:** Investigate and address any underlying causes of payment-related inquiries to streamline the process and reduce customer frustration.
- **Strengthen Technical Support:** Continuously invest in training and resources to ensure agents are well-equipped to handle technical issues effectively.
- **Analyze Unresolved Calls:** Conduct a detailed analysis of unresolved calls to identify recurring patterns and implement corrective measures.
- **Monitor Satisfaction Trends:** Track satisfaction ratings over time to identify areas for improvement and celebrate successes.

By addressing these insights and recommendations, the call centre can enhance customer satisfaction, improve operational efficiency, and deliver a more positive overall experience.