

Call-Center Performance Analysis

Enhancing Call Efficiency and Performance

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Problem Statement & Introduction

Introduction

- ▶ The Growth Team Purchases market data and hands it to the Calling Team
- ▶ The calling team dials these numbers and attempts to convert customers.

Key Challenges

- ▶ Understanding revenue trends and agent performance
- ▶ Optimizing connected calls and conversion rates

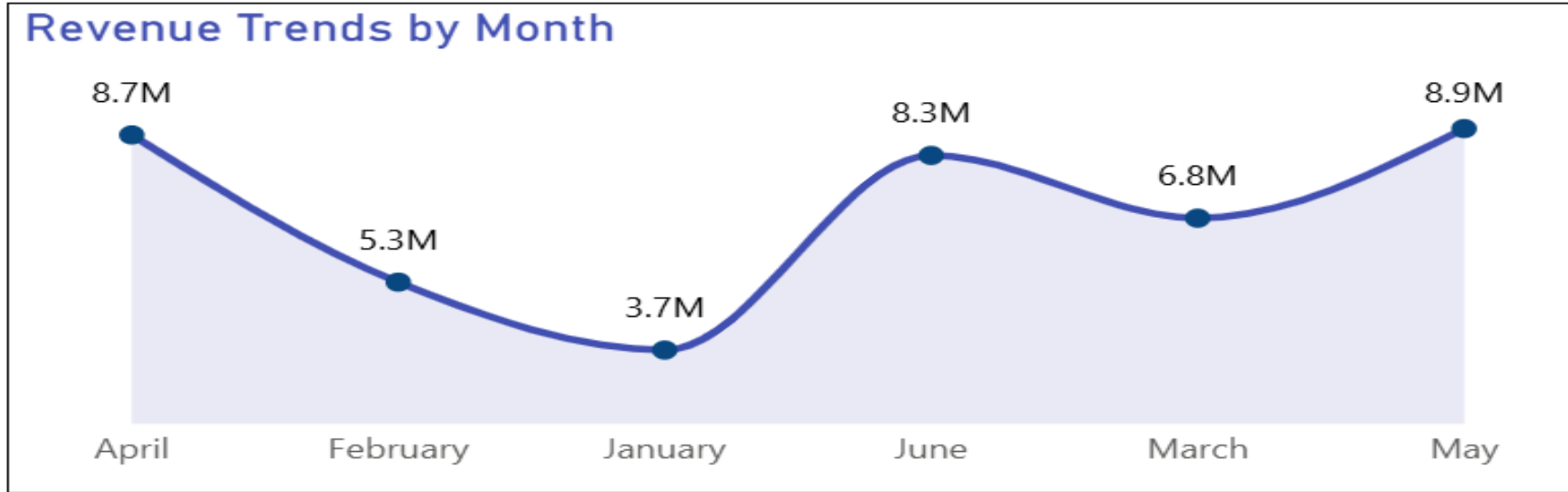
Business Objective

- Improve conversion rates and revenue by identifying key trends.
- Evaluate caller efficiency based on connected calls and ratings.
- Reduce Ring No Response (RnR) rates to enhance customer engagement.
- Understand category-wise revenue distribution for strategic planning.
- Enhance decision-making with data-driven insights from Power BI dashboards.

Business Metrics Tracked

- ▶ **Total Calls** - Number of Calls dialed
- ▶ **RnR % (Ring No Response)** = $(\text{RnR} / \text{Total Calls}) * 100$
- ▶ **Connected Calls %** = $(\text{Connected Calls} / \text{Total Calls}) * 100$
- ▶ **Conversion %** = $(\text{Converted Calls} / \text{Total Calls}) * 100$
- ▶ **Revenue** - Sum of Revenue
- ▶ **AOV (Average Order Value)** = $\text{Total Revenue} / \text{No of Connected Calls}$

Analyzing Revenue Trends by Month

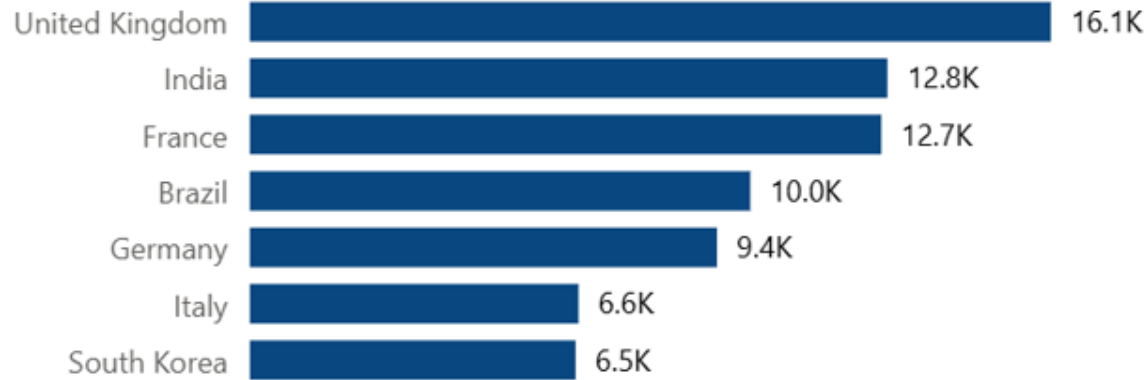


Insights

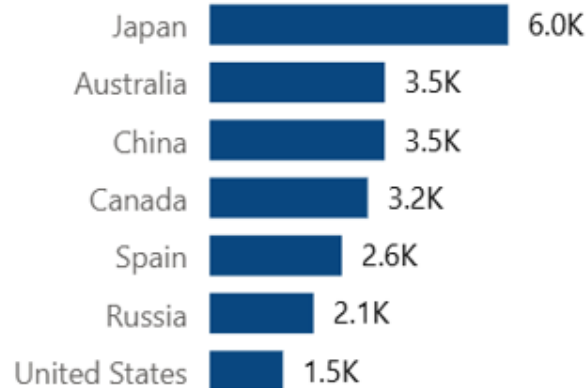
- As we can observe there is low Sales Performance at the start of the year and there is good amount of Revenue in May.
- Identify the Strategies in the month of May and Replicate them the possible factors may be more connected calls, improved call handling.
- Improve performance in weak months like Jan and Feb by running better promotions, training callers.

Country wise Connected Calls

Country wise Connected Calls



Country wise Connected Calls

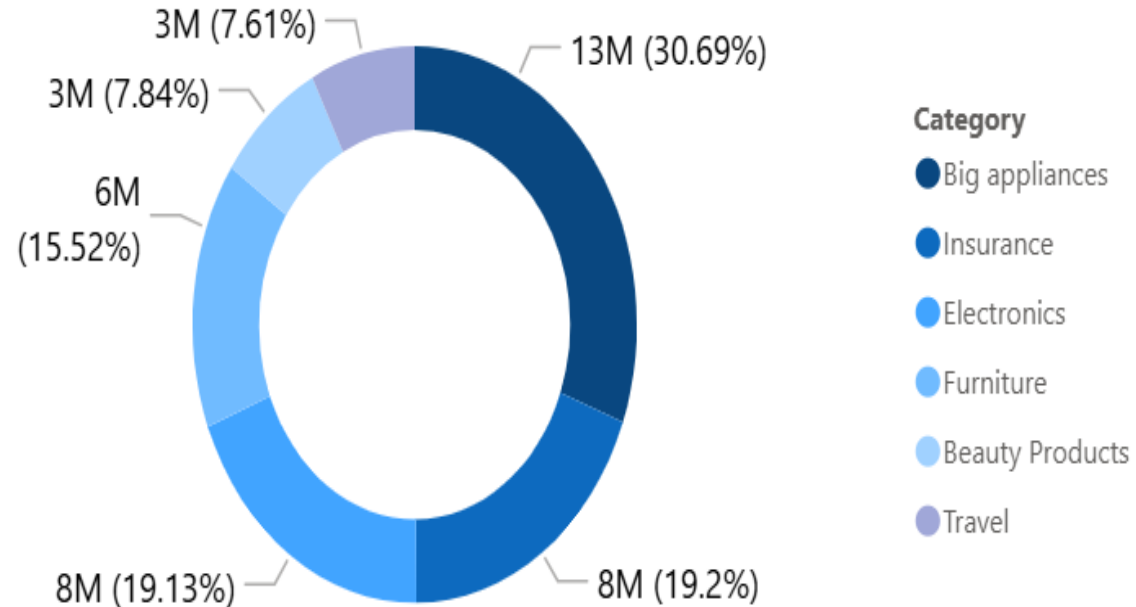


Insights

- United Kingdom (16.1K), India (12.8K), and France (12.7K) have the highest connected calls.
- Increase caller allocation to these regions for higher sales conversions.
- United States (1.5K), Russia (2.1K), Spain (2.6K), Canada (3.2K), China (3.5K), and Australia (3.5K) have the lowest connected calls.
- Conduct market research to understand barriers in these countries.
- Introduce email/SMS follow-ups before calling to warm up leads.

Category wise Revenue Distribution

Category-Wise Revenue Distribution



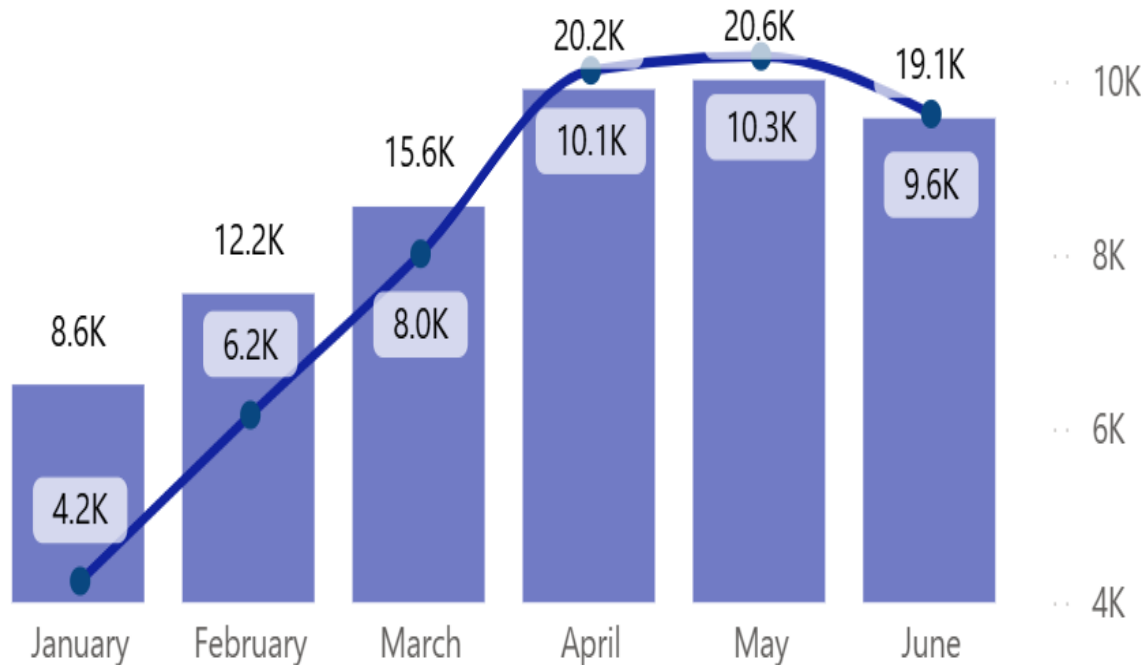
Insights

- Big Appliances , Insurance are the highest Revenue Generating Category.
- So make them Key focus Areas as they both only contribute to 50% of Revenue
- Beauty Products and Travel are the lowest revenue-generating categories.
- Try to increase Limited Time offers to increase urgency.

Call Count vs Ring No Response

Call Count vs. RNR (Ring No Response)

● Total Calls ● RnR

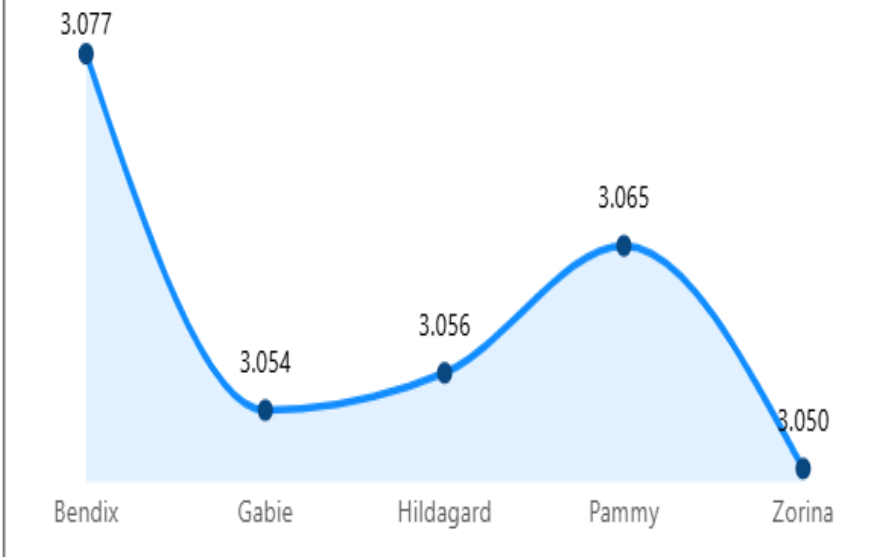


Insights

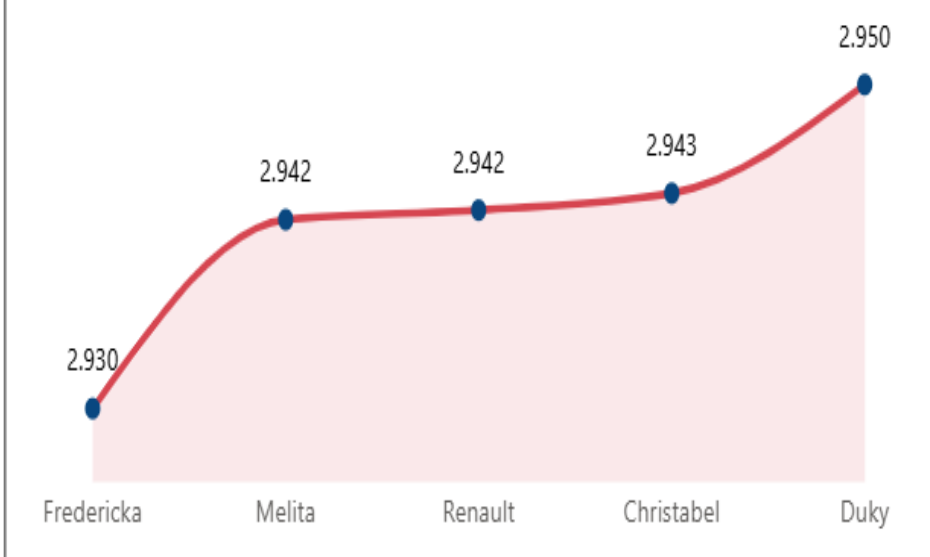
- The total number of calls increased from 8.6K in January to 20.6K in May. This means the calling team is reaching out to more people.
- However, the RnR (Ring No Response) also increased in May meaning many people are not answering the calls.
- Check best calling times for different countries (morning vs. evening).
- filter out bad phone numbers.
- Try sending SMS or email reminders before calling.

Caller Performance Analysis by Average Rating

Top 5 Callers by Average Rating



Bottom 5 Callers by Average Rating



Insights

- Bendix (3.077) has the highest rating, meaning they likely have strong sales skills, good customer engagement, or effective communication.
- So, Identify his best practices and share with other callers.
- Fredericka (2.930) has the lowest rating the gap between top and bottom performer isn't huge.
- Review call recordings to identify areas of improvement (tone, clarity, sales pitch).

Recommendations

- ▶ Improve caller performance by Conducting training with top-rated callers.
- ▶ Enhance revenue trends by focusing on high-performing months & categories.
- ▶ Optimize call timing by Analyzing best hours for higher connection rates.
- ▶ Refine product wise sales strategy by focusing on top-selling and high-margin products.
- ▶ Implement performance-based incentives to boost conversions.

Thank You