Call Centre Analysis report

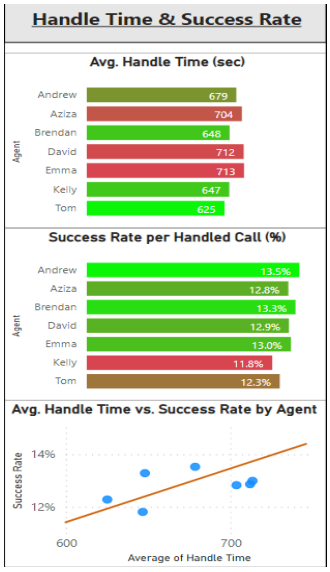
The analysis done on the call centre data is mainly focused on the actions and performance of the call centre agents as well as other data over time and data regarding successful and unsuccessful handled calls, all collected between 1 July 2022 and 31 December 2022.

General Note

Agent names are sorted alphabetically to simplify comparing a specific agent over various charts.

Report sheet 1

This sheet illustrates agent performance as well as comparing some of the metrics.



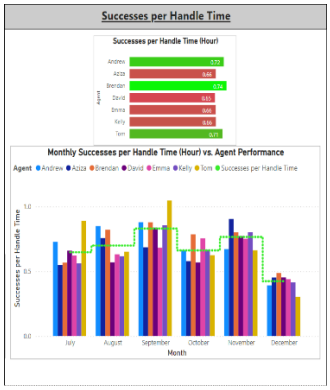
Part 1 indicates the average handle time per call as well as the success rate per handled call.

Average handle time per agent can be utilized to identify the agents who spend more time handling calls.

Success rate per handled call can be utilized to identify better and worse performing agents.

These two metrics are compared below on a scatter plot. There is an indication that there may be a strong relationship between the two metrics in that a longer average handle time my result in a better success rate and thus, agents shouldn't be rated solely on only either one of the metrics.

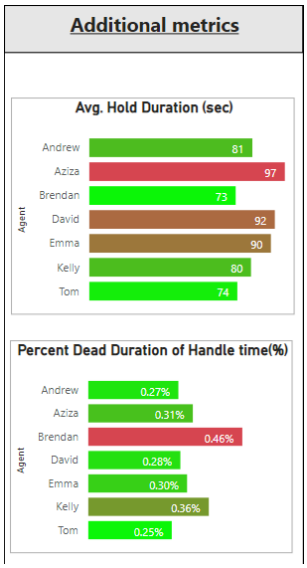
It is suggested that this be analysed in more detail with the same data collected over a longer period i.e. 2-4 years in order to minimize the possibility of coincidence.



Part 2 indicates the successes achieved per agent over call handling time (Successes per Hour).

This is a strong metric for measuring agent performance as it takes into consideration the time spent on calls when measuring the success rate of the agents.

The column and line chart below shows this metric per agent per month compared to the average for that given month. This visual is helpful in that it's easy to compare agents' performance against each other as well as against the monthly average and compares these figures month to month.



Part 3 indicates an additional two metrics namely Average Hold duration per call and Percent Dead duration of Handle time.

Chart 1 indicates that certain agents spend significantly more time putting clients on hold. It can also be noted that this metric compares very strongly to the Average Handle Time. This information can be used to identify certain agents who might need additional training on how to reduce this time spent.

Chart 2 indicates a specific agent that has a significantly higher Dead Duration percentage, and this information can also be an indication of where additional training may be required.

Report sheet 2

This sheet focuses on average queue duration during certain times of day and number of calls over the set time period.

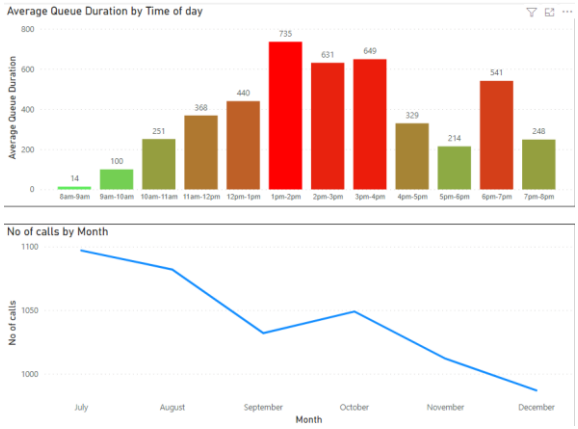


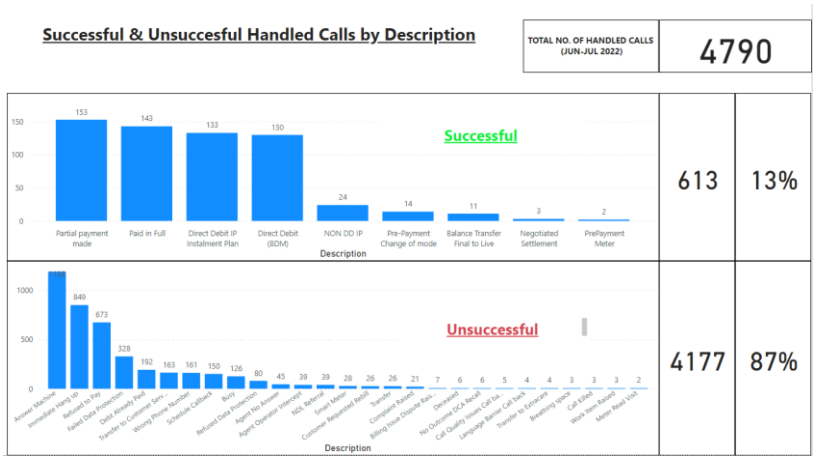
Chart 1 illustrates the average queue duration for each hour between 8:00 and 20:00. It indicates periods during a day which have much higher average queue durations and may assist in making decisions regarding resources, to allocate the resources more effectively around these periods and managing time by adjusting break times. It will be useful to identify the call volumes during these time buckets to determine whether longer queue durations are a result of higher call volumes or whether other factors should be investigated.

The same calculation and comparison were done for average queue times during days of the week however, the results reflected no significant difference between average queue times for different days of the week.

Chart 2 indicates slightly reduced call volumes toward the end of the year. To get more substantial results on this, the same analysis should be done with data over a few full years which will give more insight into whether this is a trend or coincidental.

Report sheet 3

This sheet indicates the total number of handled calls and shows how many were successful, how many were unsuccessful as well as a breakdown of the descriptions for each. The information can be used to establish areas which need more attention such as developing of solutions to turn unsuccessful calls into successful calls. Unsuccessful calls due to an answering machine for instance, can also be investigated in more detail to ascertain whether call centre numbers may be blocked by the consumer.



Conclusion

Overall this data primarily points to the individual performance of the agents involved and how they contribute to the call centre. It also gives insight into the average queue durations per day and the amount of calls made per month. Lastly, it shows the reasons for the successful and unsuccessful handled calls utilizing the data collected over the set period. This information combined can be used to establish where in-depth investigation may be required, additional training requirements, resource allocation and possible internal changes such as adjusted break times.