

CALL CENTER PERFORMANCE ANALYSIS

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Content

The background of the slide features a dark, textured surface. Two white telephone handsets are positioned horizontally, one above the other. A coiled white cord is visible on the left side, extending from the top handset. The overall aesthetic is professional and modern.

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Introduction and Objective

Introduction

- In today's presentation, we will delve into an in-depth analysis of our call center's performance. By examining key metrics, agent performance, and quarterly trends, we aim to gain a comprehensive understanding of our current standing and identify opportunities for improvement.

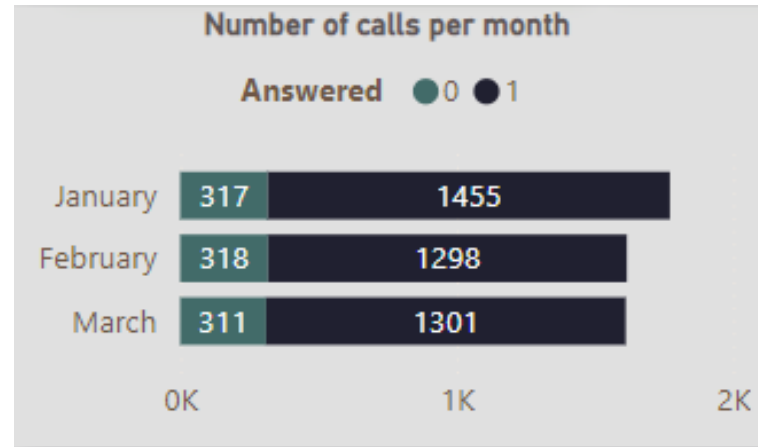
Objective

- The objective is to provide a detailed analysis of call center performance, highlighting key metrics, agent-specific insights, and overall trends. This analysis will guide strategic decision-making to enhance operational efficiency and customer satisfaction.



Call Center Performance Analysis

| | | | |
|-------------------------------|--------------------------|-------------------------------------|-------------------------------------|
| 81.08% Answered Call Rate | 56.18 Call Volume/Day | 67.52 Average Speed of Answer(s) | 00:03:45 Average Talk Duration |
| 18.92% Abandoned Call Rate | 2 Call Volume/Hour | 90% Answerd call Resolution Rate | 00:03:23 Average Resolution Time |



- The **answered call rate** is **81.08%**.
- The **call volume per day** is **56.18**.
- The **average speed of answer** is **00:03:45**.
- The **resolution rate** is **90%**.
- The **average talk duration** is **00:03:23**.
- **Most Calls Answered:** January '21 (1455 calls)
- **Most Calls Unanswered:** February '21 (318 calls), followed by January '21 (317 calls)

Agent Performance Overview

- Greg:** Highest resolution rate (91%) and average speed of answer (68.44 seconds).

- Jim:** Answered the most calls with a resolution rate of 90% and an average speed of answer of 66.34 seconds.

- Other Agents:** Similar performance with a satisfaction rating of 3.

Agents Statistics

| Agent | # of Answered | Resolution Rate | Avg Satisfaction rating | Average Speed of answer(s) |
|---------|---------------|-----------------|-------------------------|----------------------------|
| Greg | 502 | 91% | 3 | 68.44 |
| Jim | 536 | 90% | 3 | 66.34 |
| Diane | 501 | 90% | 3 | 66.27 |
| Joe | 484 | 90% | 3 | 70.99 |
| Dan | 523 | 90% | 3 | 67.28 |
| Martha | 514 | 90% | 3 | 69.49 |
| Becky | 517 | 89% | 3 | 65.33 |
| Stewart | 477 | 89% | 3 | 66.18 |

Key Agent Insight- Greg's Performance

- Answered Call Rate: 80.45%
- Abandoned Call Rate: 19.55%
- Call Volume/Day: 7
- Average Speed of Answer: 68.44 seconds
- Answered Call Resolution Rate: 91%
- Notable Trends:
 - Answered most calls in February (176).
 - Highest resolution rate with a talk duration of 2:40 min (93%).
 - Performance decreased with a drop in answered call rate from 89.47% to 50%.
 - Resolution rate for payment issues is 93%; for technical support, it is 88%.



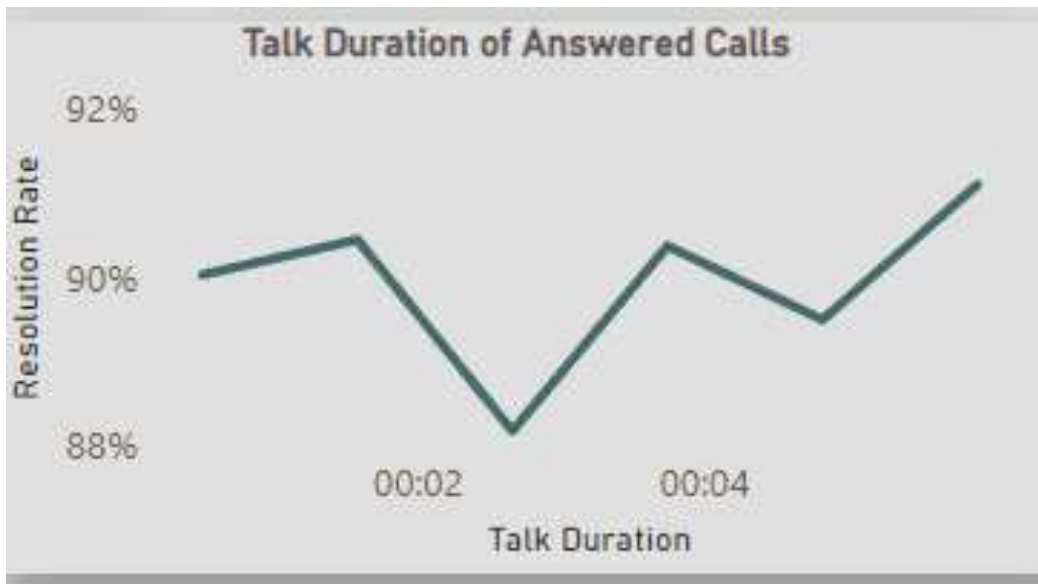
Key Agent Insight- Jim's Performance

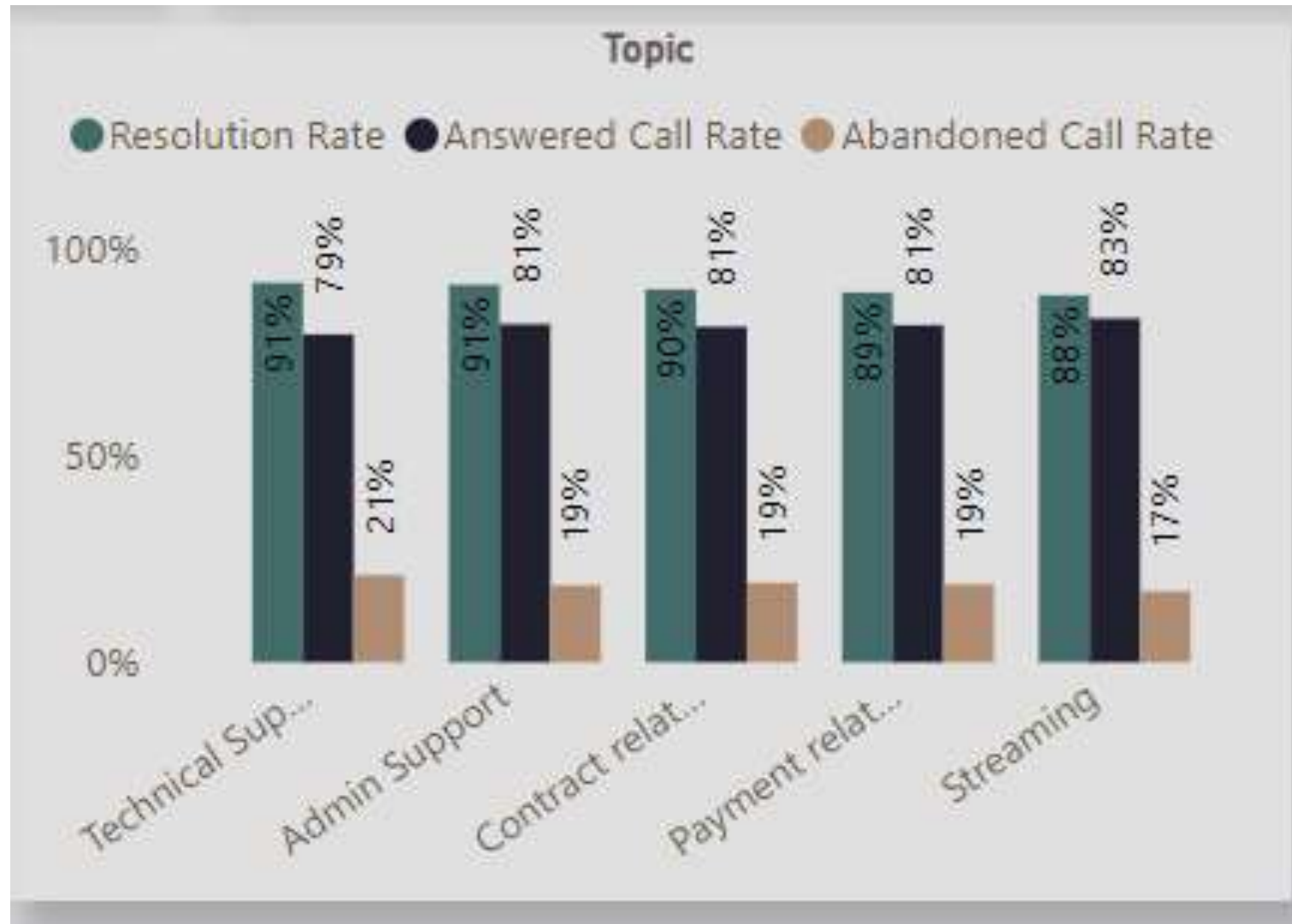
- Answered Call Rate: 80.48%
- Abandoned Call Rate: 19.52%
- Call Volume/Day: 7.48
- Average Speed of Answer: 66.34 seconds
- Answered Call Resolution Rate: 90%
- Notable Trends:
 - Answered most calls in January (187).
 - Consistent performance from January to March 2021.
 - Higher resolution rate for talk durations under 4 minutes.
 - Resolution rate for technical support is 94%; for payment, it is 86%.



Quarterly Call Handling Trends

- **Trends**
- **Consistency:**
 - Average answered call rate: 81.08%
 - Average abandoned call rate: 18.92%
- **Variation:**
 - Last week of January 2021: Answered call rate of 85.03%, abandoned call rate of 14.97%.
 - Last week of March: Answered call rate of 74.07%, abandoned call rate of 25.93%.
- **Talk Duration:**
 - 2:40 min talk duration has an 88% resolution rate.
 - 5:55 min talk duration has a 91% resolution rate.





Topics Analysis

- Resolution Rates by Topic
- Payment Issues:
 - Resolution Rate: 93%
 - Answered Rate: 89%
 - Abandoned Call Rate: 11%
- Technical Support:
 - Resolution Rate: 88%
 - Answered Rate: 85%
 - Abandoned Call Rate: 15%
- General Inquiries:
 - Resolution Rate: 90%
 - Answered Rate: 87%
 - Abandoned Call Rate: 13%

SWOT Analysis

Strengths

- **High Resolution Rate:** 90% overall, with strong performance in payment issues (93%) and technical support (88%).
- **Efficient Agents:** Top performers like Greg and Jim excel in speed and resolution.
- **Consistent Call Volume:** Steady daily call volume indicating reliable customer interaction.

Weaknesses

- **High Abandoned Call Rate:** 19.55%, indicating a need for improvement.
- **Performance Drop:** Significant decline in answered call rate towards the end of the quarter.
- **Average Speed of Answer:** 00:03:45, suggesting room for efficiency improvements.

Opportunities

- **Training Programs:** Enhance agent skills to reduce call handling time and abandoned calls.
- **Technology Upgrades:** Invest in advanced call routing and automation systems.
- **Customer Feedback Utilization:** Leverage feedback to identify and address service gaps.

Threats

- **Competition:** Rivals may offer faster services, potentially attracting customers.
- **Operational Costs:** Rising costs to maintain high service standards.
- **Employee Turnover:** High stress can lead to higher turnover, impacting service continuity.



Recommended Strategies

1. Improve Call Handling Efficiency

- **Speed of Answer:** Enhance agent training and adjust staffing for quicker response times.
- **Callback Option:** Implement a callback system to reduce abandoned calls.

2. Enhance Resolution Rates

- **Targeted Training:** Provide specialized training for common issues like payments and technical support.
- **Knowledge Base:** Develop and utilize a robust internal knowledge base for agents.

3. Optimize Interaction Quality

- **Script Efficiency:** Streamline call scripts to ensure clarity and efficiency.
- **Real-Time Support:** Introduce tools for real-time issue resolution support.

4. Increase Answered Call Rate

- **Predictive Dialing:** Implement predictive dialing systems for efficient call management.
- **Performance Monitoring:** Regularly monitor agent performance to optimize call handling.

5. Efficient Call Handling

- **Skill-Based Routing:** Connect customers with the most appropriate agent.
- **First Call Resolution:** Focus on resolving issues in the first call.

6. Personalized Service and Feedback

- **Customer Profiles:** Use data-driven customer profiles for personalized interactions.
- **Feedback Loop:** Implement post-call surveys and analytics for continuous improvement.

7. Advanced Technology Integration

- **AI and Chatbots:** Implement AI-driven chatbots for simple inquiries.
- **Real-Time Analytics:** Use analytics tools for immediate feedback and coaching.



Investment Timeline

Short-Term (0-6 months)

- Implement customer profiling system.
- Launch soft skills and product knowledge training.
- Integrate real-time analytics tools.
- Implement a callback system.
- Start focused training on common issues and efficient call handling.
- Adjust staffing to ensure adequate coverage during peak times.

Mid-Term (6-12 months)

- Develop and implement an internal knowledge base.
- Revise and optimize call scripts.
- Introduce real-time support tools for agents.
- Implement AI-driven chatbots.
- Establish recognition programs and post-call surveys.
- Start feedback analysis.

Long-Term (1-2 years)

- Fully integrate predictive dialing systems and skill-based call routing.
- Develop and implement career progression paths.
- Maintain continuous improvement with the Kaizen approach.
- Regularly update training programs and tools based on feedback and performance data.
- Foster a supportive work environment and provide stress management resources.

Conclusion

In conclusion, our analysis identifies strengths in a high resolution rate of 90%, particularly in critical areas like payment (93%) and technical support (88%). However, challenges such as a 19.55% abandoned call rate and fluctuations in answered call rates highlight areas for improvement.

To address these, key strategies include:

1. **Improving Efficiency:** Enhance training and implement a callback system to reduce abandoned calls.
2. **Enhancing Resolution:** Focus on targeted training and leverage a robust knowledge base for effective issue resolution.
3. **Optimizing Interaction:** Streamline scripts and introduce real-time support tools for better service delivery.
4. **Increasing Answered Calls:** Implement predictive dialing and intensify performance monitoring for optimized call management.
5. **Efficient Operations:** Introduce skill-based routing and prioritize first-call resolution to enhance service efficiency.

These initiatives, supported by ongoing training and technology investments, aim to sustain high service standards and customer satisfaction while addressing operational challenges effectively.



Thank You!

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