CX Feedback Analytics Dashboard

Client: Concentrix (Sample) | Timeframe: Jan–Jun 2025 | Tool: Power BI

Project Summary

This project simulates a real-world CX dashboard for a contact center (Concentrix), consolidating feedback data, resolution status, and agent performance. The goal is to surface actionable insights from customer interactions, enabling better service recovery and workforce coaching.

Key KPIs & Visuals

• Net Promoter Score (NPS) from –100 to +100

• CSAT % (Customer Satisfaction Score ≥ 4/5)

• FCR % (First Call Resolution)

• Escalation Rate %

• Sentiment Tag Breakdown (Negative, Neutral)

• Agent Scorecard: Call count, duration, FCR %, Escalation %

• Monthly trend chart for CSAT % and Escalation %

Business Impact

By aggregating agent performance and customer sentiment into a single interface, this dashboard enables CX managers to prioritize coaching, detect rising customer frustration, and improve issue resolution rates.