UNITED

Reducing Average Handle Time (AHT) and Average Speed to Answer (AST).

Suggestive Measures for Optimization

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Project Summary

This project aims to optimize United Airlines' call center performance by improving Average Handle Time (AHT) and Average Speed to Answer (AST). The analysis identifies inefficiencies and proposes solutions, including IVR automation, agent training, and proactive communication.

Problem Statement

Analyze call center data to identify inefficiencies driving high Average Handle Time (AHT) and Average Speed to Answer (AST). Propose strategies to reduce resolution times, enhance customer satisfaction, and minimize escalations. Focus on optimizing operational efficiency for world-class service delivery.

Introduction

Reducing AHT and AST is critical to improving customer satisfaction and operational efficiency.

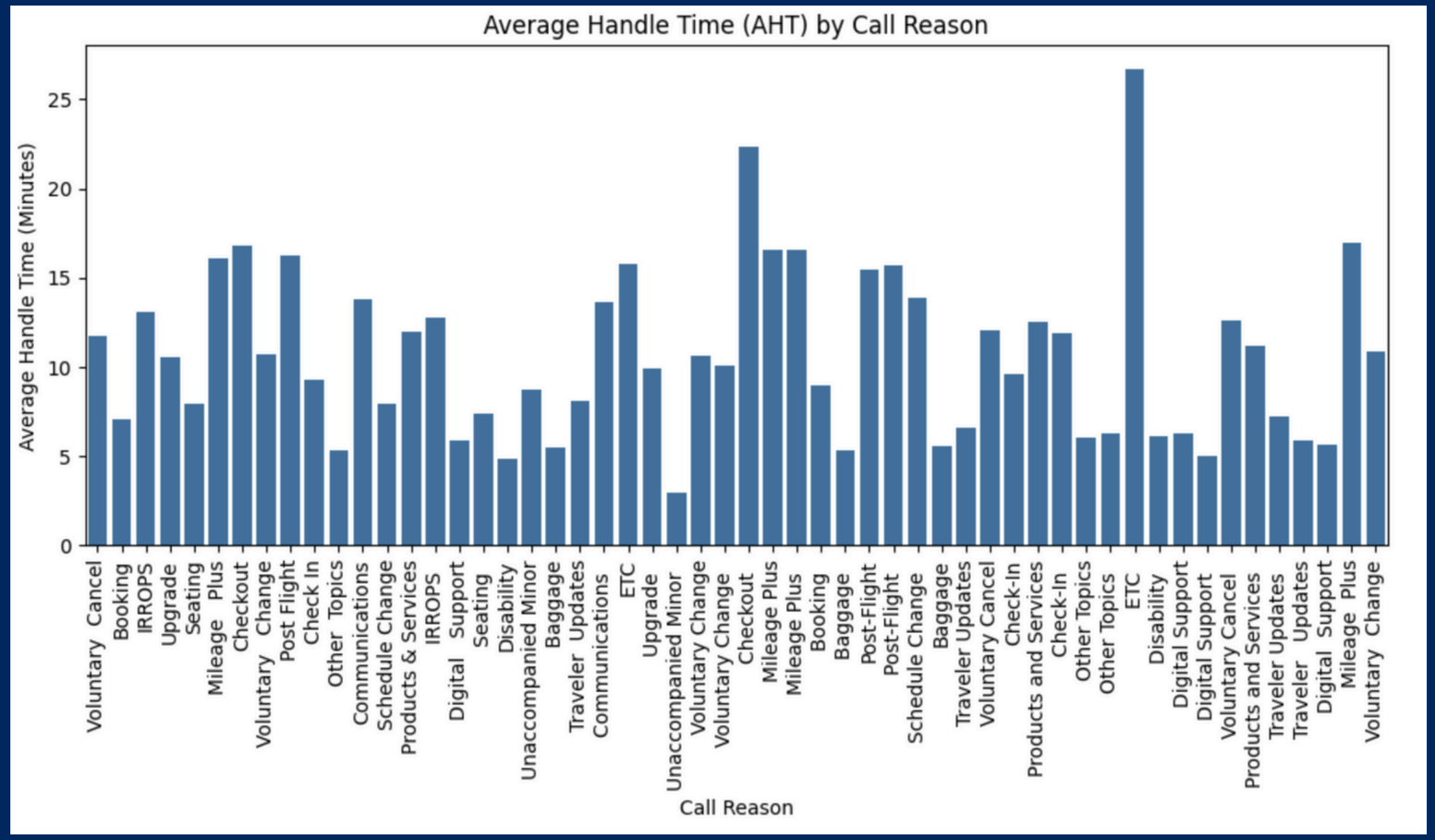
Objectives:

- Analyze factors contributing to long AHT and AST.
- Suggest actionable measures to improve call center performance.

Factors Contributing to Long AHT and AST

- Key factors affecting AHT:
  - Call reason complexity (IRROPS, etc.)
  - Agent and customer sentiment
  - Silence percentage during calls

- Key factors affecting AST:
  - High call volume
  - Inefficient call routing
  - Lack of self-service options



Solution

QUANTIFYING CALL REASON DIFFERENCES

Comparison of the most and least frequent call reasons:

- Most frequent: IRROPS (13.09 minutes)
- Least frequent: Unaccompanied Minor (3.0 minutes)
- Percentage difference: 336%

SELF-SOLVABLE ISSUES FOR IVR IMPROVEMENTS

Frequent issues that could be resolved via IVR:

- Seating: 7.93 minutes
- Baggage: 5.57 minutes
- Booking: 7.10 minutes
- Check-In: 9.60 minutes

Proposal: Automate these via IVR to reduce agent workload

IVR IMPROVEMENT SUGGESTIONS

- **Seating & Baggage:** Automate seat selection and baggage tracking.
- **Booking & Check-In:** Enable customers to manage bookings and check in via IVR.
- **Digital Support:** Provide troubleshooting for digital issues.

Operational Improvements

REAL-TIME ASSISTANCE:

Use AI-driven tools to provide real-time recommendations to agents during live calls (e.g., prompt relevant customer details, suggest possible resolutions).

AGENT TRAINING:

- Focus on improving agent skills in handling common and complex calls efficiently to reduce AHT.
- Regular workshops on customer sentiment management to de-escalate frustration quickly and reduce call duration.

SILENCE REDUCTION TOOLS:

- Equip agents with faster data retrieval tools to minimize silences when searching for customer information.
- Train agents to engage the customer in meaningful conversation during any system delays.

Proactive Communication

PROACTIVE NOTIFICATIONS

Send SMS or email alerts to customers regarding flight changes, cancellations, or baggage updates, reducing the need for inbound calls.s.

Example: United Airlines could inform customers about gate changes or boarding times, which are frequent reasons for calls, thus eliminating the need for them to reach out to agents.e communication tools that can be used as lectures.

Conclusion

1. **Automating Self-Solvable Issues:**
- By introducing more automated options for common issues (like seat selection or baggage tracking), the airline can reduce call volume and shorten AHT.
2. **Agent Efficiency:**
- Providing agents with tools like real-time AI suggestions, enhanced training, and improved routing can further decrease both AHT and AST.
3. **Proactive Solutions:**
- Informing customers about flight changes, cancellations, and other updates before they call improves customer satisfaction and reduces the overall call load.