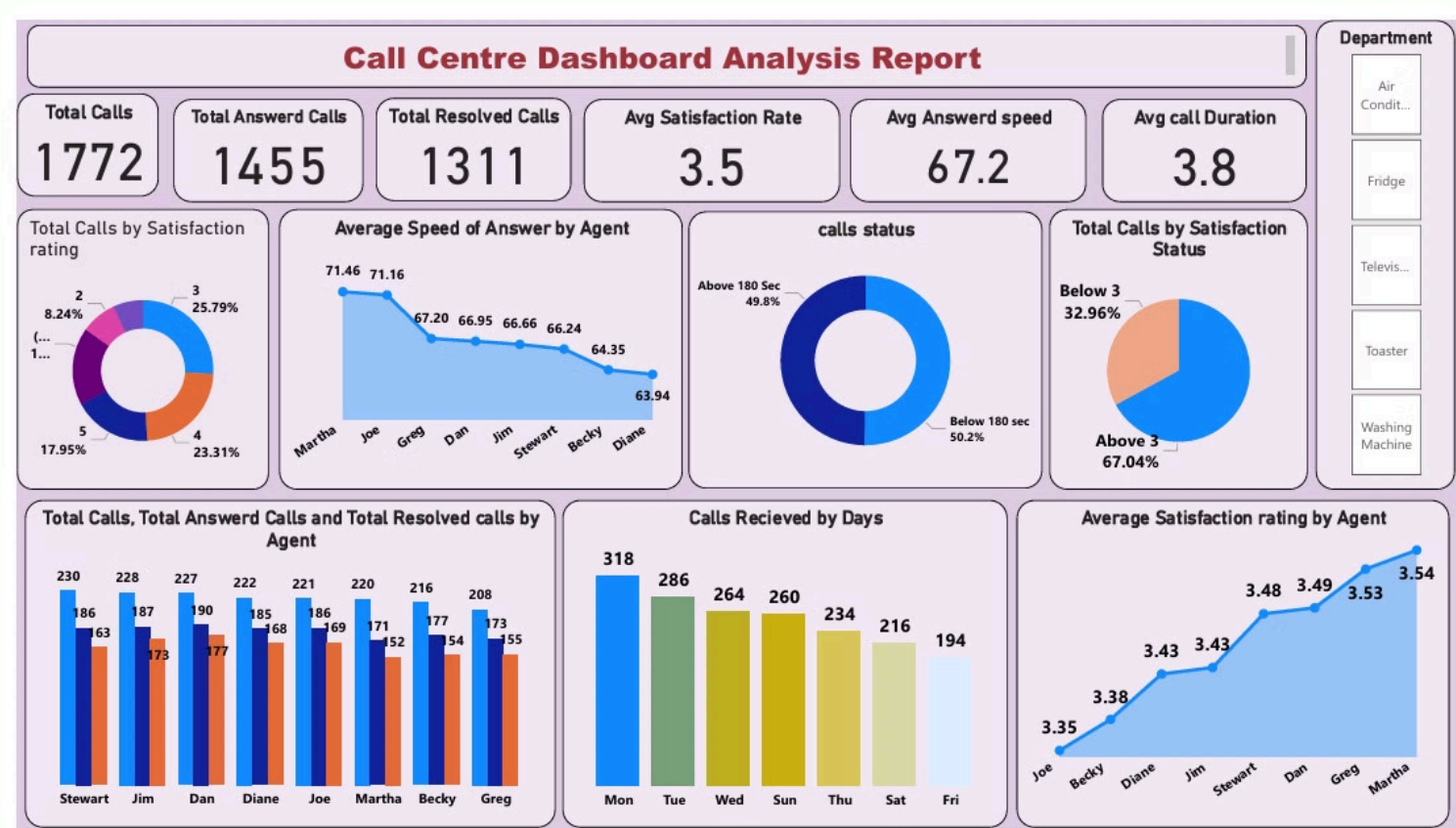


Call Center Performance Analysis Report

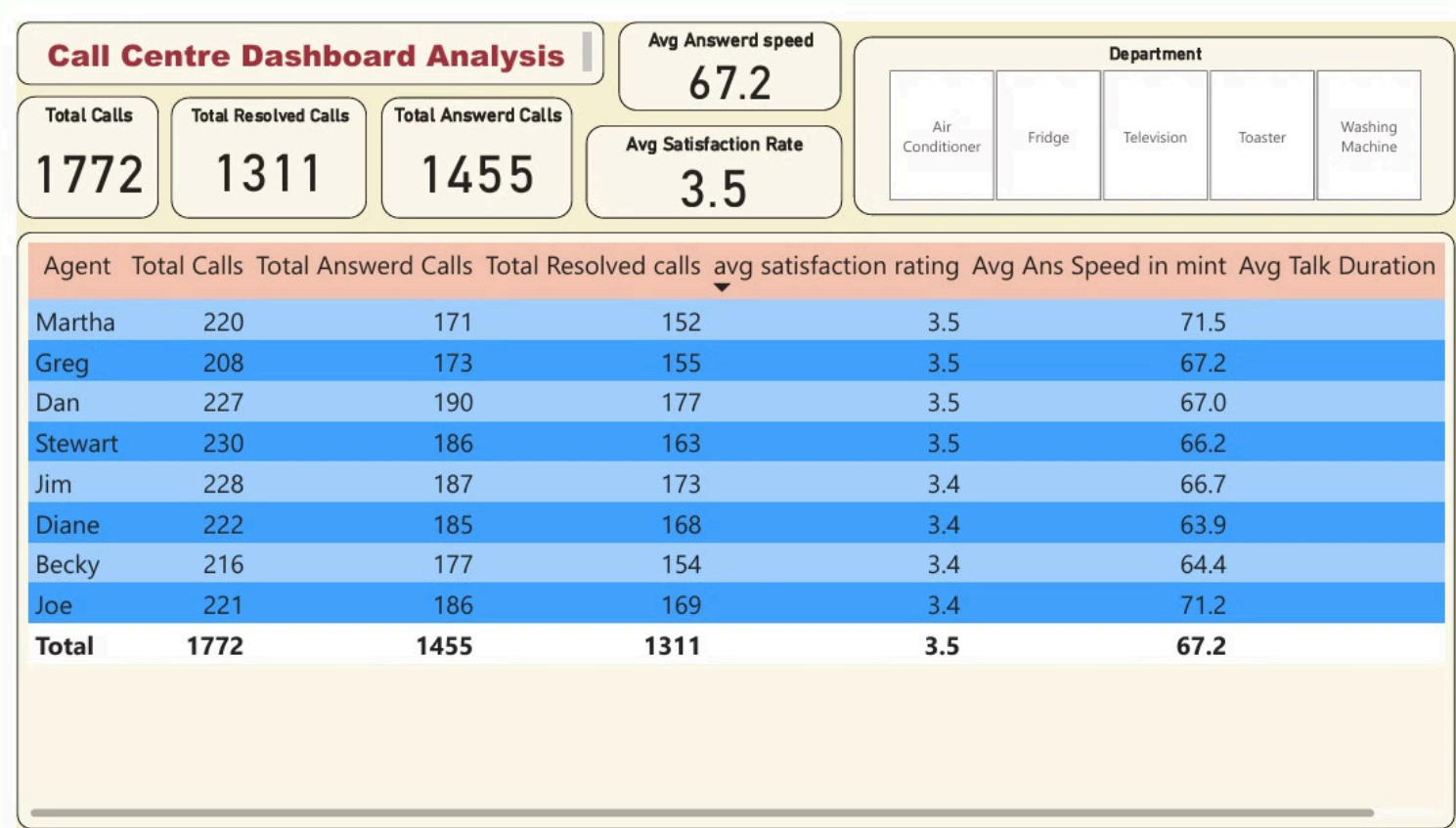
This report provides a comprehensive analysis of the call center's operations, presenting insights on agent performance, customer satisfaction, and operational trends. The report highlights key metrics, identifies areas for improvement, and provides actionable recommendations to enhance call center performance. This document is structured to guide decision-making by presenting performance summaries by department and outlining strategic recommendations for overall improvement.



Overall Call Centre Performance



This report breaks down the data from the call center's operations, presenting insights on agent performance, customer satisfaction, and operational trends. Below is summary of the dashboard data, along with actionable recommendations to enhance call center performance.



- Total Calls: 1,772
- Total Answered Calls: 1,455 (82.1%)
- Total Resolved Calls: 1,311 (74.0%)
- Average Satisfaction Rate: 3.5 out of 5
- Average Answer Speed: 67.2 seconds
- Average Call Duration: 3.8 minutes

Performance by Agent:

- Top Agents by Resolved Calls:
 - Dan (177 resolved calls out of 227 total calls).
 - Jim (173 resolved calls out of 228 total calls).
- Bottom Agents by Resolved Calls:
 - Greg (155 resolved calls out of 208 total calls).
 - Martha (152 resolved calls out of 220 total calls).
- Stewart handled the most calls (230) but had a mid-tier satisfaction rating (3.48).
- Joe had a high satisfaction rate (3.54) and handled 221 calls, placing him as a strong performer.
- Becky had one of the lowest satisfaction ratings (3.35) despite managing a significant workload.

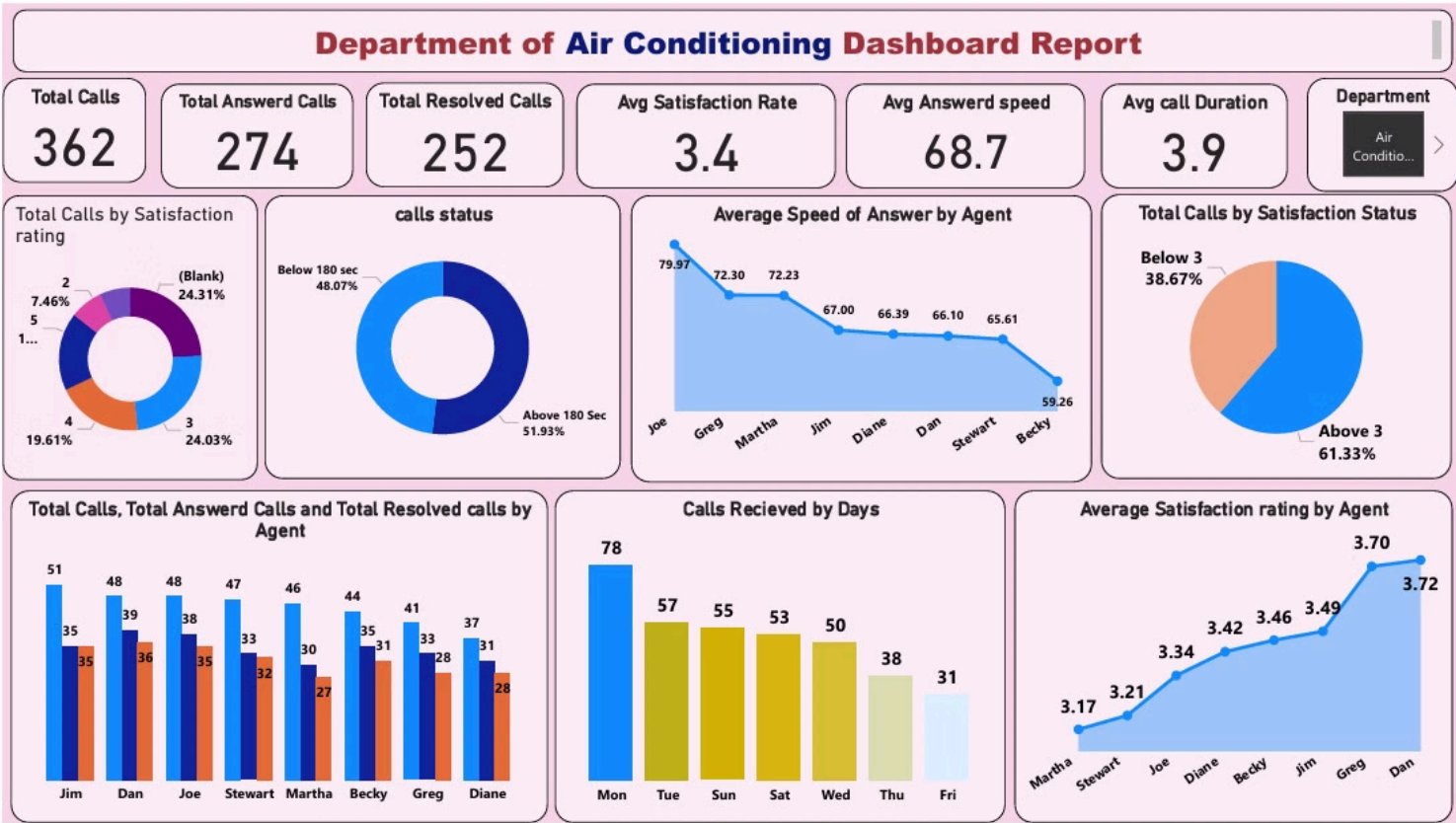
Call Trends:

- Calls were distributed unevenly across the week, peaking on Mondays (318 calls) and lowest on Fridays (194 calls).
- Satisfaction rates were generally better for calls answered faster.

Recommendations:

1. Agent Training: Focus on improving Becky and Greg's interaction quality to elevate their satisfaction scores.
2. Scheduling: Optimize staffing levels for Mondays and Fridays to balance the workload and address peak call times efficiently.
3. Technology Enhancement: Evaluate call distribution systems to reduce the average speed of answer.

Performance by Department - Air Conditioning



Key Metrics:

- Total Calls: 362
- Answered Calls: 274 (75.7%)
- Resolved Calls: 252 (69.6%)
- Average Satisfaction Rate: 3.4
- Average Answer Speed: 68.7 seconds
- Average Call Duration: 3.9 minutes

Observations:

1. Customer satisfaction is lower (61.3% rated above 3) compared to the overall centre performance.
2. Greg has the fastest response time at 59.3 seconds, but Martha has slower answer times (79.97 seconds).

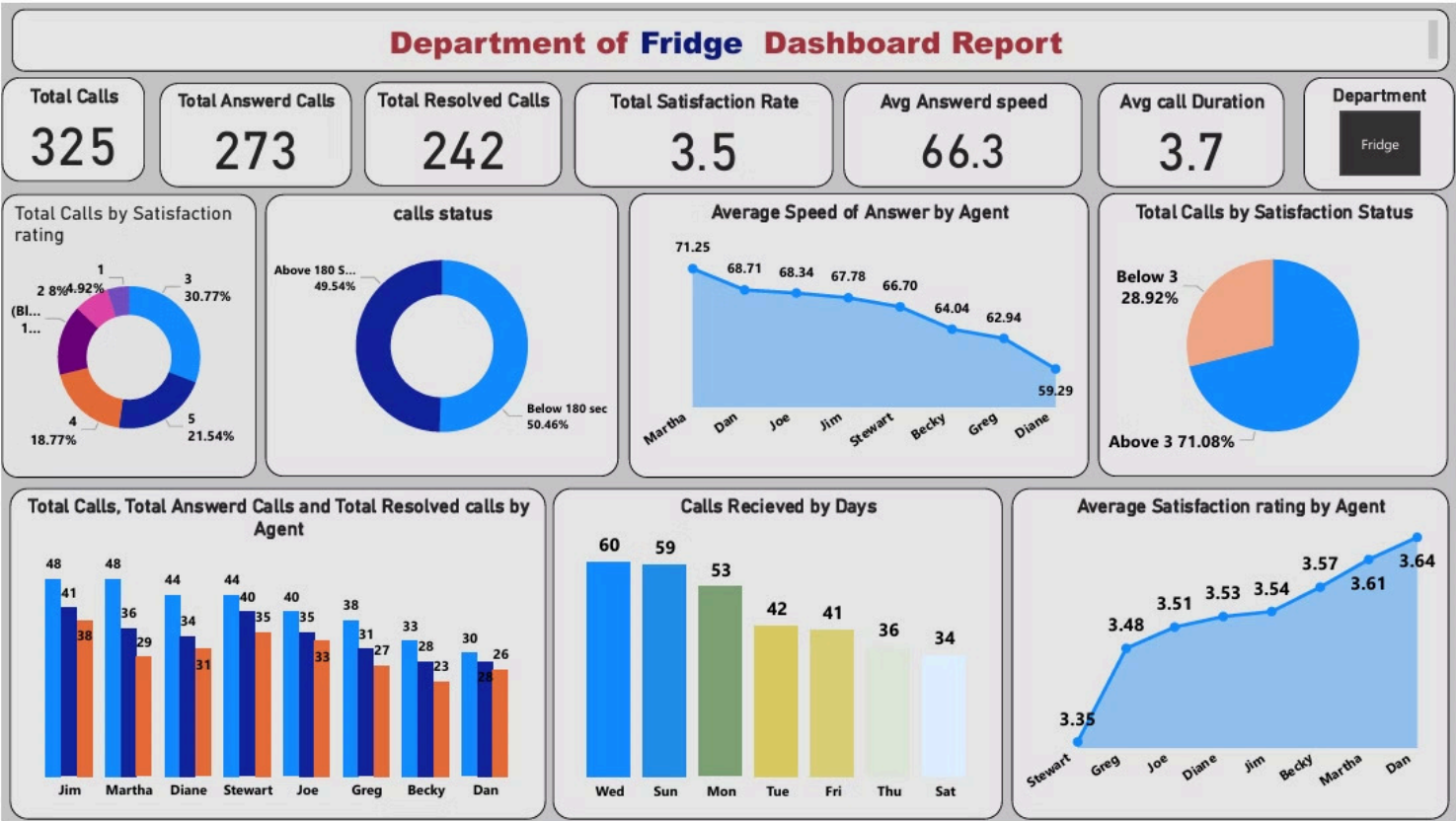
Key Insights:

- Joe had the highest satisfaction rate in this department (3.72), while Greg struggled with lower satisfaction (3.42).
- Calls were most frequent on Mondays and tapered significantly toward the end of the week.

Recommendations:

1. Assign Joe and Diane to handle more high-priority calls in this department.
2. Monitor long-duration calls to ensure they don't negatively impact resolution quality.

Performance by Department - Fridge



Key Metrics:

- Total Calls: 325
- Answered Calls: 273 (84.0%)
- Resolved Calls: 242 (74.5%)
- Average Satisfaction Rate: 3.5
- Average Answer Speed: 66.3 seconds
- Average Call Duration: 3.7 minutes

Key Insights:

- Stewart had the best satisfaction scores (3.64) and significant workload efficiency.
- Long-duration calls constituted 49.54%, with potential productivity improvement opportunities.

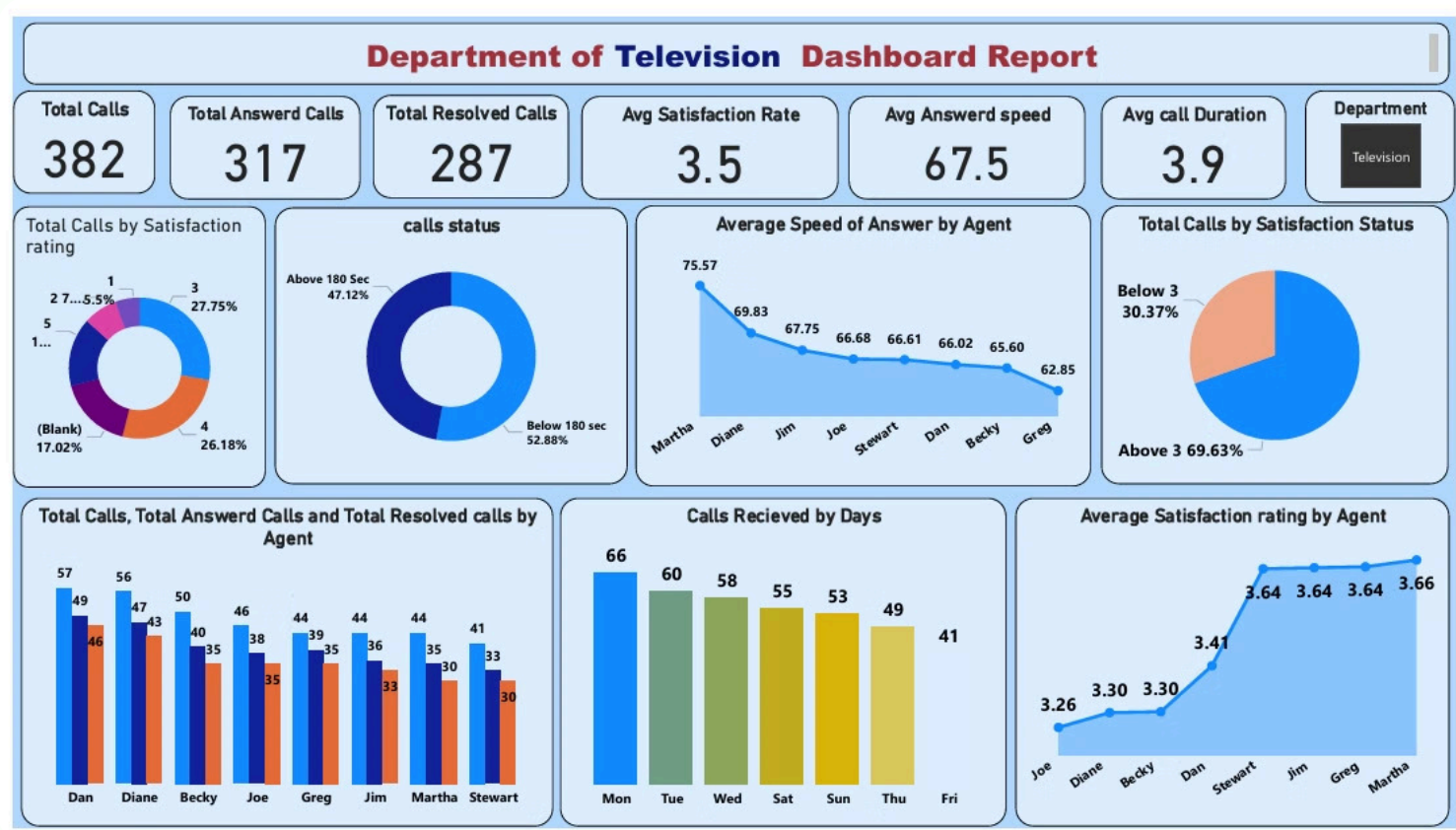
Observations:

1. Satisfaction levels are higher, with 71.08% of ratings above 3.
2. Dan and Joe are the fastest responders in this department (59.29 and 66.7 seconds).

Recommendations:

1. Investigate causes for prolonged call durations.
2. Promote Stewart's best practices across the team.

Performance by Department - Television



Key Metrics:

- Total Calls: 382
- Answered Calls: 317 (83.0%)
- Resolved Calls: 287 (75.1%)
- Average Satisfaction Rate: 3.5
- Average Answer Speed: 67.5 seconds
- Average Call Duration: 3.9 minutes

Key Insights:

- Dan and Becky delivered the best results in terms of call resolutions and satisfaction scores.
- Monday and Tuesday saw the highest call volumes, with other days being significantly less busy.

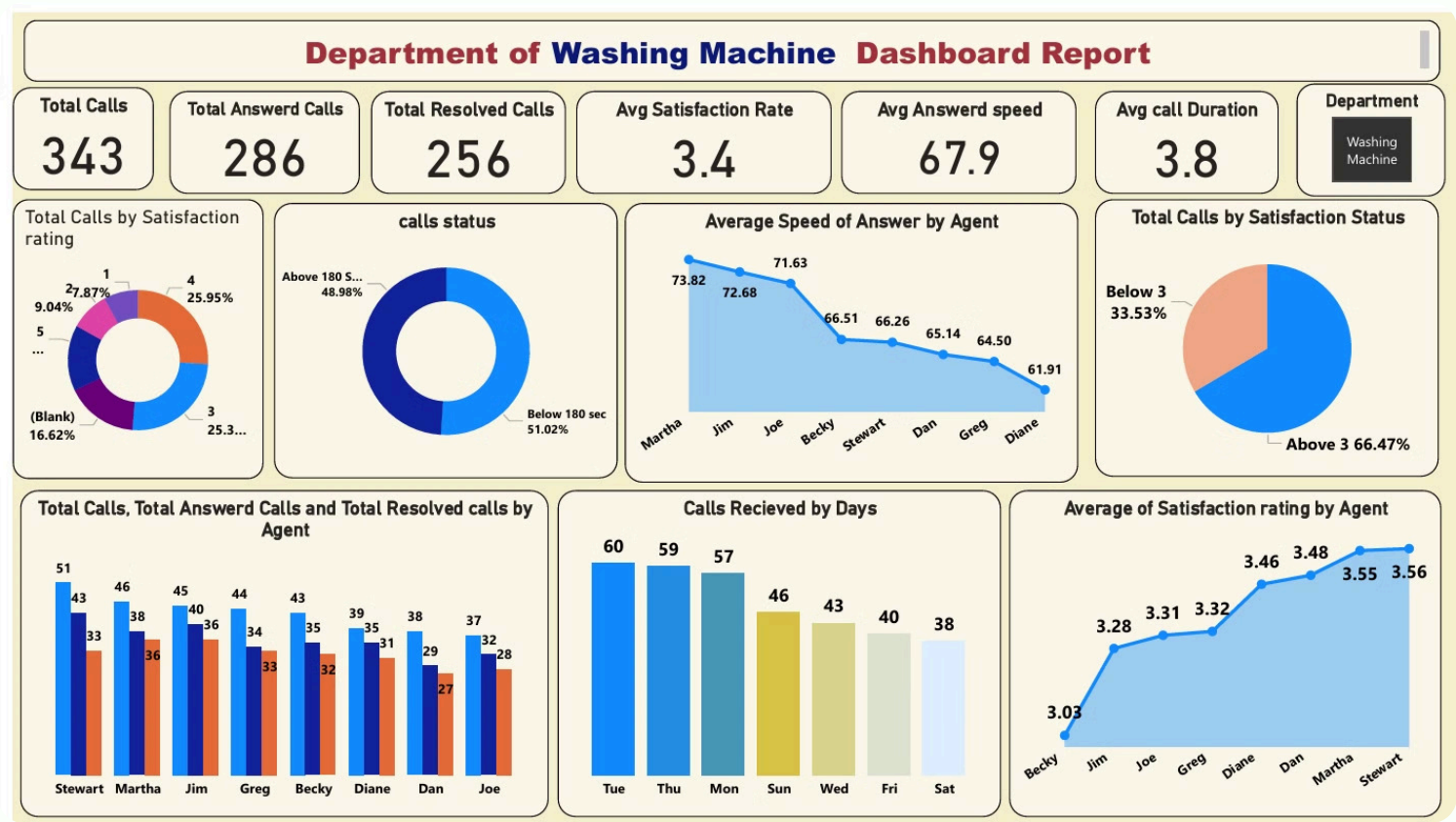
Observations:

1. Joe has a relatively lower satisfaction score at 3.26.
2. The department has 69.63% of calls rated above 3, indicating room for improvement.

Recommendations:

1. Use Dan and Becky as mentors for new agents.
2. Align staffing schedules with higher call volumes early in the week.

Performance by Department - Toaster



Key Metrics:

- Total Calls: 360
- Answered Calls: 305 (84.7%)
- Resolved Calls: 274 (76.1%)
- Average Satisfaction Rate: 3.5
- Average Answer Speed: 65.8 seconds
- Average Call Duration: 3.6 minutes

Key Insights:

- Martha had the fastest response times (average 65.8 seconds) but a middling satisfaction score (3.59).
- Satisfaction rates dipped slightly when calls exceeded 3 minutes.

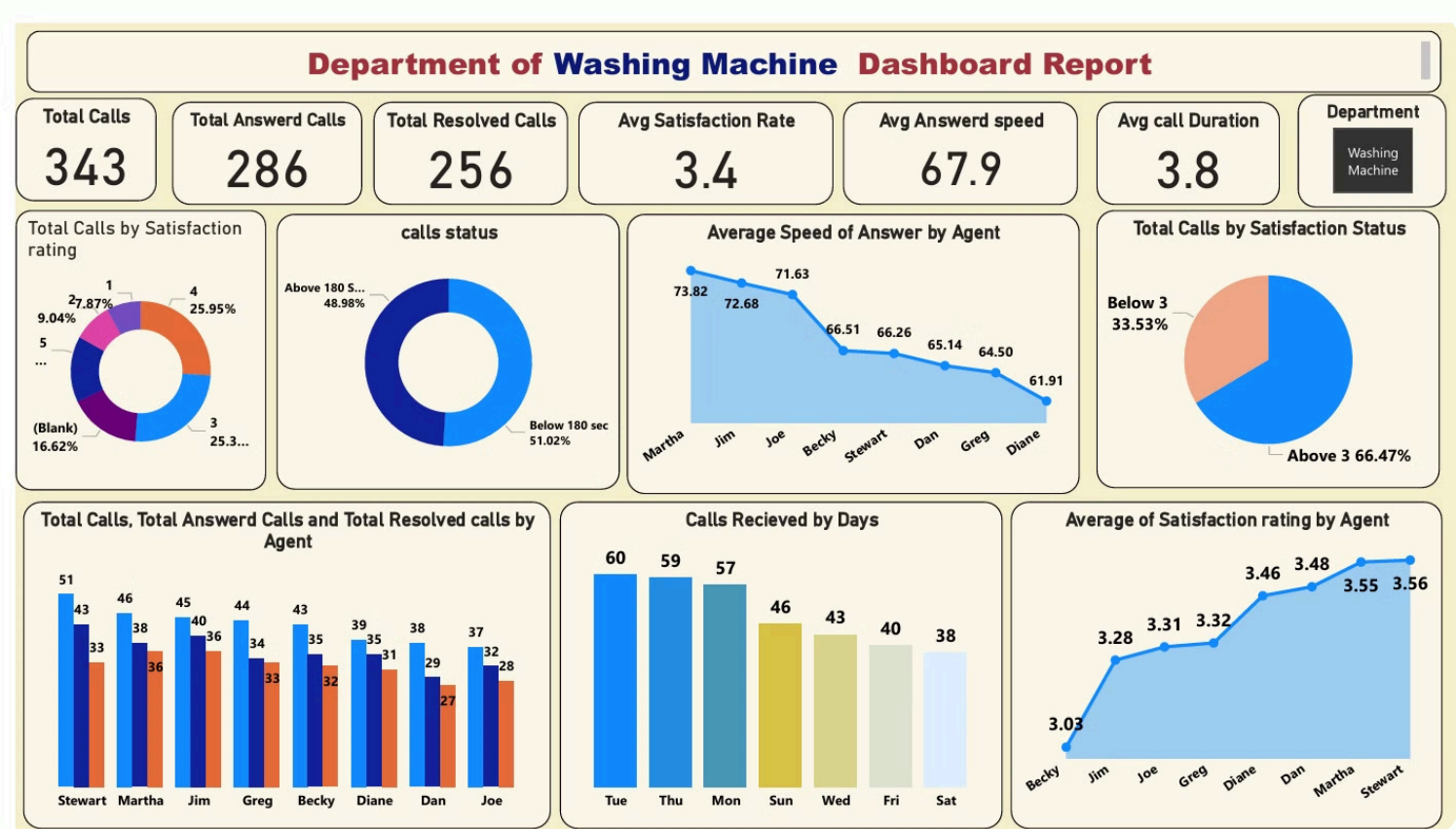
Observations:

1. Greg has a significantly higher answer speed (73.44 seconds) compared to others.
2. Customer satisfaction is moderate, with 66.94% of calls rated above 3.

Recommendations:

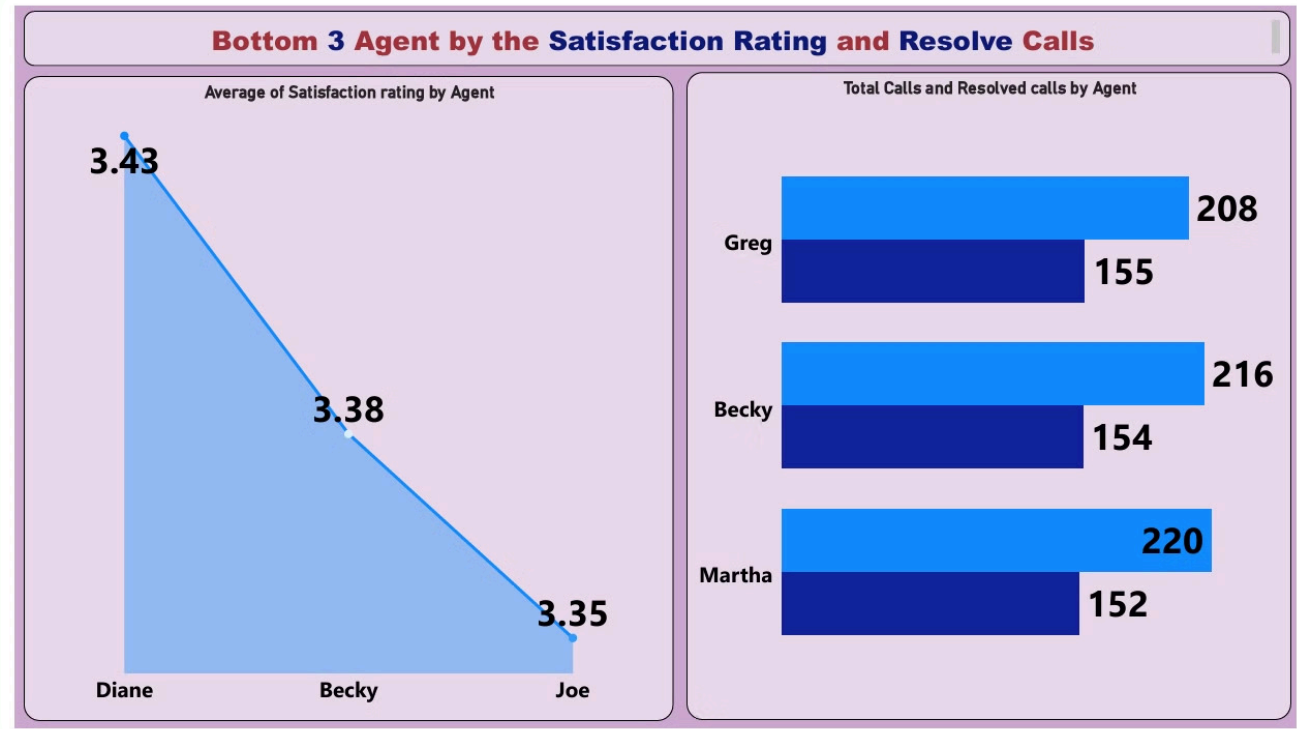
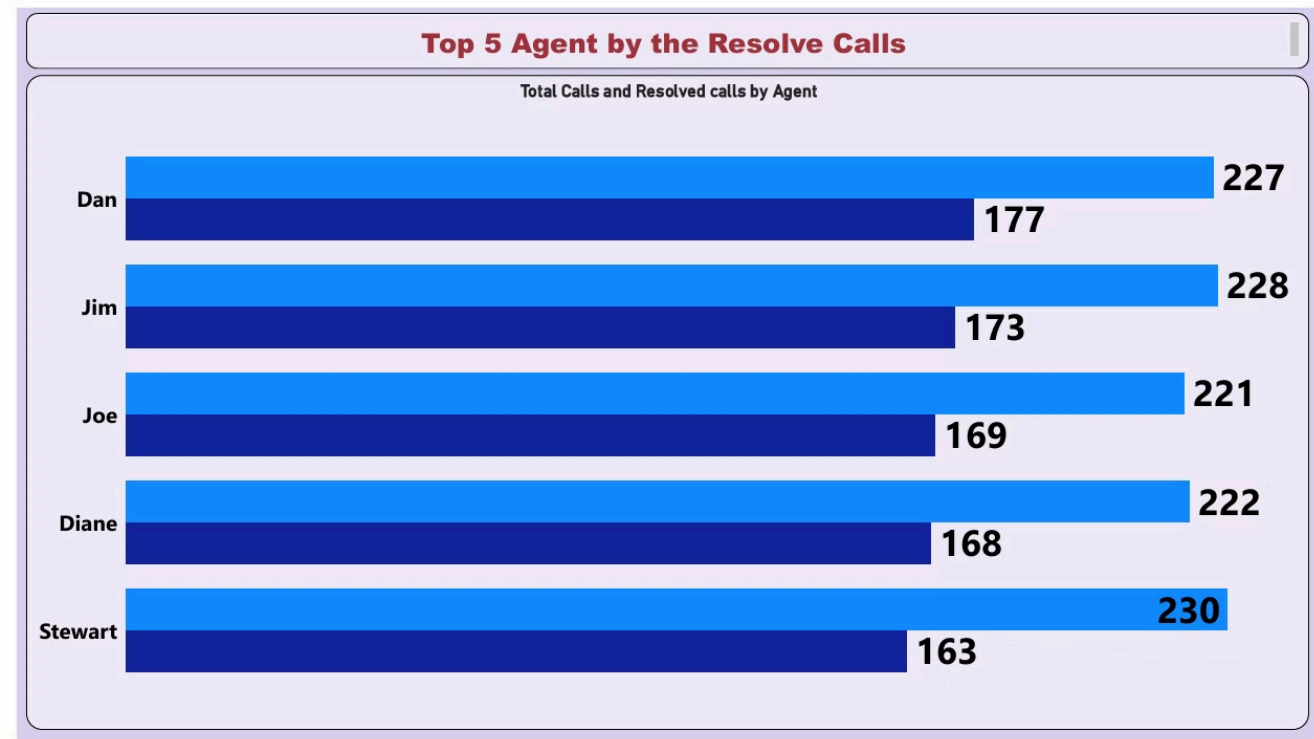
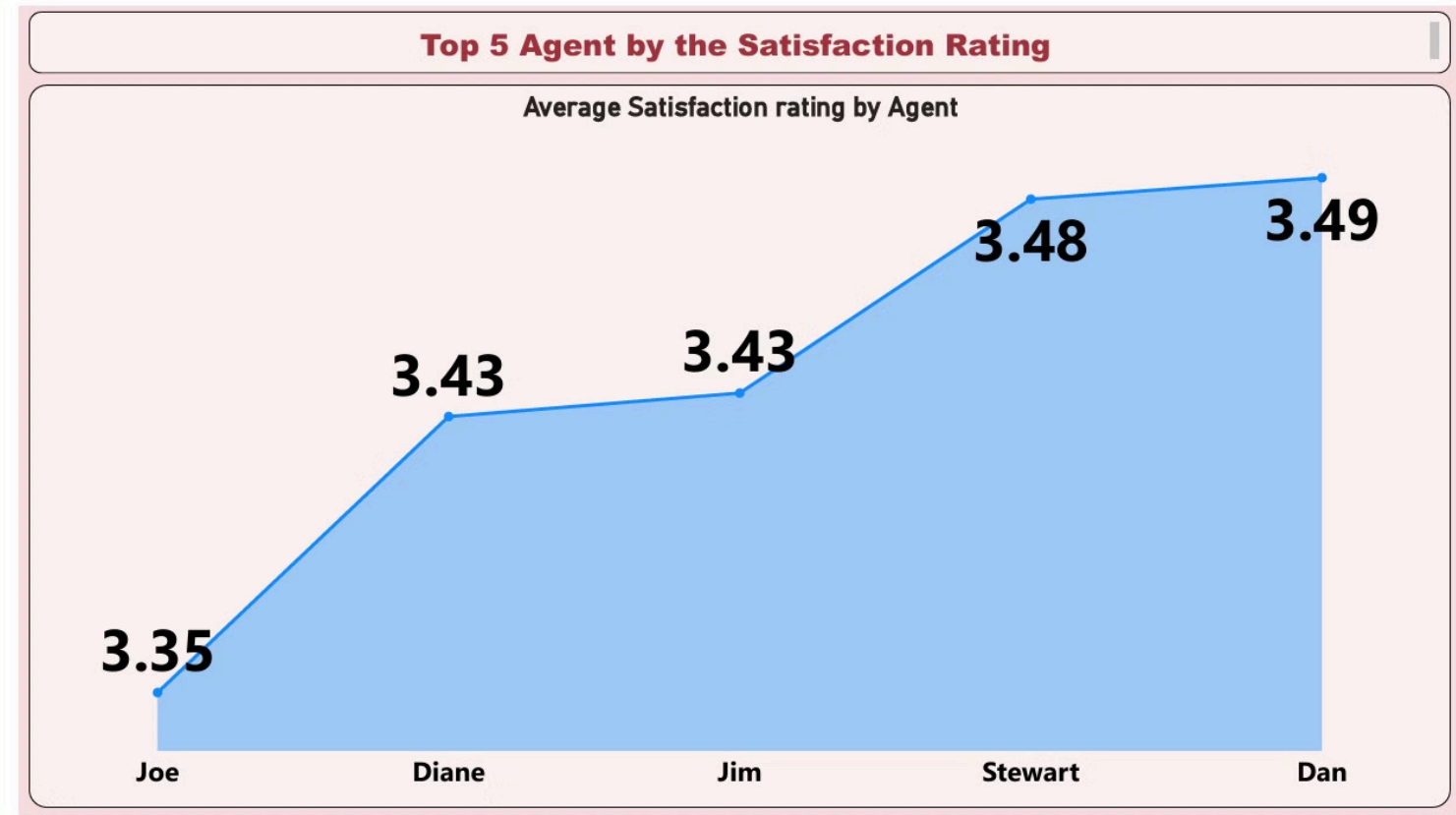
1. Train agents to manage complex cases more effectively without increasing call duration excessively.
2. Explore customer feedback trends for actionable insights.

Performance by Department - Washing Machine



Key Metrics:

- Total Calls: 343
- Answered Calls: 286 (83.4%)
- Resolved Calls: 256 (74.6%)
- Average Satisfaction Rate: 3.4
- Average Answer Speed: 67.9 seconds
- Average Call Duration: 3.8 minutes



Key Insights:

- Becky struggled in this department, with the lowest satisfaction rating (3.03).
- Calls peaked mid-week and dropped toward the weekend.

Observations:

1. Becky has the lowest satisfaction rating at 3.03, which requires attention.
2. 66.47% of calls were rated above 3, indicating a need for service improvement.

Recommendations:

1. Retrain Becky to focus on troubleshooting washing machine issues.
2. Balance call distribution more effectively to minimize mid-week strain.

Overall Performance Summary

Current Performance Analysis

- Top performers by satisfaction scores: Diane (3.49), Joe (3.48), and Stewart (3.48)
- Areas for improvement: Greg, Becky, and Martha show lower performance in call resolution and customer satisfaction

Strategic Recommendations

People Development

Implement targeted coaching programs for underperforming agents, focusing on customer interaction skills and resolution techniques. Introduce performance-based rewards to motivate consistent high-quality service.

Service Enhancement

Reduce average response times through focused training for slower-responding agents like Martha and Becky. Establish a comprehensive feedback system to address customer dissatisfaction patterns.

Operational Excellence

Balance workload distribution to prevent top performer burnout (particularly Stewart and Dan). Optimize departmental processes, especially in Air Conditioning and Washing Machine units where satisfaction levels are lower.

Technology & Innovation

Upgrade call center infrastructure to improve efficiency and response times. Develop self-service options including FAQs and chatbots to manage routine inquiries and reduce call volume.

By implementing these recommendations systematically, we can address current performance gaps while building a stronger foundation for consistent, high-quality customer service delivery across all departments.