

CALL CENTER POWERBI PROJECT

presented by subeena k.k



TABLE OF CONTENT

Project Overview

Dashboards

Project objective

key Insights & Findings

Data Overview

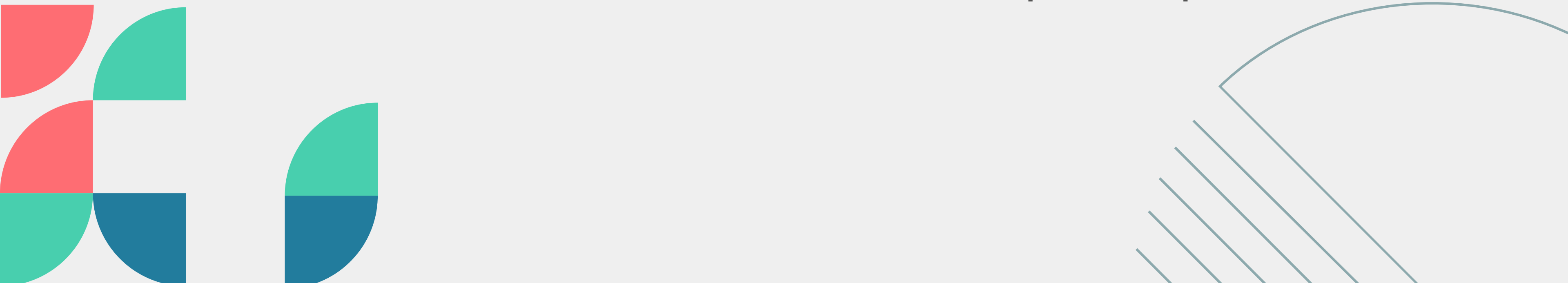
Conclusions





PROJECT OVERVIEW

The goal of this project is to design and develop an interactive dashboard for monitoring and improving the performance of a call center. The dashboard provides insights into key performance indicators (KPIs) that help assess the efficiency and effectiveness of call center operations. It also includes visualizations to track call volumes, durations, and reasons, providing valuable information for resource allocation and process optimization.

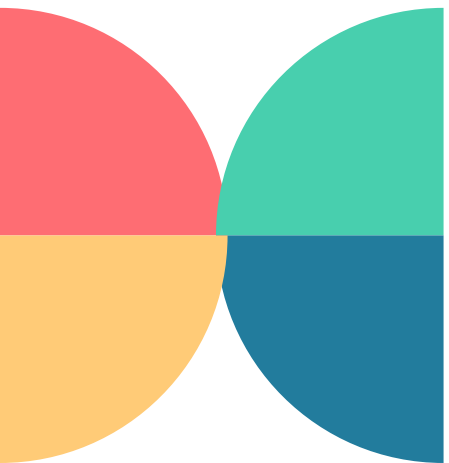
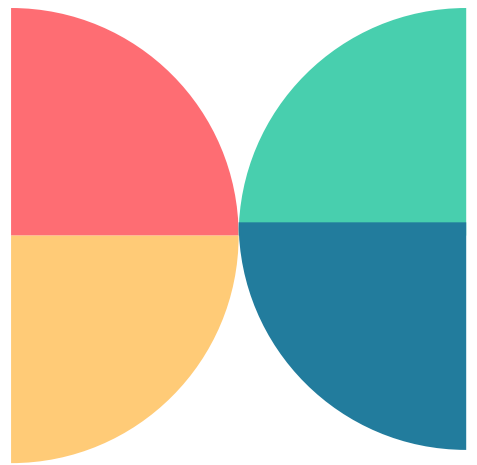


PROJECT OBJECTIVE

KPI Requirements

The project focuses on tracking and visualizing the following key performance indicators (KPIs):

- **Total Number of Calls:**
Tracks and displays the total number of calls received by the call center over a specified period.
- **Total Call Duration in Hours:**
Monitors the total time call center staff spend on calls in hours, aiding resource allocation and capacity planning.
- **Total Call Duration in Minutes:**
Provides a morgranular view of call durations by presenting the total call time in minutes.
- **Average Call Duration in Minutes:**
Assesses the efficiency of agents by calculating the average call duration, helping to identify trends in call handling.
- **Response Time Percentage:**
Measures the percentage of calls answered within a predefined time frame, providing insights into the ability to offer prompt service.

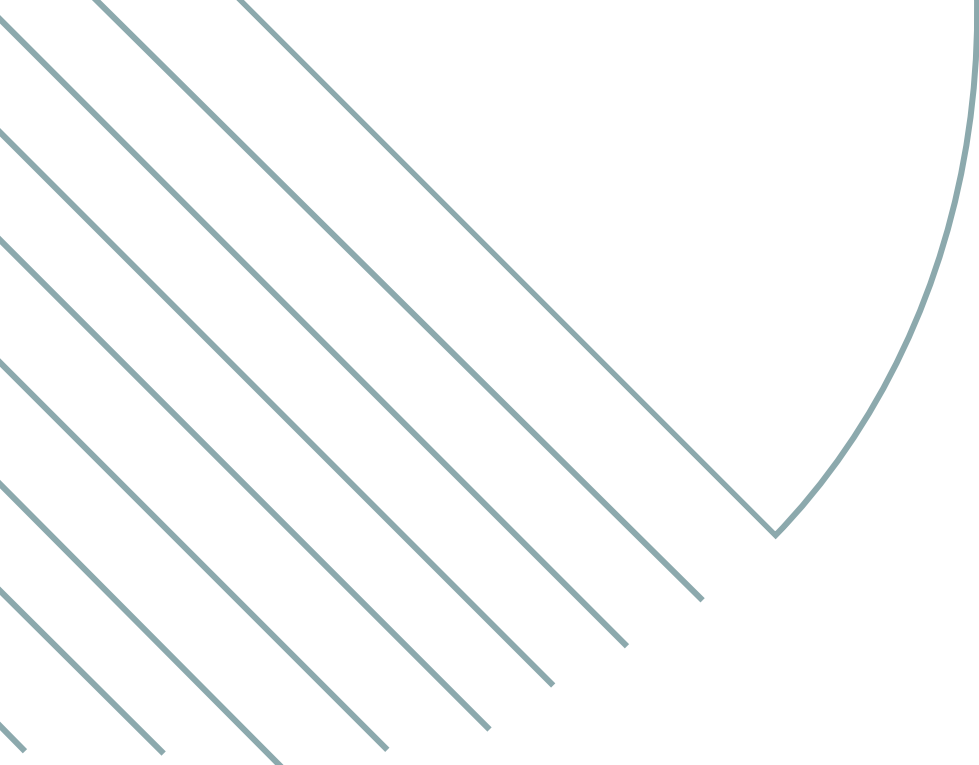


PROJECT OBJECTIVE

Chart Requirements

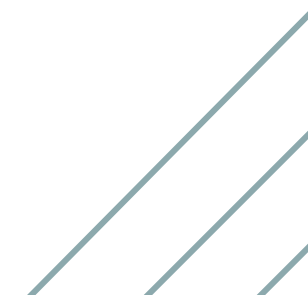
The dashboard includes various types of charts to present a comprehensive view of call center performance:

- **Total Call by Day (Column Chart):**
Displays the total number of calls on each day over a specified time period.
- **Total Calls by State (Filled Map Chart):**
Visualizes the total number of calls received from different states or regions.
- **Top Reason for Calls (Tree Map):**
Illustrates the most common reasons for calls, with each box representing a different call reason.
- **Total Calls by Channel (Donut Chart):**
Shows the distribution of calls by different communication channels (e.g., phone, email, chat).
- **Total Calls by Sentiment (Column Chart):**
Analyzes the distribution of calls based on sentiment, categorizing them into positive, negative, or neutral.
- **Total Calls by Call Center (Bar Chart):**
Presents the total number of calls handled by each call center or department.



DASHBOARDS

Next Slide.....



CALL CENTER DASHBORD |HOME



MENU

Home

GRID

FILTERS

Date

01-10-2020

31-10-2020

Channel

All

City

All



Total calls

32.94K



Total call duration (Hrs)

13.74K



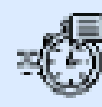
Total call duration (min)

824K



Avg call duration (min)

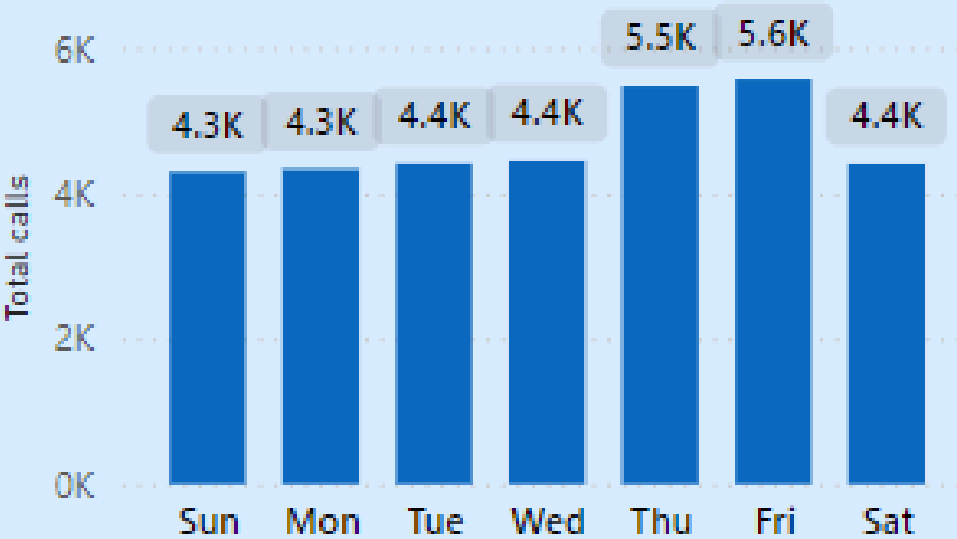
25.02



Response time %

75.26%

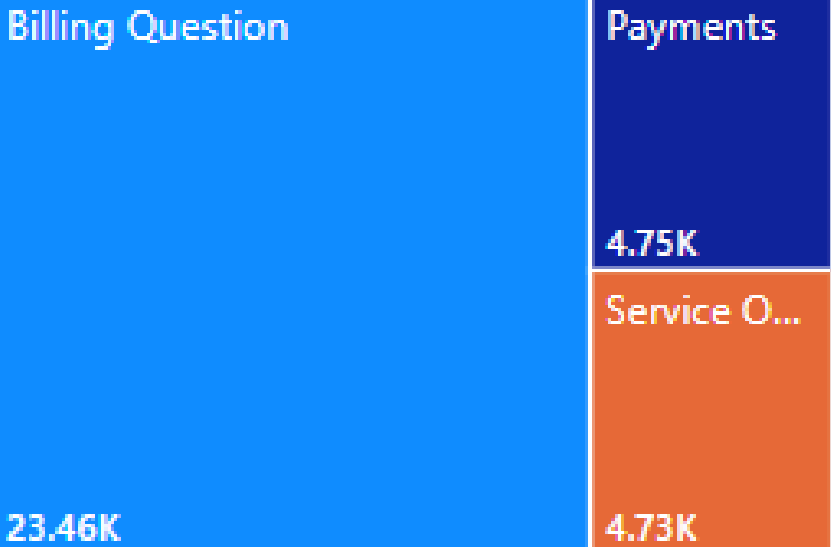
Total calls by Day



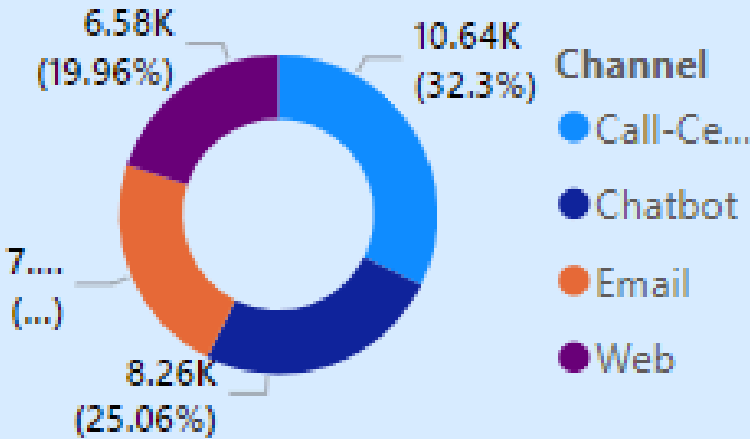
Total calls by State



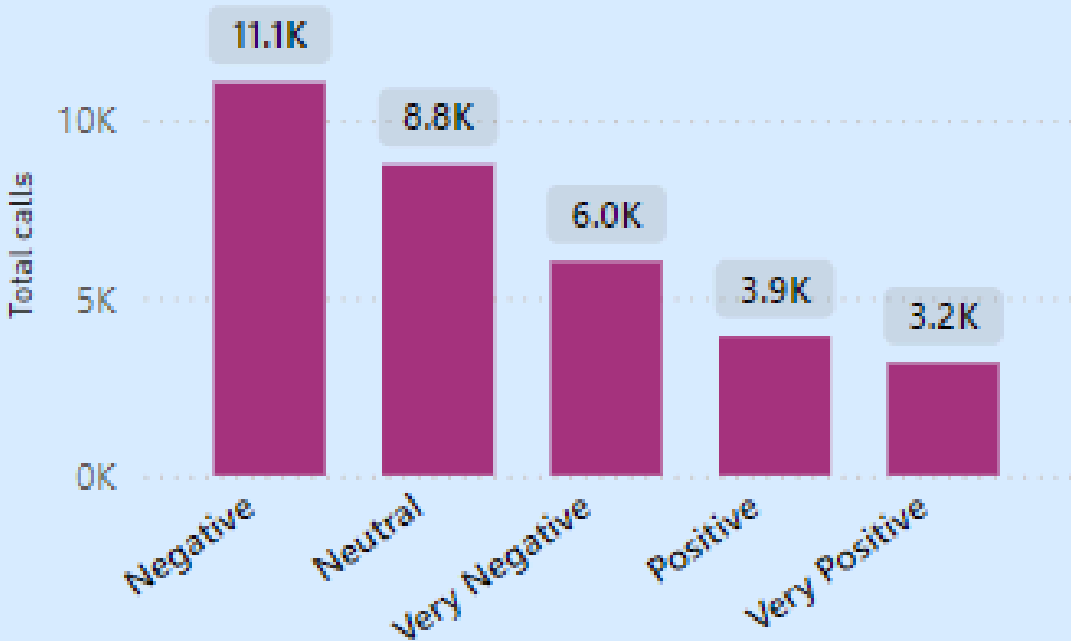
Total calls by Reason



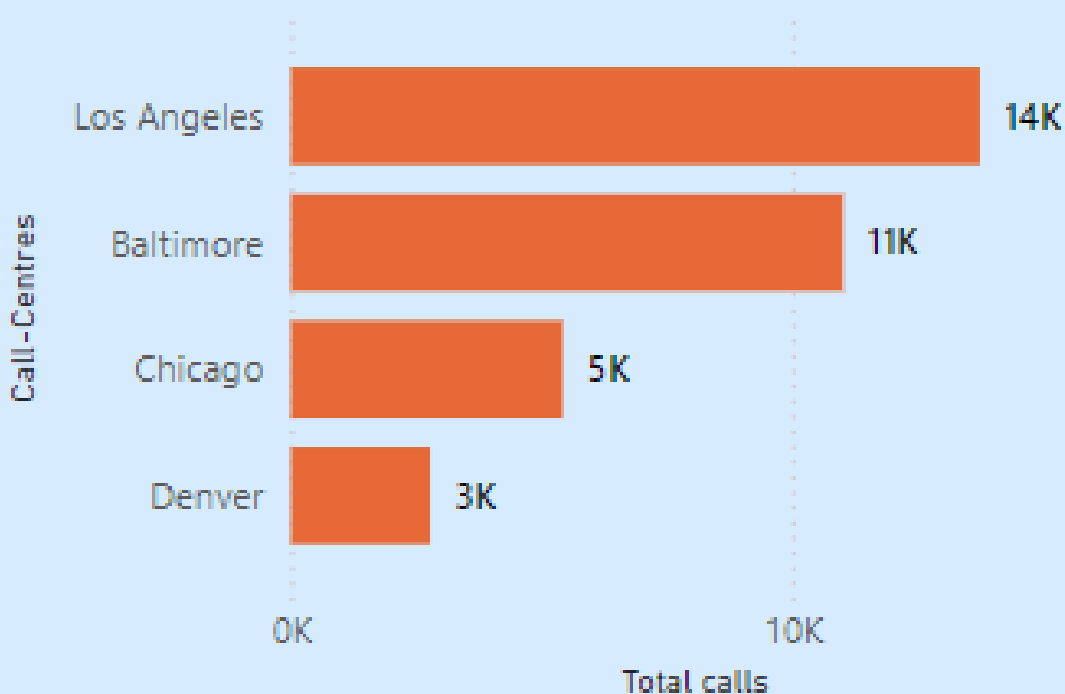
Total calls by Channel



Total calls by Sentiment



Total calls by Call-Centres



CALL CENTER DASHBOARD | GRID



MENU

[Home](#)

GRID

FILTERS

Date

01-10-2020



31-10-2020



Channel

All



City

AII



Total calls

32.94K



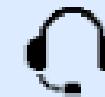
Total call duration (Hrs)

13.74K



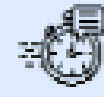
Total call duration (min)

824K



Avg call duration (min)

25.02

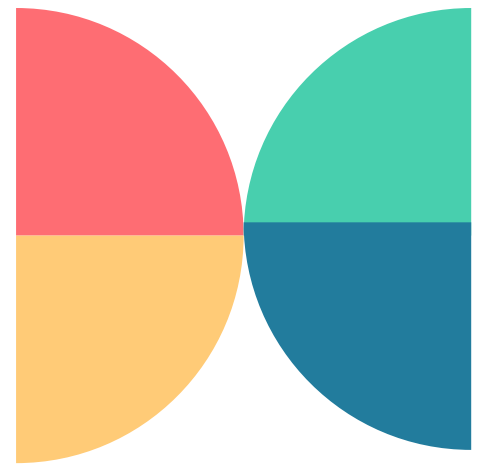


Response time %

75.26%

Id	Customer Name	Channel	State	Reason	Response Time	City	Total call duration (min)
AAB-23102945-b-065985-xp	Sondra Bearman	Call-Center	Oregon	Billing Question	Above SLA	Salem	9
AAB-68191584-X-296651-JM	Hope Verissimo	Web	California	Billing Question	Within SLA	Fresno	43
AAD-09890763-W-615200-jL	Eydie Firebrace	Web	Nevada	Billing Question	Within SLA	Las Vegas	28
AAD-20872250-D-453978-fM	Hendrika Higgonet	Email	California	Billing Question	Below SLA	Anaheim	8
AAD-28507074-R-562834-Xd	Bond Eve	Call-Center	California	Billing Question	Above SLA	Pasadena	20
AAD-37751026-T-355348-zV	Selby Poon	Web	Florida	Billing Question	Within SLA	Vero Beach	21
AAD-91253539-C-305338-wj	Shelbi Baiss	Call-Center	New Jersey	Billing Question	Within SLA	Paterson	11
AAE-05965563-S-424746-4p	Krysta Gonnelly	Chatbot	California	Billing Question	Above SLA	Pasadena	44
AAE-20338259-S-732755-mJ	Celinda Blincko	Email	Virginia	Billing Question	Within SLA	Arlington	19
AAE-68788374-t-102355-kw	Emalia Wilton	Email	Florida	Billing Question	Within SLA	Bradenton	21
AAF-12965416-Y-392290-yT	Ardelle Dunbavin	Web	Pennsylvania	Billing Question	Within SLA	Philadelphia	16
AAG-74209063-w-486645-1T	Elonore Fernier	Web	Kentucky	Billing Question	Above SLA	Louisville	38
AAH-00792945-3-552123-Hn	Chev Quarles	Web	New York	Billing Question	Within SLA	New York City	15
AAI-76624824-D-681890-o9	Barnaby Dunkinson	Email	Michigan	Billing Question	Within SLA	Flint	24
AAJ-31393249-T-371030-7M	Corrine Winfred	Chatbot	Oklahoma	Billing Question	Within SLA	Oklahoma City	20
AAK-01722446-R-008487-pL	Rolland Gillbey	Email	New York	Billing Question	Within SLA	Albany	30
AAK-72648595-0-716329-0q	Janith Tregonna	Chatbot	Massachusetts	Billing Question	Within SLA	Brockton	5
AAK-89591840-T-157623-Jt	Cherri Airth	Email	California	Billing Question	Above SLA	Los Angeles	7
Total							824222

KEY INSIGHTS & FINDINGS



Call Volume Insights:

- Total Calls: 32.94K calls were received during the selected period (01-10-2020 to 31-10-2020).
- Daily Distribution: The call volume is highest on Friday (5.6K) and Saturday (5.5K), suggesting that weekends might be busier for the call center. Sunday has the lowest call volume (4.3K).

Call Duration:

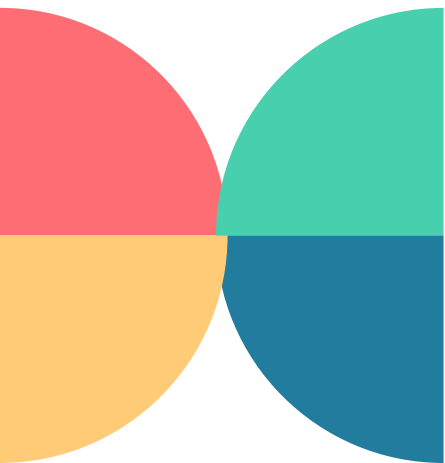
- Total Call Duration: 13.74K hours, or 824K minutes, were spent on calls during this period.
- Daily Distribution: The call volume is highest on Friday (5.6K) and Saturday (5.5K), suggesting that weekends might be busier for the call center. Sunday has the lowest call volume (4.3K).

Response Time:

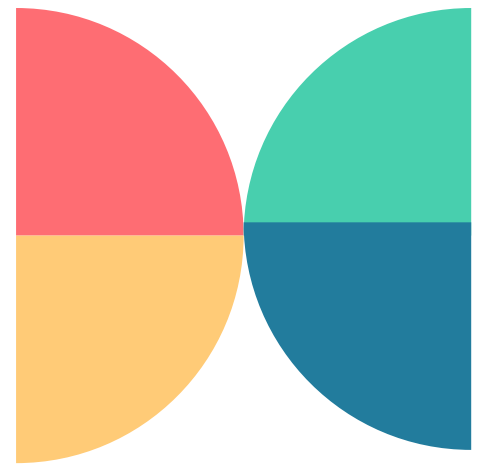
- Response Time Percentage: The center has a 75.26% response time rate, meaning that over 75% of calls are answered within a predefined time frame. This shows decent efficiency but also leaves room for improvement

Call Center Performance:

- Los Angeles handles the most calls (14K), followed by Baltimore (11K). Chicago and Denver handle significantly fewer calls (5K and 3K, respectively). This could indicate either lower demand in those areas or smaller call center capacity.



KEY INSIGHTS & FINDINGS



Geographical Insights:

- **Total Calls by State:** The majority of calls seem to be concentrated in North America, with other regions such as Europe and Asia receiving fewer calls. This distribution can help in resource allocation and staffing decisions.

Reason for Calls:

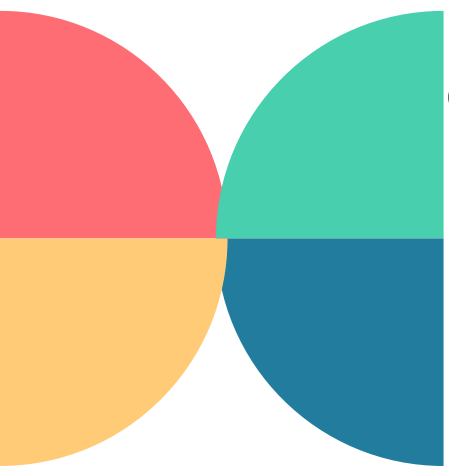
- **Top Reasons:** The primary reasons for calls include billing questions (23.46K), payments (4.75K), and service outages (4.73K). Billing is by far the dominant reason for contacting the call center, which could indicate recurring issues with billing clarity or processes.

Channel Distribution:

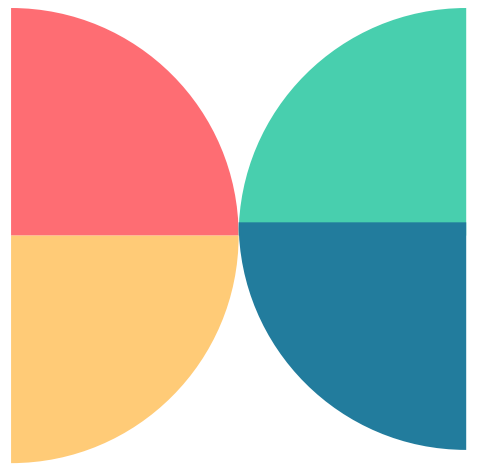
- **Channels Used:** The call center is the most used channel (10.64K calls, 32.3%), followed by the web (8.26K calls, 25.06%) and email (7.0K calls, 21.31%). Chatbots are also used but less frequently (6.58K calls, 19.96%).

Sentiment Analysis:

- **Customer Sentiment:** Most calls are categorized as negative (11.1K) or neutral (8.8K), with fewer positive interactions (6.0K positive, 3.9K very positive). This suggests that many of the calls received are complaints or issues that require resolution, and there may be a need to improve overall customer satisfaction.

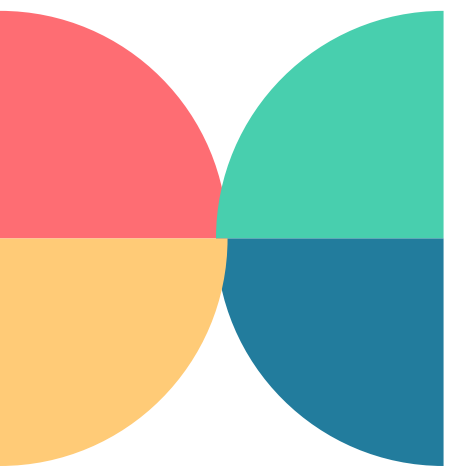


CONCLUSION



The dashboard provides actionable insights that can guide improvements in the call center's operations. The key focus areas could include:

- Improving customer satisfaction by addressing the reasons for high negative sentiment.
- Optimizing response times to further improve efficiency.
- Adjusting resources and staffing based on call volumes and geographic data.
- Investigating billing processes to reduce the number of related inquiries.





THANK YOU