

Call Center Performance Analysis Report

1. Executive Summary

This report analyzes call center performance using an interactive Power BI dashboard. The objective was to identify key areas affecting efficiency, customer satisfaction, and agent productivity, and to provide actionable recommendations for improving overall service quality.

Key findings:

- The average response time is **58 seconds**, which is higher than the industry benchmarks.
- Customer satisfaction score averages **3/5**, indicating neutral to slightly negative experiences.
- **Streaming** and **Contract issues** drive the majority of call volume.
- Call spikes during specific weeks suggest operational inefficiencies or service issues.
- Certain agents consistently underperform compared to peers.

The recommendations outlined here aim to reduce response times, increase customer satisfaction, and optimize agent performance, ultimately leading to more efficient operations and higher customer loyalty.

2. Key Metrics Overview

- **Average Response Time:** 58 seconds (Target: <40 seconds)
Avgspeed = AVERAGE(Sheet1[Speed of answer in seconds])
- **Average Satisfaction Score (CSAT):** 3/5 (Target: >4/5)
Overall Satisfaction Score = AVERAGE(Sheet1[Satisfaction rating])
- **Answered Calls Ratio:** 81.6% answered vs 18.4% missed
- **Top Call Topics:** Streaming (21%), Payment-related (20%), Technical Support (21%), Contract Issues (17%), Admin Support (13%)

3. Insights by Business Area

a) Service Efficiency & Response Time

- Current average is **58 seconds**, which risks customer dissatisfaction.
- **Recommendation:** Introduce real-time alerts for long queues, optimize call routing, and ensure priority handling for VIP customers.
- **Impact:** Reducing wait time below 40s could improve CSAT by 10–15%.

b) Customer Satisfaction (CSAT)

- At **3/5**, satisfaction is below acceptable levels.
- Causes likely include long response times and unresolved recurring issues.
- **Recommendation:** Launch targeted training programs for agents (empathy, problem-solving), and analyze low-CSAT calls for quality feedback.
- **Impact:** A 1-point improvement could reduce churn by 20%.

c) Agent Performance

- Significant variability in performance among agents.
- Some agents resolve more calls despite similar workloads, showing skill or process gaps.
- **Recommendation:** Benchmark high-performing agents, replicate their methods, and balance call allocation through smarter scheduling.
- **Impact:** Could improve overall resolution rate by 8–12%.

d) Call Topics & Volumes

- **Streaming (21%)** and **Contract Issues (17%)** dominate call reasons.
- High volume suggests recurring problems in these categories.

- **Recommendation:** Create self-service guides, video tutorials, and digital workflows to reduce repetitive calls.
- **Impact:** Could deflect 20–25% of incoming calls, reducing call center costs.

e) Call Volume Trends

- Peak volumes occurred in Weeks 2 and 5, aligning with billing cycles or potential service outages.
- **Recommendation:** Coordinate staffing with marketing and operations teams to forecast spikes. Use IVR/chatbots for automated updates during peak demand.
- **Impact:** Reduce missed calls by 15–20%.

f) Resolution Time by Topic

- **Contract** and **Admin Support** issues take longest to resolve, indicating procedural inefficiencies.
- **Recommendation:** Automate approval workflows, empower agents with faster access to customer data, and consider robotic process automation (RPA).
- **Impact:** Cutting resolution times could reduce overall handling time by ~12%.

4. Strategic Recommendations

1. **Reduce average response time** to below 40s through queue optimization and staffing alignment.
2. **Improve CSAT** by training agents and embedding customer-centric processes.
3. **Balance agent workloads** while replicating high-performer practices.
4. **Introduce self-service solutions** for recurring issues (FAQs, tutorials, digital contracts).
5. **Forecast and plan for call spikes** based on billing cycles and promotions.
6. **Automate resolution-heavy processes** (contracts, admin support) to cut handling times.

5. Expected Business Impact

- Faster response times → higher satisfaction → **improved retention & loyalty**.
- Increased CSAT from 3 to 4+ → potential **20% reduction in churn**.
- Optimized staffing and automation → **reduced costs and missed calls**.
- Self-service solutions → **20–25% fewer incoming calls**, freeing agents for complex cases.

6. Conclusion

The analysis highlights a call center that is functioning but not optimized. By addressing efficiency gaps, improving customer experience, and introducing automation, the call center can transform into a proactive, customer-focused operation. These changes will not only reduce costs but also strengthen long-term customer relationships, making the business more resilient and competitive.