Hi Digital Accelerator,

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,
Claire

Requirements Analysis

Two main points are provided from the above email:
1. The dashboard should provide insights or long-term trends on customer and agents behavior.
2. It is going to be used while communicating with management. As a result, the dashboard should be easy-to-understand and attractive.

Possible KPI used in this case:
- Overall customer satisfaction
- Overall calls answered / abandoned
- Calls by time
- Average speed of answer
- Agent's performance quadrant -> average handle time (talk duration) vs calls answered

Based on the current data scope shared with me, customer Satisfaction (Min 0 / Max 5) and Resolved call rate (the number of resolved calls) are the two main indicators to represent customer experience and Agents performance.

Mock layout for the dashboard

Client logo?

Filter Bar
- Agent
- Week of Day
- Month
- Topics

Call Centre Trends - Overview

(Card)
Overall customer
satisfaction

(Card)
Call resolved %

(Card)
Call abandoned %

(Card)
Average answered time
(in same unit)

(Card)
Average call handling
Time

Top 10 Agent performance
(table)

Calls by Issue Topics
(Pie chart / Doughtnut chart)

Call Volume by Hours
(Line chart)

Call Volume by Days
(Line chart)