

# BUSINESS PRESENTATION

- BY YASH GUPTA

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# ABOUT OUR COMPANY

iVision is a well-known analytics firm. iVision does analytics on the data shared by their clients.

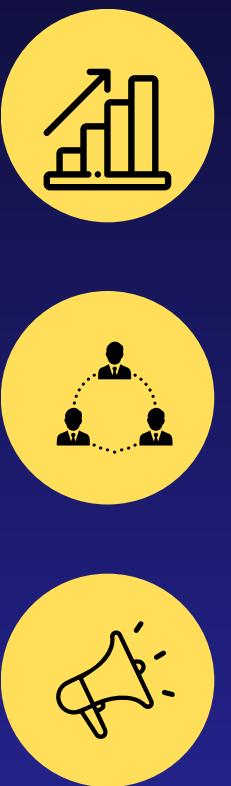
# ABOUT THE PROJECT

- Recently, iVision collaborated with Nile, an E-commerce company.
- Nile intends to improve their customer service, but before doing so, Nile wants to get some insights on their customer service request data.
- iVision is engaged to provide Nile access to the analytics dashboard and report.



# AGENDA

- Make a dashboard easily readable for the viewer
- To find out the customers complains by analyzing the most frequent questions asked and the time taken to respond those query.
- To check the productivity of each of the call centers





# ABOUT OUR BUSINESS OBJECTIVE

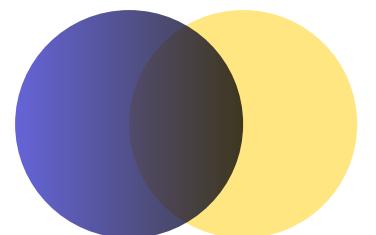
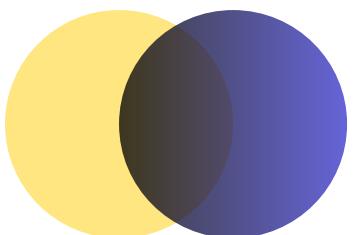
The analysis aims to leverage data-driven approaches to optimize customer service processes, enhance customer experience, and drive overall business growth. By examining historical customer service data, the project seeks to identify patterns, trends, and opportunities for improvement, ultimately leading to enhanced customer loyalty and increased operational efficiency.



# ABOUT OUR PROJECT GOAL

Customer Sentiment Analysis: Perform sentiment analysis on customer interactions. Identify positive, negative, and neutral sentiments expressed by customers to understand overall satisfaction levels.

- Root Cause Analysis: Investigate common customer complaints. Pinpoint recurring problems to address them proactively and prevent future escalations.
- Service Response Time Analysis: Analyze response times for customer queries and support requests to assess the efficiency of the customer service team.
- Customer Segmentation: Segment customers based on their demographics, behavior, and preferences. Understand different customer segments' needs and pain points to tailor services and communications accordingly.
- Trends and Patterns Identification: Identify patterns and trends in customer service data to uncover opportunities for process improvements and innovative service offerings.



# ABOUT SLA



A service level agreement (SLA) is a contract between a service provider and a customer that outlines the service to be provided, the level of performance to be expected, how performance will be measured and approved

# BENEFITS OF SLA



- Improve quality of service and customer experience
- Facilitate communication
- Increase service continuity

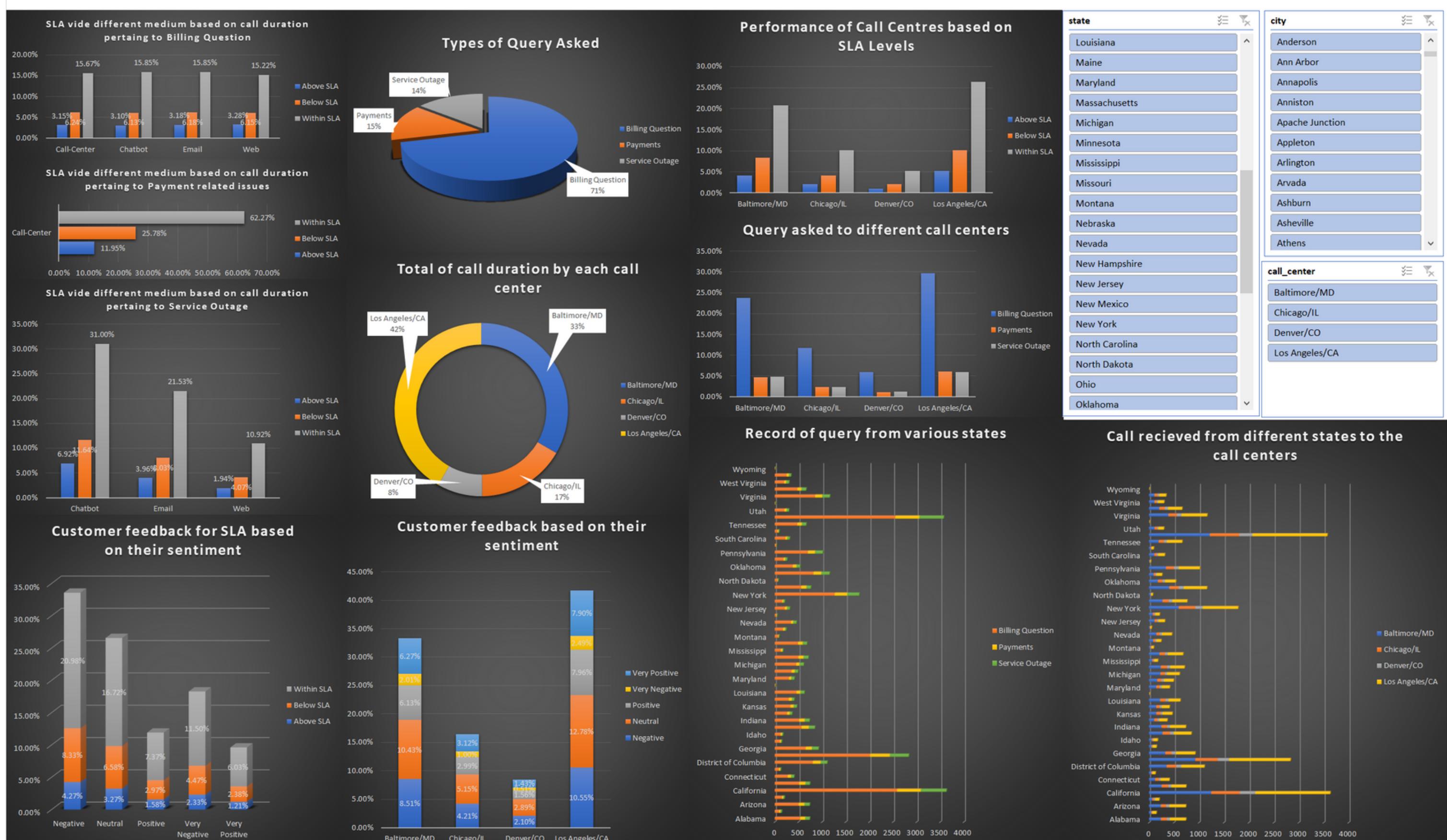
# ASSUMPTION



- Above SLA – Customer services redressal much before the stipulated time.
- Below SLA – Customer services redressal beyond the stipulated time.
- Within SLA – Customer services redressal within the stipulated time.

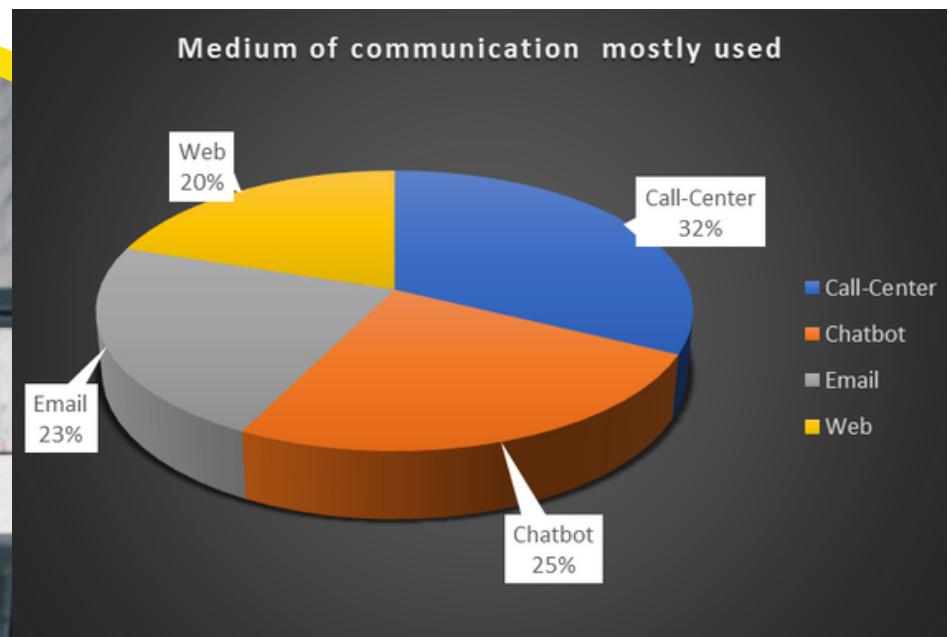


# ABOUT OUR ANALYSIS



# ABOUT OUR PROJECT FINDINGS

- Most of the query were related to Billing related issues.
- Los Angeles call center had received highest no of calls whereas Denver received lesser number of calls hence, Nile can forward the excess calls to other zones of call center.
- Customer sentiment was mostly negative with related to the SLA provided by the Call center of the company.
- California followed by Texas had recorded highest number of calls.
- Mostly all the services rendered by all the call centers were within SLA.
- It was observed that customers are more comfortable with Call Center in matters related to payment related issues.
- It is observed that chatbot is coming up to be more useful to sort out the problems of the customer after call center.



# THANK YOU

