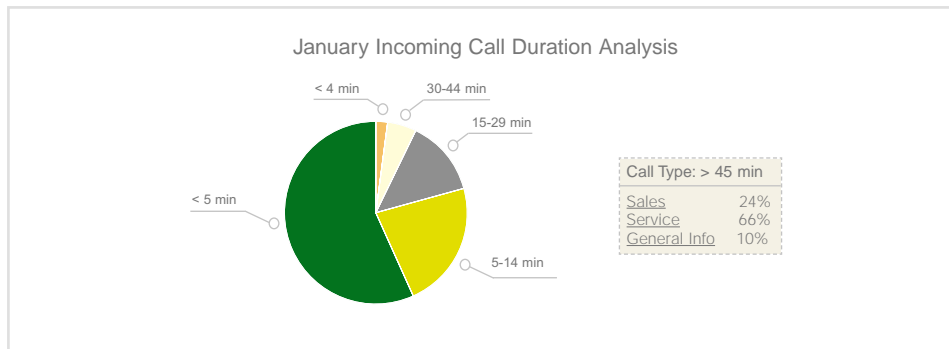


Call Center Analysis

Because of their low cost per touch, call centers have become an increasingly important customer touchpoint for many businesses. Changes in call volumes, response times and satisfaction levels are all key to understanding the efficiency and efficacy of call center operations. Customer service and telecommunications managers analyze these metrics to determine staffing levels, plan for infrastructure investments and ensure proper customer satisfaction levels. Basic reporting delivers scorecards on call volume, response times and call duration. Advanced analysis involves individual call detail access, predictive modeling on staffing and infrastructure requirements, and analysis of call volume by geography, customer segment or product ownership.

Sample Report: Call Duration Trend Report



This report shows the breakdown of incoming call volume for a user selected time period. By drilling into any of the pie sections, an Operations or Customer Service Analyst can determine the types of calls in the duration segment. Further analyses of interest might be departments to which calls were routed, individual agent activity records, or call duration for different customer segments.

Key Performance Indicators

Variance in Call Volume by Customer Segment

Average Response Time

Forecasted Call Volume

Average Call Length

Call Type (Sales, Service) as % of Total Inquiries

Top 10 Customer Service Representatives

Top 100 Customers by # Inbound Calls

Average Number of Outbound Calls to Sell a Product

Change in Customer Satisfaction Rating

COMMON BUSINESS QUESTIONS

- What is the trend in call volume this month?
- What is my blocked call rate?
- How does the average response time compare to this month last year?
- How much capacity will be required next year if we continue at this rate?
- What products/services are inbound callers most frequently requesting?
- Which employees take the most calls?
- Which employees spend the longest time on the phone per customer?