



TCG DIGITAL

Leveraging Call Center Analytics for Improved Performance

May 19, 2023

CONTENTS

Executive Summary	2
Call Center Analytics: Its Importance and Rising Need	3
Benefits of Call Center Analytics	4
Challenges of Call Center Analytics	5
Addressing the Challenges	5
Improving Call Center Performance through Analytics and Gamification	7
Conclusion	10
Author	11
About TCG Digital	11

Executive Summary

Call centers serve as a critical touchpoint between customers and businesses, playing a significant role in shaping the image and reputation of a brand. The ability to deliver a satisfying customer experience is vital to establishing a loyal customer base. However, with a high volume of customer interactions, it can be challenging for customer service managers to identify areas of improvement beyond major issues that require immediate attention.

This is where the role of call center analytics becomes important. By collecting, measuring, analyzing, and interpreting call center data, businesses can gain valuable insights that help optimize resources, improve agent performance, and enhance the overall customer experience. Call center analytics has become increasingly crucial as companies strive to meet customer demands and improve their bottom line.

This white paper explores the importance of leveraging call center analytics and its potential to drive business success.



Call Center Analytics: Its Importance and Rising Need

Call centers are one of the primary sources of interaction between customers and businesses. These can help businesses build their image and reputation, resolve customer issues, and establish a strong customer base. This makes it critical for businesses to deliver an improved customer experience and customer satisfaction through their call centers. To ensure this, it is essential to closely monitor different trends and patterns, and look for information to keep improving the customer experience. In order to achieve this, a number of Key Performance Indicators (KPIs) are identified and used.

Call Center Managers utilize a range of key performance indicators (KPIs) that measure the varied aspects of the call center.

However, due to the large volumes of calls, responses and incidents, Call Center Managers are only able to manage or focus on high-priority ones/ select incidents. This is where Call Center Analytics help businesses identify areas of improvement, optimize resources, and enhance customer experience.

Call Centre Analytics is the process of collecting, measuring, analyzing, and interpreting call center data to identify trends and patterns to provide valuable insights to be used to improve the overall customer experience, agent performance, and operational efficiency. With the increasing demand for customer-centric services and the need to improve the bottom line, call center analytics has become an essential aspect of business operations.

According to a report by FinancesOnline, Companies that use predictive analytics can boost call center productivity by almost 60%.

Benefits of Call Center Analytics



Improved Customer Experience

Predictive analysis of historical laboratory data can help in estimating and effectively predicting the demand for raw materials and consumables in the lab for the immediate future. This helps in the dynamic and optimum requisition of raw materials and can reduce procurement cycles and costs.



Enhanced Operational Efficiency

Call center analytics helps businesses identify areas of inefficiency and optimizes call center operations. By analyzing data on-call volume, average handle time, and other metrics, businesses can improve scheduling, resource allocation, and overall productivity.



Improved Agent Performance

Call center analytics provides insights into agent performance, such as call handling times, first call resolution rates, and customer satisfaction scores. This information can be used to identify areas for improvement and provide targeted training and coaching to agents.



Cost Reduction

Call center analytics can help businesses identify cost-saving opportunities such as reducing call volume by addressing recurring issues or automating certain tasks.



Challenges of Call Center Analytics

However, there are also challenges associated with implementing call center analytics, such as data quality, technical expertise, and privacy concerns.

Data Quality: Call center data can be messy and inconsistent, making it difficult to analyze. Businesses need to ensure that data is clean, accurate, and reliable to obtain meaningful insights.

Technical Expertise: Call center analytics requires technical expertise in data analysis, statistics, and data visualization. Businesses need to invest in the right tools and personnel to ensure that they can effectively analyze and interpret the data.

Privacy Concerns: Call center data can contain sensitive information about customers, such as personal and financial details. Businesses need to ensure that they have proper data security measures in place to protect this information.

By following best practices such as defining clear objectives, using the right metrics, using visualization tools, and continuously monitoring and improving, businesses can effectively leverage call center analytics to improve their operations and bottom line.

Addressing the Challenges

The Technical Plan

Defining Objectives: Businesses need to define clear objectives for call center analytics, such as improving customer satisfaction or reducing costs. This will help in the accurate data analysis and ensure that the insights obtained are relevant and actionable.

Using the Right Metrics: It is critical that businesses use the right metrics to measure call center performance. Some of the KPIs that can be used are:

Sr. No.	KPI	Description
1	First Call Resolution (FCR)	FCR measures the percentage of customer issues that are resolved during the first call. A high FCR indicates that call center agents are adequately trained and equipped to handle customer issues efficiently.
2	Average Handling Time (AHT)	AHT measures the average time taken to handle a call from start to finish. A low AHT indicates that call center agents are efficient in handling customer issues.

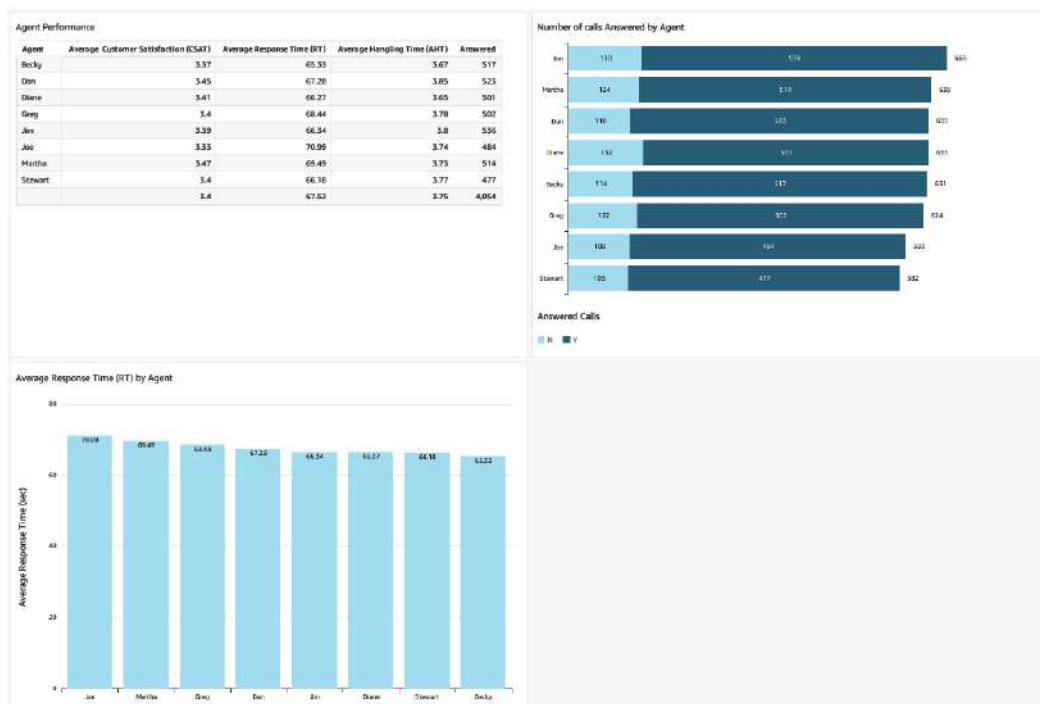
Sr. No.	KPI	Description
3	Abandoned Call Rate (ACR)	ACR measures the percentage of calls that are abandoned even before being answered. A high ACR indicates that call center agents are not able to handle the call volume efficiently.
4	Customer Satisfaction (CSAT)	CSAT measures the level of customer satisfaction with the call center experience. A high CSAT indicates that customers are satisfied with the service provided by the call center.
5	First response time (FRT)	FRT measures the amount of time between a customer calling to flag up an issue and a call center agent addressing that issue. A high FRT highlights that the size of the call center needs to be reviewed so as to ensure that the customers are attended to in the least possible time.
6	Net Promoter Score (NPS)	NPS measures customer loyalty and satisfaction. Customers are asked how likely they would recommend the company to a friend or colleague. Based on the 0-10 rating scale, the promoters, passive, and detractors are identified. NPS is indicated by the difference in promoters and detractors.
7	No. of Calls handled	This KPI includes all the calls handled by the call center agents.
8	Cost per Call (CPC)	CPC measures the ratio of the total cost of all calls to the total no. of calls.
9	Revenue per successful call	This KPI measures the average amount of revenue generated per successful call. This helps in keeping track of the number of successful calls and the monetary value of each call.

Usage of Visualization Tools: Call center analytics can generate large amounts of data, making it difficult to interpret. Visualization tools such as dashboards, charts, and graphs can help businesses analyze and interpret data more easily. One such approach is the Scorecard, which is used as a performance management tool that measures and tracks key performance indicators (KPIs) to evaluate organizational performance on a real-time or near real-time basis. It allows managers to set performance targets and track progress towards those targets.

The Scorecard Dashboard & Reports allow Managers to make data-driven decisions and to identify areas that need improvement, recognize and reward top performers, staffing needs, and ways to improve customer experience. They also provide insights to the organizational leadership (Supervisor+) regarding aspects such as:

- Identifying the top-performing successful teams
- Identifying the struggling teams
- Knowing the procedures to follow up with the right agents, recognize the ones that are doing well, and support the ones that are not

- Insights gained by aggregating all the Call Center-related KPIs and critical (on-the-fly calculated metrics) in the form of Dashboards and Reports to get a cohesive picture of a staff taking calls on the floor.
- Displaying Data-driven KPIs against the set targets and visualizing the different control factors that are trending will further encourage a reaction from the user(as a staff)
- Coaching conversations and follow-up actions can be initiated via Performance Management Tracker for better engagement with the staff for operational efficiency and better retention.
- Personalized KPI Goals and Career Goals can be set both by staff and leaders
- Supervisors and organizational hierarchies can drill down to Agent Level performance
- Alerts can be generated across the personas for engaging in coaching conversations, setting up goals, follow-up, guidance, etc.



Continuous Monitoring and Improvement: Call center analytics is an ongoing process. Businesses need to continuously monitor call center data, identify areas for improvement, and implement changes to improve performance. The Scorecard dashboard and reports allow:

- **Monitoring in real-time:** Monitoring the KPIs in real-time to ensure meeting goals and identifying any trends or patterns that may require attention.
- **Analyzing historical data:** Identifying trends and patterns to help make strategic decisions about customer service operations.



Improving Call Center Performance through Analytics and Gamification

Once the objective of the Call Center Analytics has been established and the right metrics have been identified through interviews and workshop sessions, the Call Center Scorecard is developed.

To build a call center scorecard architecture using multiple data sources and a low-code platform, we can follow the steps below:

Identifying the Key Performance Indicators (KPIs) that are relevant to your call center. These may include metrics such as average call duration, average hold time, average response time, and customer satisfaction rating.

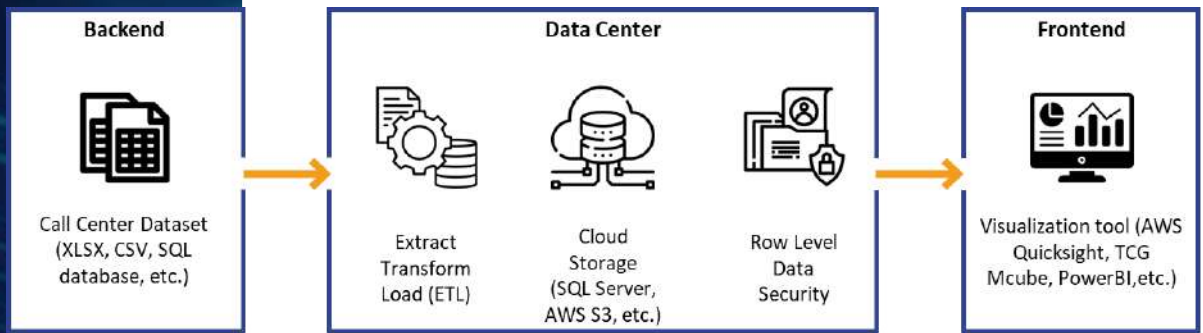
Determining the data sources that will provide the necessary data to track these KPIs. This could include data from your call center software, customer relationship management (CRM) system, flat files, Rest API, databases both on-prem and cloud instances (Oracle, SQL Server, MySQL, PostgreSQL, Snowflake) or other data sources.

Selecting a low-code platform that can integrate with multiple data sources and support visualizations for displaying the KPIs. Some popular low-code platforms include, Appian, PowerApps, etc.

Using the low-code platform to create a data model that will pull in the necessary data from your various data sources. This data model should be designed to update in real-time, so the scorecard is always up-to-date.

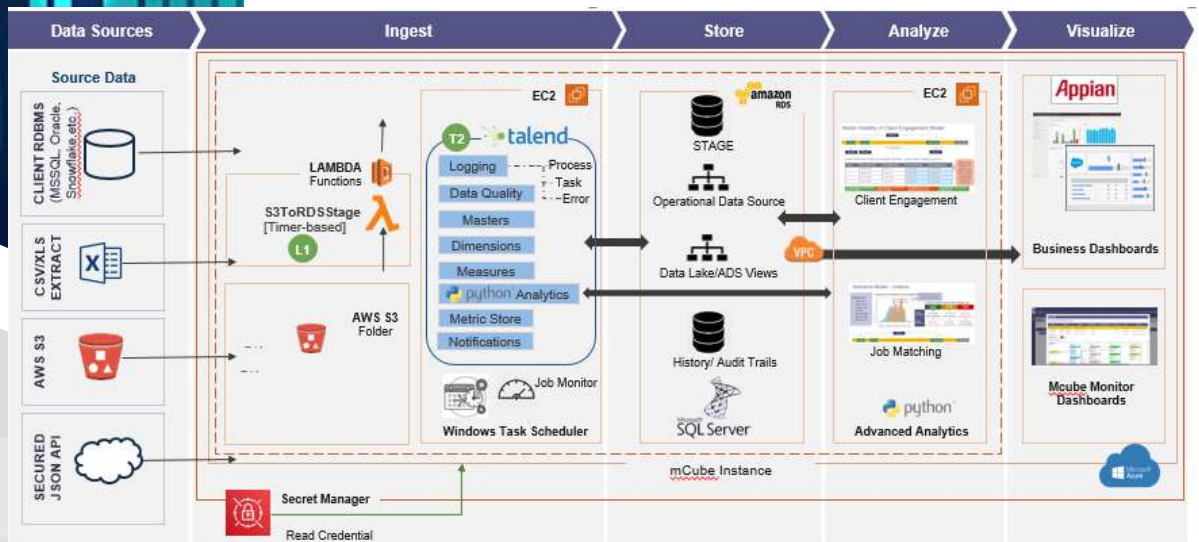
Creating a user interface that displays the KPIs in an easy-to-understand format, such as a dashboard or a scorecard. This interface should be designed to be easily navigable, so users can quickly find the information they need.

Integrating the user interface with the data model, so that the KPIs are displayed in real-time. Include features such as drill-down capabilities, alerts, and other visualizations to help users understand the data better.



By following these steps, we can create a powerful call center scorecard architecture that will help track the call center's performance and make data-driven decisions to improve it.

Scorecard Architecture:





Conclusion

Call Centers are a pivotal touch-point of interaction between businesses and customers. They are critical touch-points because they can cause the make/break of the business reputation while interacting with customers and also lead to the winning/ loss of business opportunities.

So, it is important to have call centers that can position the business before prospective customers in a positive light, effectively communicate the business messaging, and open doorways of opportunities.

To effect that, Call Center Analytics empower businesses with accurate insights into patterns and trends from the data collected beforehand, therefore enabling the businesses to make informed decisions. Besides, Call Center Analytics help to shape the call centers of businesses in a way that plays to their advantage, enabling them to achieve their business goals and ensure sustainable growth.

Businesses can easily integrate Call Center Analytics by finding a partner who will provide an end-to-end solution that has a reasonable amount of flexibility to scale and evolve in keeping updated with the changing realities of the business scenario.

Reference:

- 1 *According to a report by FinancesOnline, Companies that use predictive analytics can boost call center productivity by almost 60%.*
- 2 *<https://www.operativeintelligence.com/blog/call-center-statistics> (Point #2)*



Author



Soumik De
Director, TCG Digital

TCG Digital is the flagship data science and technology solutions company of 'The Chatterjee Group' (TCG), a multi-billion dollar conglomerate. We leverage hyper-contemporary technologies and deep domain expertise to engage enterprises with full-spectrum digital transformation initiatives in operational support systems, enterprise mobility, app development and testing, cloud and microservices, automation, security, big data, AI/ML, and advanced analytics.

In addition to our digital transformation practices, by using our end-to-end AI and advanced analytics platform, **tcgmcube**, enterprises are extracting highly actionable insights from their invaluable data assets, and achieving Velocity to Value. **tcgmcube** democratizes data science with scalability, performance, and flexibility. For more information, please visit our website at www.tcgdigital.com