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.