Agent Behaviour & Call Segment Analysis

IG provided expert contact centre analysts to investigate and understand agent performance.

This detailed analysis delivered revolutionary call segment and competency understandings reducing cost and increasing sales conversion.
Awaze runs numerous well-known holiday brands across the UK and Europe with multiple centres of operation in the UK.

Following a successful contact centre efficiency and service audit, Awaze sought to further understand agent behaviour. The goal was to understand the relationship between all KPI’s and optimal performance, and how differing agent attributes positively affect them.

IG created a suite of reports focused on agent-customer interactions by analysing contact level data. The findings were presented in a series of interactive Tableau dashboards allowing for thorough investigation and finding of actionable insights.
The Solution

Creation of reporting environment

IG delivered a hosted reporting environment. This environment enabled us to collate, process and store contact centre data.

IG delivered this environment using Exasol. Supporting performant in-memory analytics it reduced the time spent searching for insights.

Defined project goals

IG worked with stakeholders to define the success of the project and the areas to be investigated.

Dashboard creation and publishing

Produced a suite of Tableau dashboards analysing agent behaviour.

Continued analysis and feedback loop

Continued investigation and analysis of agent KPIs, visualised in Tableau, ensured that continual insights were delivered.
The Outcomes

1. Identified agents exhibiting anomalous behaviour, recognising training opportunities
2. Exposed and analysed agent call segments throughout the sales process pinpointing areas for service optimisation
3. Realised opportunities to increase sales conversion and reduce handling times