



# Improve your Level of Service with Qlik Sense

Our subject matter experts are able to implement, deploy, and develop a Qlik Sense enterprise solution for your business. Paired with our guidance and the Qlik Sense associative model, you can gain hidden insights into your business data. This example uncovers areas for improvement within a call center. Reach out to [info@smesgroup.com](mailto:info@smesgroup.com) to learn about our other use cases.

Call Center Dashboard



## Overview

SME is a Business Intelligence consulting company that specializes in customized solutions and approaches for companies across the U.S. Our consultants operationalize companies' existing data providing a true and real-time evaluation of their current business landscape.

Call centers handle multiple types of service tickets and in high volumes creating rows and rows of data. To improve customer satisfaction and internal efficiency

it is vital to focus on understanding average length of call, overall service level, total incoming calls, and calls forecasted.

Average Length of Call: the length of time it takes to close a customer service ticket.

Overall Service Level: customer satisfaction level based on surveys.

Total Incoming Calls: all incoming customer service phone calls.

Calls Forecasted: predicted number of phone calls based on historical data.

## Solution Overview

**Industry:** Customer Service

**Function:** Quality Control, Operations

**Challenge:** Lacking the ability to quantify provided service levels within call centers. Missing a centralized hub for all service metrics. No streamlined approach to calculating service metrics and supplementing data integrity.

**Solution:** SME deploys Qlik Sense enterprise, provides training, and promotes user adoption. Providing a concise dashboard that measures overall service levels and identify lowest performing departments, as well as individuals. Utilizing historical data to track and predict service call metrics.

### Benefits:

- Streamlined view of all call center data available with multiple granularities.
- Increased service rates driven by management of low performance indicators.
- Real time quality control and direct access across multiple devices for increased visibility.



Partner

Elite Solution Provider

## Key Features

The dashboard is built upon an associative model that allows for interactive drill down. This filtering capability allows department managers to pinpoint areas for improvement. As a selection is made it is carried throughout the dashboard and the metrics interact with that selection.

Qlik Sense also offers the global smart search capability, which enables users to interact with the data based on a single word.

Bookmarking specific selections allows users to return to a filter that is customized for their needs. This does not change any data, it simply remembers what you want to focus on. For example, an account manager may want to drill down to his/her accounts to ensure proper service has been provided, and may create a bookmark so that each time the dashboard is revisited, his/her responsible accounts are readily visible.

## Insights

This dashboard lends itself to producing actionable results by identifying performance trends, the most common reason for service tickets, and trends in call volume.

In our sample data, March was identified as the lowest performing month for 2016. The low service level was directly related to a significantly higher percentage of calls being left unanswered compared to the other months.

After drilling down to the detail sheets, you can identify what was the most common reason for the service ticket and specifically which individuals incurred the issue.

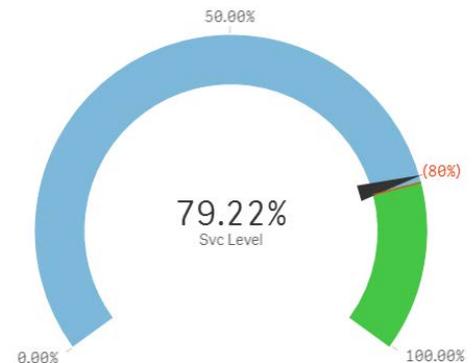
Saturdays are shown to have the highest call volume but also have the lowest service quality. A department manager can consider this information when allocating human resources and labor budgets

Calls Forecasted  
**24.93M**

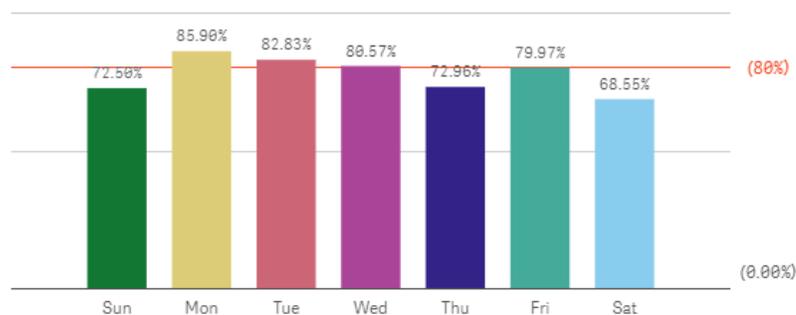
Total Incoming Calls  
**24.5M**

% of Unanswered Calls  
**3.09%**

Avg Call Length  
**254.6**



### Service Level



## Moving Forward

Automating performance measurements can transform a culture about service tickets to a culture about service quality. If you are looking for a solution to drive actionable results, email us at [info@smesgroup.com](mailto:info@smesgroup.com).



Our deep rooted understanding of business operations gives us a competitive advantage; this knowledge is passed on to you.

Reach us at [info@smesgroup.com](mailto:info@smesgroup.com) or (813) 414-5669.