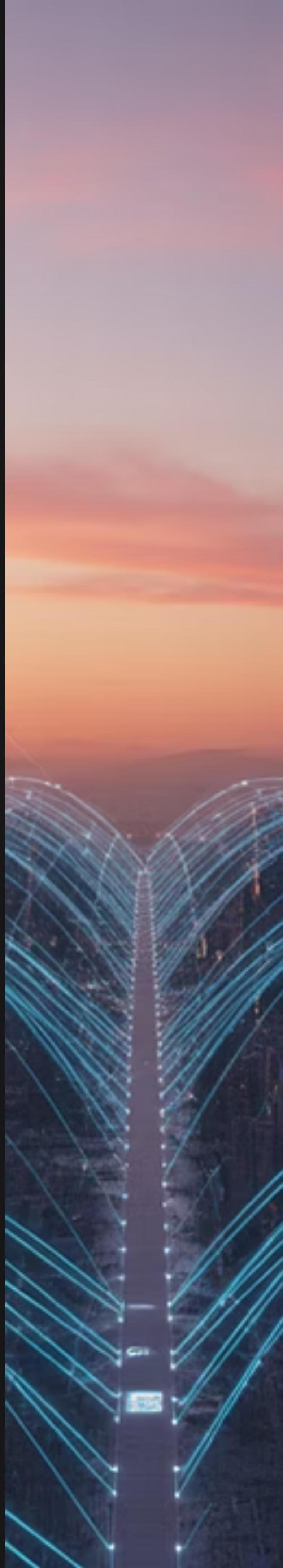




Customer Insight Agent Report

TelXL's Strategic Recommendations for Customer Service Optimization
through Advanced Digitalization



Agent Performance Report

A comprehensive analysis of agent performance metrics, quality assurance scores, and actionable insights for continuous improvement in contact centre operations.



Overall Performance Summary

Agent Details

- Team: A
- Agent Reported Calls: 92
- Team Total Calls: 1,390
- Team Total Agents: 17

The agent has handled a substantial volume of calls this period, representing approximately 6.6% of the team's total call volume. This performance report provides detailed insights into quality assurance metrics across multiple dimensions, comparing individual performance against team benchmarks and historical trends.

Key Performance Metrics

Category	Average Score (%)	Trend vs Last Month	Team Avg	Variance
Average Talk Time	7:59 mins	+0:51 mins	6:25 mins	+1:34 mins
Total Score	95%	+1%	89%	+6%
CX QA (Customer Experience)	98%	+1%	90%	+8%
Compliance QA	79%	+11%	76%	+3%
Business QA	96%	-1%	90%	+6%

Performance Analysis Summary

Adam Gilchrist demonstrates consistently strong performance across most key metrics, particularly excelling in professionalism, communication clarity, and empathy. His calls generally flow logically and efficiently, with clear summaries and confident handling of customer interactions. Compliance with caller verification is an area with noticeable inconsistencies, occasionally impacting overall call quality.

Whilst Adam maintains a professional and friendly tone, some calls involving complaints, claims, and policy cancellations show lapses in empathy, verification, and call flow efficiency. Compared to last month and team averages, Adam has improved in compliance and customer experience, maintaining high business QA scores. However, occasional failures in verification and summarisation suggest room for focused improvement.



High-Performing Topics

Call topics related to billing, payments, and policy management tend to have higher scores



Challenge Areas

Claims and complaints calls reveal more challenges requiring attention



Overall Assessment

A reliable agent with clear strengths who would benefit from targeted coaching

Performance Trends

Adam's overall QA score of **95** shows a slight improvement from last month's 94 and is well above the team average of 89. Business QA remains strong at **96**, slightly below last month's 97 but above the team average of 90.

Compliance QA has improved significantly from 68 last month to **79** currently, surpassing the team average of 76, indicating focused efforts on verification. Customer Experience QA is excellent at **98**, up from 97 last month and above the team average of 90.

- Despite these positive trends, inconsistencies in verification and summarisation persist, particularly in calls involving complaints and claims, which slightly reduce overall performance scores.

Strengths and Development Areas

Top Strengths



Professional Communication

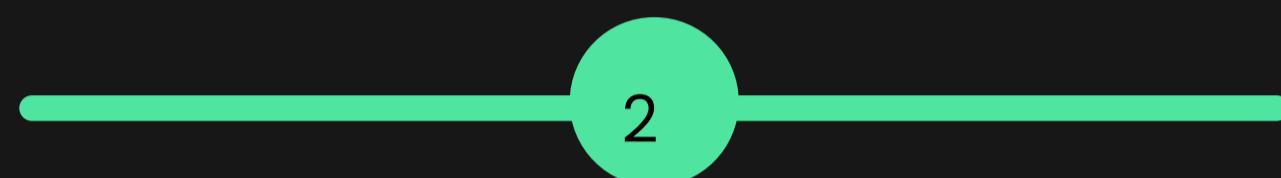
Excellent greeting and call closure procedures consistently maintained

Areas for Improvement



Caller Verification

Consistency in verification procedures requires attention



Clarity and Empathy

Strong communication skills with clear explanations and customer rapport



Summarisation Skills

Next steps communication needs strengthening in complex calls



Efficient Call Flow

Particularly effective in routine policy and billing calls



Empathy Development

Enhanced rapport building needed during complaint and claims calls



Confidence

Demonstrates assurance and efficiency when handling customer interactions



Call Flow Management

Handling disruptions in difficult interactions requires improvement

Call Insights and Topic Analysis

Performance by Call Topic

Analysis of call metadata reveals that Adam performs best in calls related to policy management, billing, and payments, where call flow, empathy, and summarisation are consistently strong. Calls involving claims, complaints, and cancellations tend to have lower scores, with frequent failures in caller verification, empathy, and call flow efficiency. These topics often involve more complex customer emotions and require heightened attention to compliance and rapport building.

Most Common Topics

Policy Management

Primary call category with consistent high performance

Billing & Payments

Frequent topic demonstrating agent expertise



Performance Variations

Adam's performance varies notably by call topic. Routine calls about policy servicing and billing show high scores across all metrics, reflecting his strengths in clarity, confidence, and professionalism. Conversely, calls involving claims, complaints, and cancellations show dips in compliance (verification), empathy, and summarisation, indicating challenges in managing more sensitive or complex interactions.



High-Scoring Topics

- Policy Management
- Billing & Payments

Low-Scoring Topics

- Claims & Incidents
- Complaints & Risk Management

Recommendations and Action Plan

Key Recommendations

01

Verification Compliance Enhancement

Implement a strict checklist or script prompts to ensure caller verification is completed consistently on every call, especially in high-risk categories like claims and complaints.

02

Targeted Training Programme

Provide targeted training on empathy and call flow management for complex calls, focusing on active listening, de-escalation techniques, and clear summarisation of next steps to improve resolution and customer satisfaction.

Call Highlights

Best Call

Transcript ID: 5453142

Call ID: 177003_1

Reason: Clear explanation, high rapport, successful resolution with all evaluation metrics passed, including strong summarisation and next steps.

[View Best Call](#)

Coaching Call

Transcript ID: 5453182

Call ID: 177042_1

Reason: Multiple fails in active listening, call closure, call flow, and summarisation, leading to a frustrated caller and unresolved issues.

[View Coaching Call](#)

Coaching Focus for Next Week



Caller Verification Compliance

Role-play scenarios focusing on verification steps and handling difficult customers

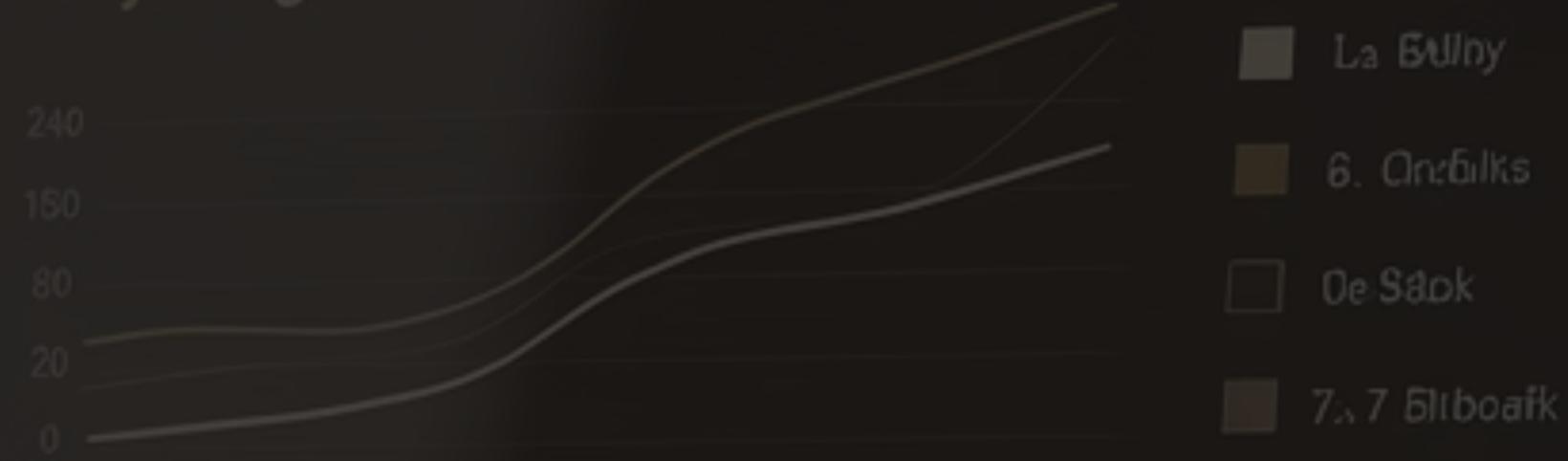


Empathy & Rapport Building

Review recorded calls with coaching on empathy techniques and summarisation of next steps in complex interactions

Market Segments

Key Insight



Call Resolutions Report

A comprehensive analysis of what is driving Call Resolution Rates within your Contact Centre



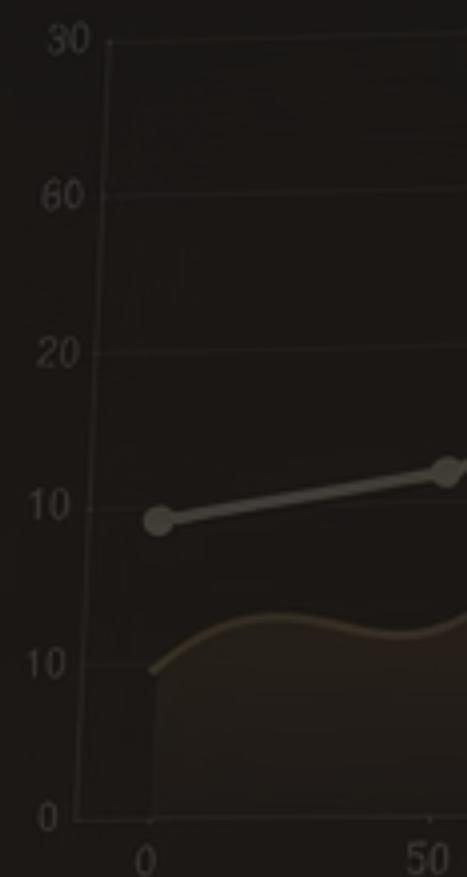
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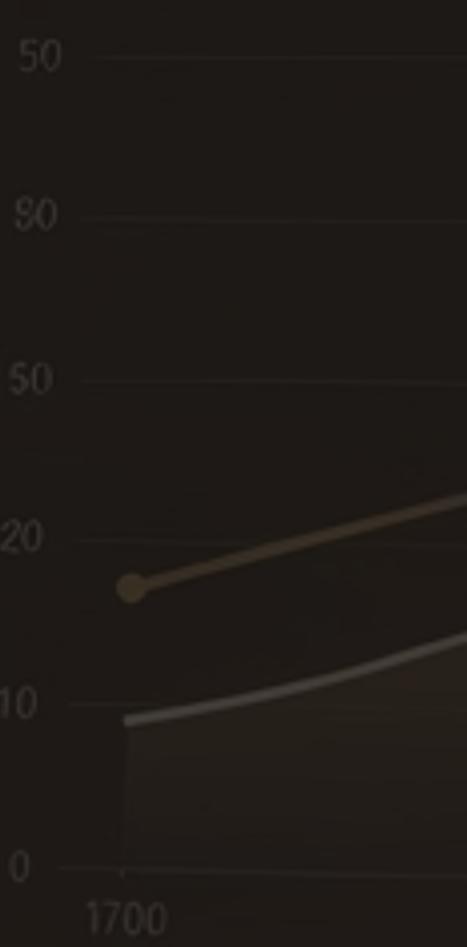
Forecasts



Customer



>> Forecast



Agent Call Resolutions



1

Reporting Period

Month: August

Period: August 1, 2024 – August 31, 2024

2

Resolution Challenges

In August, overall Agent Call Resolution (ACR) declined by 5 percentage points to 89.3%, accompanied by a 3.7 percentage point drop in Issue Resolution (IR) to 51.0%. The Resolution Gap remained largely stable at 38.3%, indicating persistent challenges in fully resolving customer issues on first contact.

3

Sentiment & Bottlenecks

Despite these declines, Net Customer Sentiment improved significantly, doubling from +11% to +22%, suggesting customers perceive interactions more positively even amid resolution challenges. Operational bottlenecks appear linked to backend dependencies and high volumes of follow-up and escalated cases, which are impacting first-touch resolution rates.

1314

-5%

Total Calls

ACR Change

-3.7%

+11%

IR Change

Sentiment Improvement

Key Performance Metrics

Attribute	Current Month %	Previous Month %	Trend
Agent Call Resolution (ACR %)	89.3%	94.3%	-5 p.p.
Issue Resolution (IR %)	51.0%	54.7%	-3.7 p.p.
Resolution Gap %	89.3%	89.5%	-0.2 p.p.
Net Customer Sentiment %	+22%	+11%	+11 p.p.

Key Observation

The 5 percentage point decrease in ACR signals a notable reduction in agents' ability to fully resolve calls during the initial interaction, potentially driven by increased complexity or resource constraints. Issue Resolution also declined by 3.7 points, reflecting difficulties in addressing the root causes of customer issues promptly.

The Resolution Gap remained nearly unchanged, indicating that whilst agents are closing calls, many issues remain unresolved from the customer's perspective. Conversely, the **Net Customer Sentiment improved by 11 percentage points**, highlighting that despite resolution challenges, agents may be delivering better service experience or communication. This divergence suggests opportunities to align operational effectiveness with customer satisfaction more closely.



Final Agent Actions

28.2%

Self-Resolved calls constitute the largest share, demonstrating agents' capacity to independently close issues.

23.8%

A significant percentage of calls resulted in issues being left with the customer, indicating unresolved matters that may drive repeat contacts.

17.3%

Advice Given

11.6%

Follow-Up Scheduled

8.1%

Escalations account for backend or specialist dependencies that delay closure.

5.0%

Incomplete

4.7%

Information Only

1.4%

Other

The presence of incomplete and information-only outcomes, though smaller, suggests areas where call handling could be improved for efficiency and completeness.

Why Customers Called

Understanding performance across different contact categories reveals where operational improvements can have the greatest impact on customer satisfaction and resolution rates.

Category	ACR %	IR %	Gap %
Billing & Payments	90	73	17
Claims & Incidents	89	39	50
Complaints & Risk Management	79	21	57
Onboarding & Policy Setup	84	55	29
Other	70	17	52
Policy Management	96	70	26
Product Enquiries & Upgrades	83	33	50
Telematics & Driving Behaviour	92	69	23

Strong Performance

Billing & Payments and Policy Management categories show the highest ACR rates (89.9% and 95.7% respectively) and relatively strong IR percentages, indicating effective resolution in these areas.

Critical Gaps

Categories such as Complaints & Risk Management and Claims & Incidents exhibit large Resolution Gaps (57.4% and 50.3%), driven by low IR rates (21.3% and 38.5%), highlighting significant friction points.

Improvement Opportunity

Product Enquiries & Upgrades and Other categories also show substantial gaps, suggesting complexity or insufficient agent empowerment requiring targeted operational improvements.

Sentiment & Agent Performance

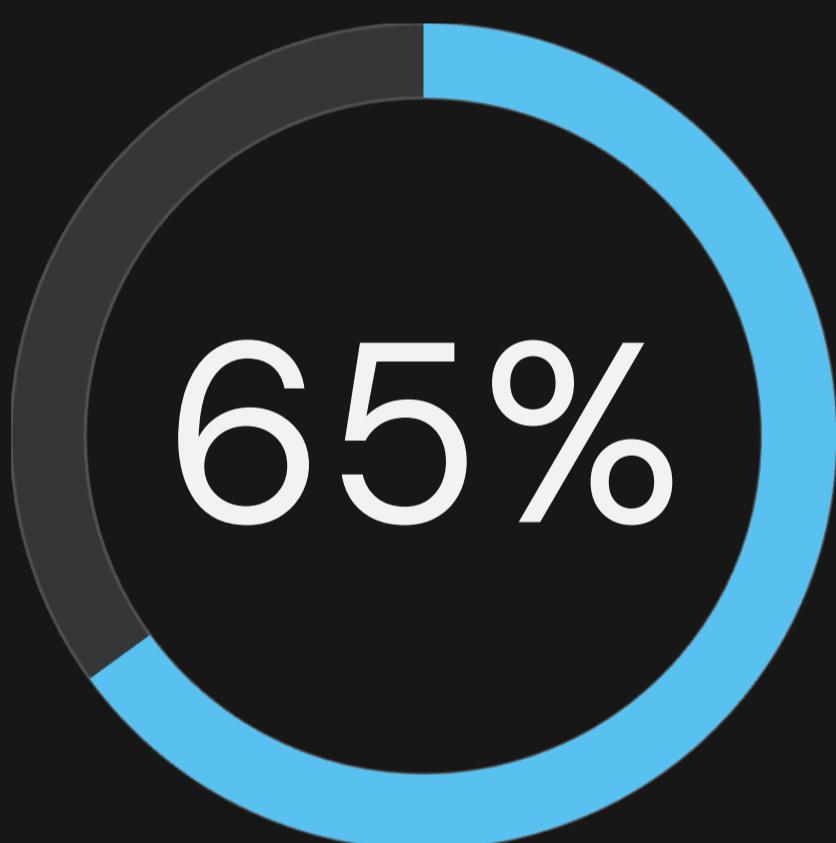
Top Performing Agents

Agent Name	Volume	ACR %	IR %	Gap %
Shane Warne	153	85	42	43
Wasim Akram	130	89	39	49
Ricky Ponting	118	92	36	56
Rahul Dravid	113	87	60	27
Anil Kumble	104	87	65	21

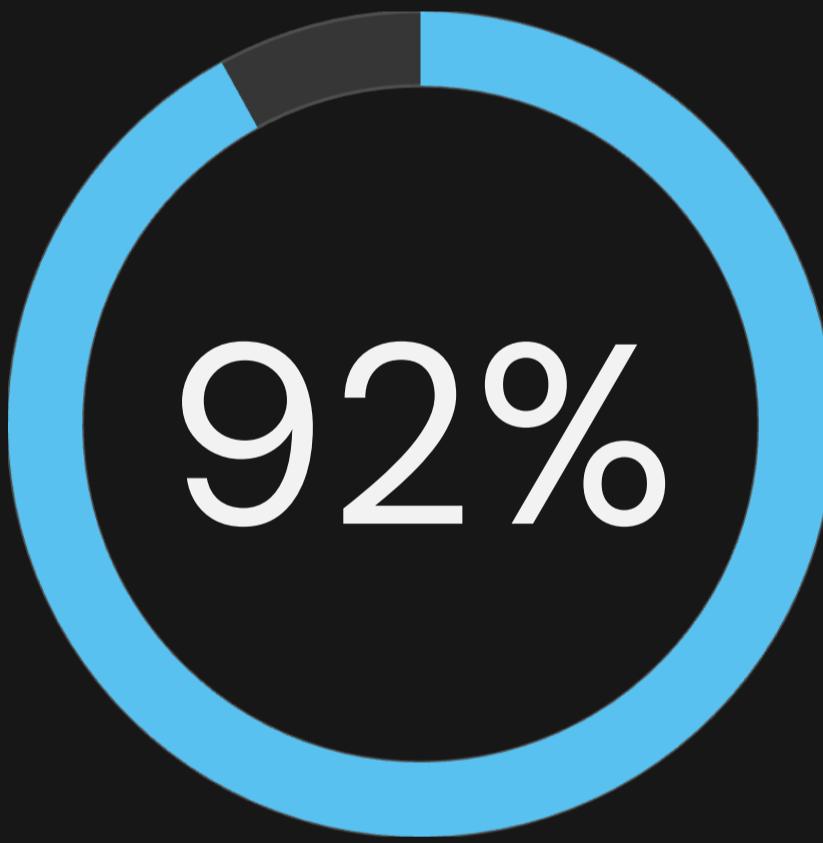
Performance Insights

Top agents demonstrate strong ACR performance, with rates ranging from 85.0% to 92.4%, but IR percentages remain low across the board, with the highest at 65.4%.

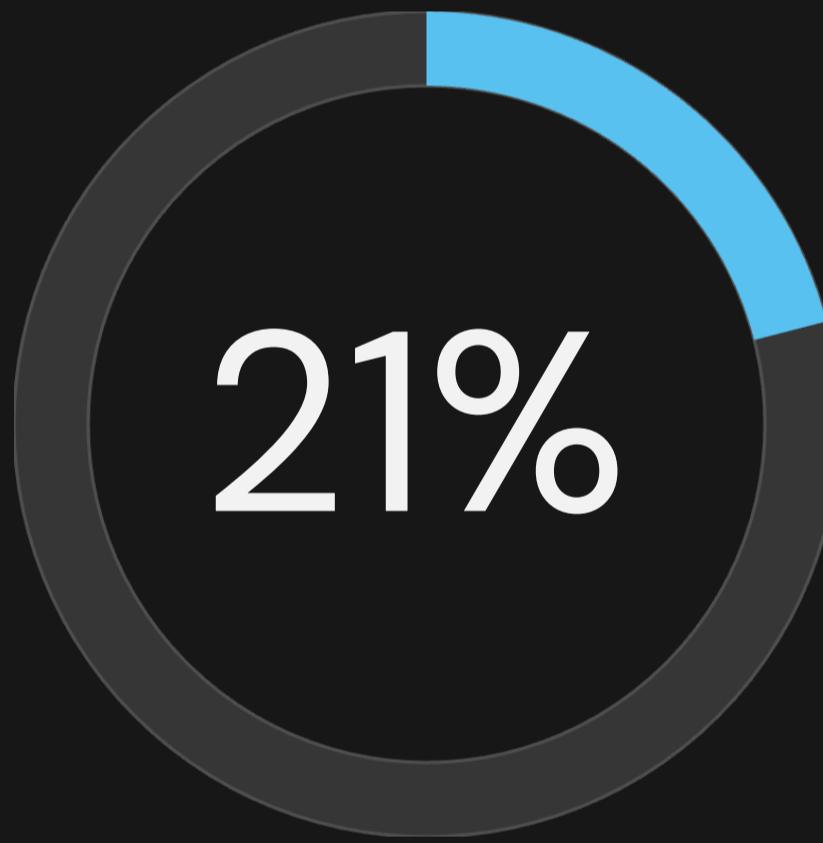
The substantial Resolution Gaps (21.1% to 56.0%) indicate that even high-performing agents face challenges in fully resolving issues. Call volumes vary, with the highest at 153 calls, suggesting workload differences may impact performance.



Highest IR
Anil Kumble



Highest ACR
Ricky Ponting



Lowest Gap
Anil Kumble

Recommendations

01

Enhance Agent Training

Focus on complex issue resolution, particularly in high-gap categories like Complaints & Risk Management and Claims & Incidents to improve first-contact resolution rates.

02

Optimise Escalation Workflows

Streamline escalation and follow-up workflows to reduce backend dependencies and improve first-contact resolution rates across all categories.

03

Implement Targeted Coaching

Provide performance reviews for agents with high Resolution Gaps to close skill gaps and improve IR percentages through personalised development plans.

04

Leverage Sentiment Insights

Identify and replicate communication best practices that drive positive experiences despite resolution challenges to maintain customer satisfaction.

05

Invest in Self-Service Tools

Enhance knowledge base and self-service capabilities to empower agents and customers, reducing the volume of issues left unresolved or requiring follow-up.

 **Priority Focus:** The combination of declining resolution rates and improving sentiment presents a unique opportunity. By addressing operational bottlenecks whilst maintaining the positive customer experience trajectory, organisations can achieve both efficiency gains and enhanced customer satisfaction.