Operational Playbook: Turning Analytics Into Action - Admin Panel

Purpose: Give you a simple routine to review analytics and improve service every week.

Weekly rhythm

1. **Monday:** Check **Daily Call Volume** for last week. Note spikes.
2. **Tuesday:** Review **Weekday** and **Hourly Averages** and adjust schedules.
3. **Wednesday:** Review **Call Bifurcation** and update scripts or FAQs.
4. **Thursday:** Check **Call Closure Time** and remove process blockers.
5. **Friday:** Review **Customer Journey** and plan one improvement for transfers or pickup.

Simple checklist

- Do we know our two busiest hours?
- Do we know the top three call reasons?
- Are ownership rules clear, with low **NA**?
- Are most requests closed within the target time?

Tips and good practices

- Keep changes small and measurable.
- Share one slide or note with the team each week that shows the metric and the action.
- Celebrate improvements and keep a log of what worked.

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