Customer Journey: Transfers, Pickup, Missed Calls, and Handle Time - Admin Panel

Purpose: Turn journey insights into concrete actions that reduce missed calls and shorten time to help.

Steps to improve

1. **Lower unnecessary transfers**
   - Map the top transfer reasons to better screen prompts or knowledge articles.
2. **Increase pickup rate**
   - Check hours with low pickup in **Hourly Averages** and add coverage.
3. **Shorten handle time**
   - Standardize call notes and templates for the top reasons from **Call Bifurcation**.
4. **Protect high value paths**
   - If one branch serves urgent needs, make it a priority route with clear ownership.

What to monitor

- Transfer rate by department.
- Pickup rate by destination number or team.
- Average handle time before and after changes.

Tips and good practices

- Pilot one change at a time and measure for two weeks.
- Share simple runbooks for the most common three call reasons.
- Close the loop by checking **Daily Call Volume** to see if changes shifted demand.

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