Management Systems & Production Engineering

Central Research Laboratory
Social Information Systems Research Department

Business Microscope identifies key factors affecting Call Center performance

Activity-level during breaks influenced order volume

【Achievement】

Hitachi, Ltd. and MOSHI MOSHI HOTLINE, Inc., today announced that after measuring the behavior of telemarketers in call centers over a one-month period, and analyzing the data, a correlation was found between sales performance over the phone and the activity level during breaks in the workplace. To confirm these findings, a similar analysis was conducted with teams of telemarketers from the same age group in which higher workplace activity levels might be expected. The result showed that not only was there a higher level of workplace activity, but also a 13% increase in the volume of orders received. These results indicate that by analyzing employee behavioral data in conjunction with management and business data, factors affecting the performance of firms can be identified and could suggest new strategies to boost business performance.

■Characteristics

(1) Comparative Analysis of Behavioral Data and Performance Data

Results indicated that the primary factors influencing the volume of orders were (a) the degree of activity during breaks at the workplace (35%), (b) sales skill (21%), and (c) other factors (44%).

(2) Verification tests to improve order receipt rate

The causal link between order receipt rate and workplace activity level during breaks was investigated. During the week when their breaks coincided, workplace activity level rose and order receipt rate also increased by approximately 13%.

■Plan

Hitachi will, together with customers and partners from various business sectors, continue the comprehensive analysis of vast behavior-related big data sets measured by Business Microscope coupled with more conventional management and business environment data to promote performance-enhancing consulting services and IT business solutions.