

Month: **March, 2026**

REPORT DETAILS



Weekly CX Performance Metrics:

| Metric | Week | Trend | Variation (%) | Total Calls | Key Result (%) |
|------------------|---------------|----------|---------------|-------------|----------------|
| EOD | W1 | Positive | 15.2 | 299 | 38 |
| | W2 | Negative | -6.1 | 240 | 31 |
| | W3 | Positive | 12.1 | 297 | 37 |
| | W4 | Positive | 3 | 110 | 34 |
| | W5 | Negative | -18.2 | 59 | 27 |
| | Total (Month) | Positive | 6.1 | 1005 | 35 |
| Issue Resolution | W1 | Negative | -13 | 299 | 47 |
| | W2 | Negative | -1.9 | 240 | 53 |
| | W3 | Negative | -13 | 297 | 47 |
| | W4 | Negative | -1.9 | 110 | 53 |
| | W5 | Positive | 9.3 | 59 | 59 |
| | Total (Month) | Negative | -7.4 | 1005 | 50 |
| Repeat Call | W1 | Positive | 23.8 | 299 | 26 |
| | W2 | Negative | -4.8 | 240 | 20 |
| | W3 | Positive | 4.8 | 297 | 22 |
| | W4 | Positive | 28.6 | 110 | 27 |
| | W5 | Negative | -33.3 | 59 | 14 |
| | Total (Month) | Positive | 9.5 | 1005 | 23 |

EOD (Expression of Dissatisfaction):

Percentage of calls where customers expressed dissatisfaction with service, product, or interaction. **Negative variation is Better.**

Issue Resolution:

Percentage of calls where the customer's problem was successfully resolved during the interaction. **Positive variation is Better.**

Repeat Call:

Percentage of calls where customers had to call back about the same unresolved issue. **Negative variation is Better.**

Key Result (%):

This is the 'Yes %' for all three metrics for the particular week.

Executive Summary

March 2026 saw a mixed CX performance with a modest overall improvement in repeat call rates (+9.5%) but a decline in issue resolution rates (-7.4%), indicating challenges in first-contact resolution. Expression of dissatisfaction increased slightly (+6.1%), reflecting ongoing friction points primarily around claims and customer service interactions. Key drivers of repeat calls and unresolved issues centered on claim status updates and documentation requests, highlighting operational bottlenecks. While some weeks showed positive trends, the volatility suggests targeted interventions are needed to stabilize and enhance customer experience.

CX PERFORMANCE INSIGHTS**UNRESOLVED ISSUES**

Claim Status Update (264 calls)

Lodge a New Claim (145 calls)

Submit/Request Claim Documentation
(137 calls)

Customer Service (305 calls)

Servicing (31 calls)

REPEAT CALL REASONS

Claim Status Update (140 calls)

Submit/Request Claim Documentation
(75 calls)

Lodge a New Claim (60 calls)

High Risk Categories / Topics

High unresolved rates and negative sentiment cluster around claims processing and customer service interactions, which are critical touchpoints impacting customer satisfaction and repeat contacts.

Claim Status Update

Customer Service

Submit/Request Claim Documentation

Lodge a New Claim

Narrative Insight

The data reveals that claims-related inquiries dominate unresolved issues and repeat calls, suggesting delays or complexity in claims processing. Customer service topics also feature prominently, indicating potential gaps in frontline support or communication. These friction points contribute to lower issue resolution rates and elevated repeat call percentages, underscoring the need for process improvements and enhanced agent training to reduce customer effort and improve first-contact resolution.

COMPARATIVE METRICS

Issue Resolution:

Previous Month: Positive trend with higher resolution rates

Current Month: Negative trend with -7.4% variation

Repeat Call:

Previous Month: Negative trend with lower repeat call rates

Current Month: Positive trend with +9.5% variation

Top Topic Shift:

Previous Month: Claims and customer service topics stable

Current Month: Claims-related topics increased in volume and prominence

VOC INSIGHTS

Overall EOD Score

35%

Sentiment Trends

Mixed with slight positive shifts in repeat call trends (+9.5%) but negative shifts in issue resolution (-7.4%) and expression of dissatisfaction (+6.1%)

Narrative Insight

Customer sentiment reflects ongoing dissatisfaction primarily linked to claims and service interactions. The increase in expression of dissatisfaction despite some positive repeat call trends suggests that while fewer customers may be calling back, those who do remain frustrated. This indicates that resolution quality and communication clarity are key areas for improvement to rebuild trust and reduce negative sentiment.

RECOMMENDATIONS

- Implement targeted agent coaching focused on claims processing and communication to improve first-contact resolution.
- Deploy automation tools for claim status updates and documentation submission to reduce customer effort and call volume.
- Enhance call scripting to proactively address common friction points and set clear customer expectations.
- Strategically review and streamline claims handling policies and workflows to reduce complexity and processing times, thereby improving customer satisfaction and operational efficiency.

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