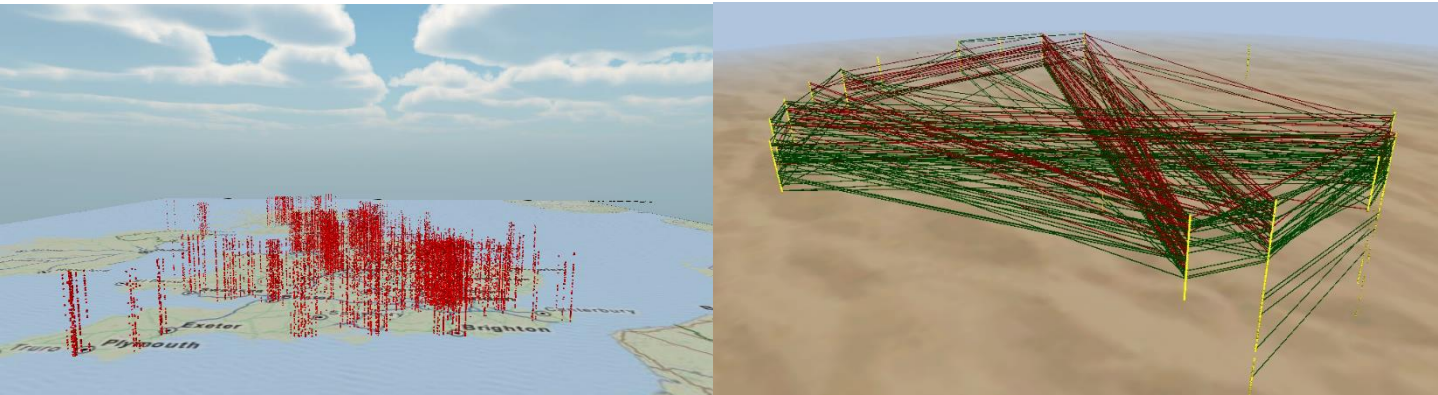
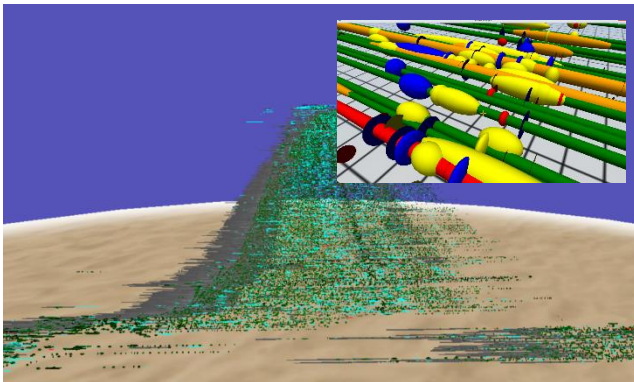
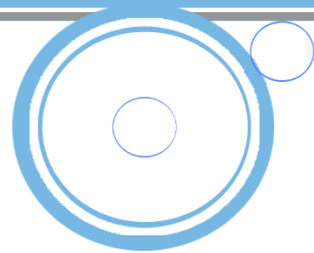


Call-Centre Data

3D Visualisation of IVR and Agent Data

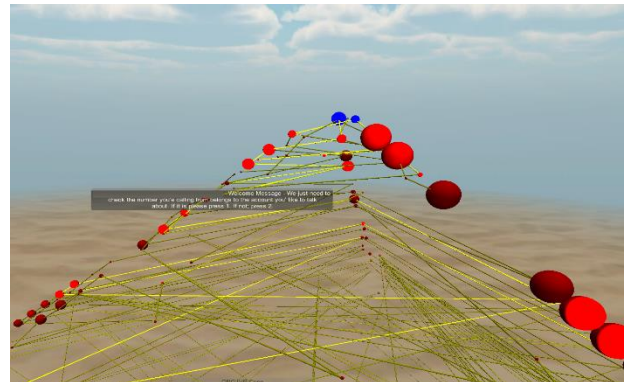


As part of an InnovateUK project we worked with call-centre specialists QPC to look at different ways of visualising call centre data in 3D. There were a number of different datasets to visualise. The image top-left shows the activity at each UK call centre, with the vertical dimension as time. The image top-right shows the transfers between specialist teams at different call centres – the colours showing the type of transfer.



Agent Activity

The main image above shows around 800,000 call centre agent status reports – as agents sign-on shift, become available, take calls, complete post-call tasks, enter waiting, and finally sign off. The discontinuity at the bottom shows the shift from Far East to UK call centre activity. Other clear bands of activity are also visible. The insert shows the same image zoomed in to specific agents and activities – without losing the context of the bigger picture.



IVR Activity

Visualising IVR data was more of a challenge. We eventually settled on this innovative visualisation based around a pyramid. Calls enter at the top, and each layer of the pyramid represents a step in the IVR exchanges. The radials represent the different possible IVR actions at each step. Sphere size shows how often each step is triggered, and the line widths reflect how often each transfer is used. This visualisation helped to reveal interesting patterns within the data, such as DTMF entry of code, and early terminations.