



Drive Action with Proactive Insights

& Dashboard Narratives

Meet your speakers ✦



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Our mission is to deliver better customer experience, customer trust and personalisation, being a truly data-driven organisation, one where data is accessible, trusted and used as part of every decision.



Proactive Insights

Forward-looking, decision-led analysis that surface risks or opportunities.

They shape what happens next



Reactive vs. Proactive

reactive

- Stakeholder asks for revenue by region
- Analyst builds the charts/dashboard
- Delivers exactly what was asked

proactive

- Builds the chart as asked
- Notices Birmingham is underperforming and starts to investigate
- Takes initiative and goes beyond the ask
- Goes to a stakeholder with a new finding

CASE STUDY

Call Center Service Response

How it came about?

No brief, no request from SLT



Matt Nash

Head of Data Adoption
Enablement

Our customers deserve a
good experience.
We're letting some of them
down.

Can we find out where?



Shreya Arya

Consultant in Call Center
Ops

(at the time)

How it came about?

No brief, no request from SLT



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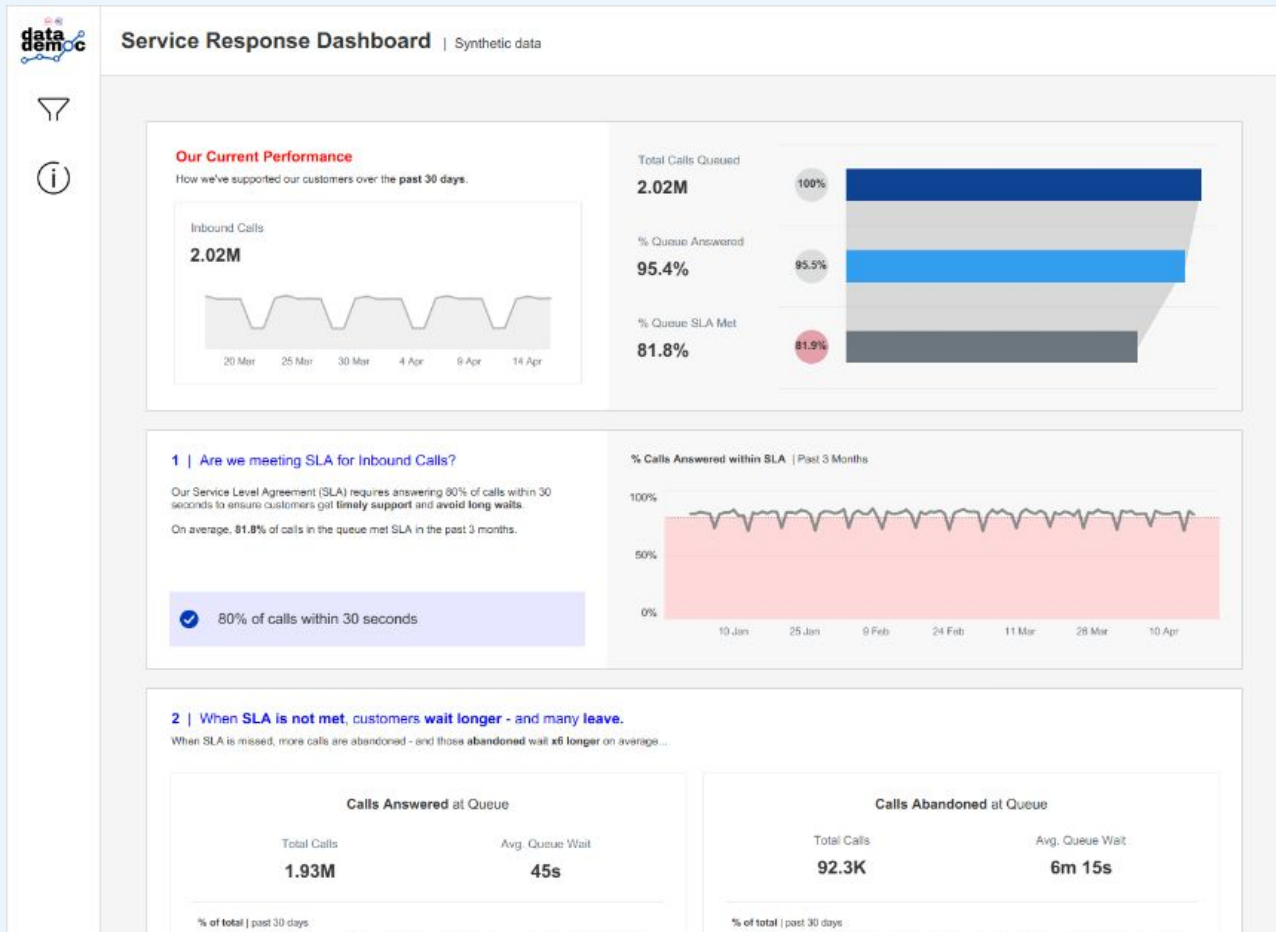
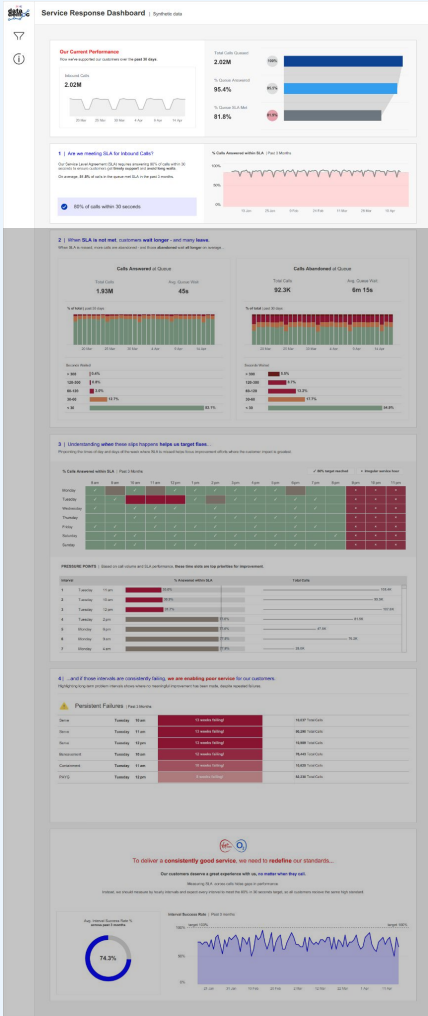
**Don't just find the problem.
Make it impossible to ignore.**

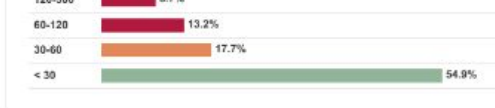
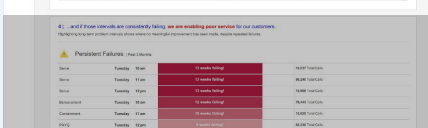
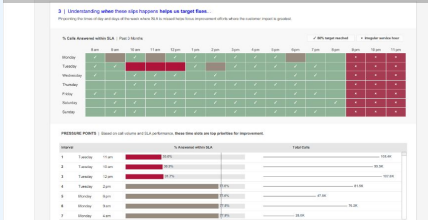
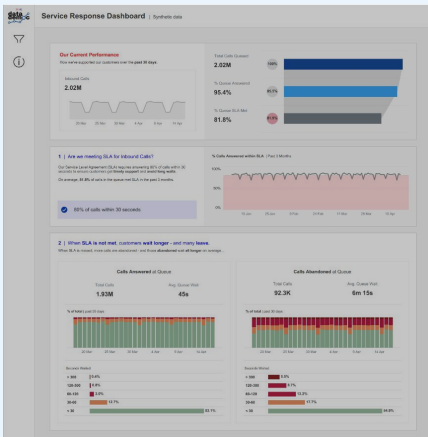


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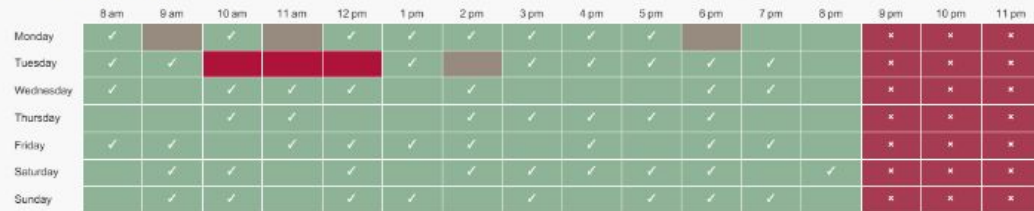
3 | Understanding **when** these slips happens **helps us target fixes**...

Pinpointing the times of day and days of the week where SLA is missed helps focus improvement efforts where the customer impact is greatest.

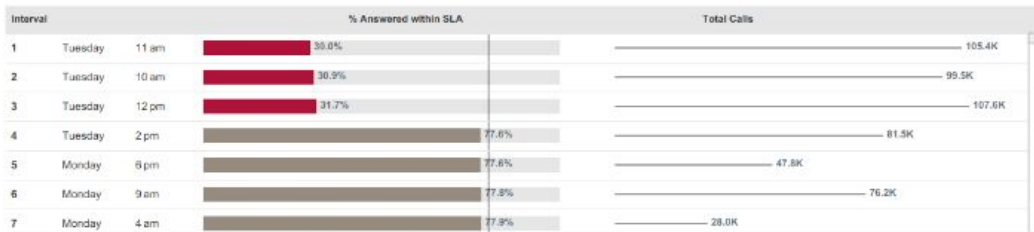
% Calls Answered within SLA | Past 3 Months

✓ 80% target reached

✗ Irregular service hour



PRESSURE POINTS | Based on call volume and SLA performance, these time slots are top priorities for improvement.

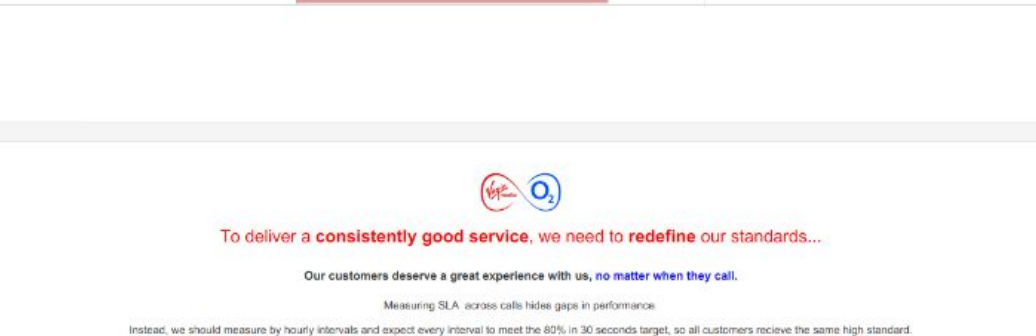
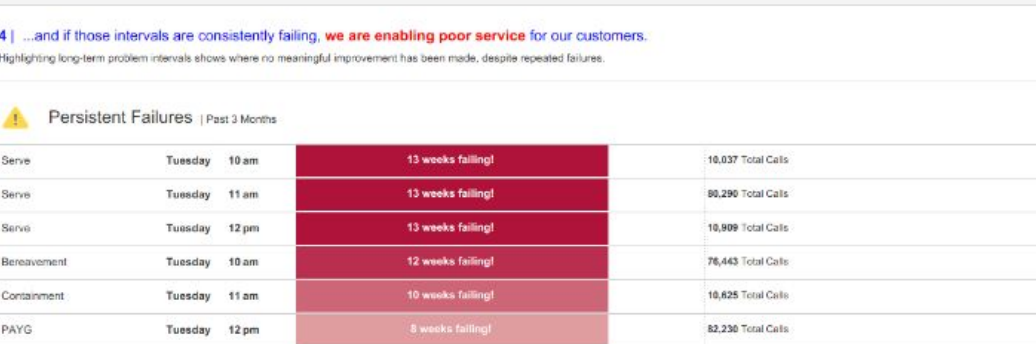
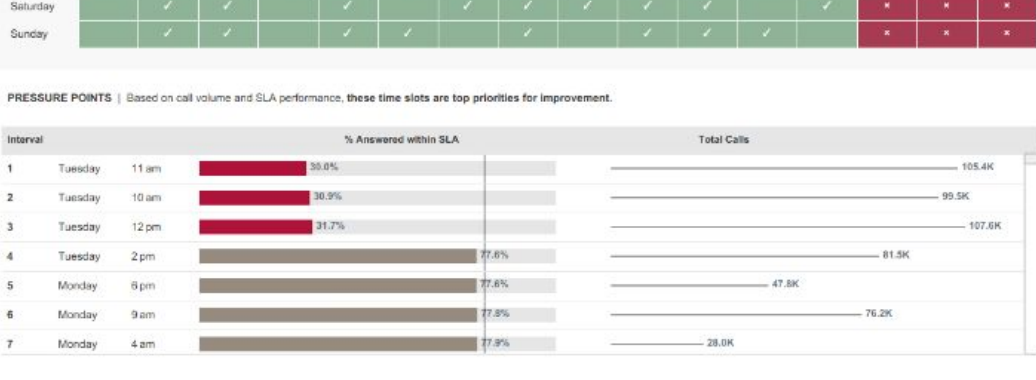
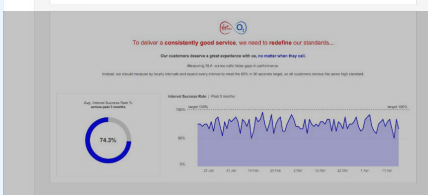
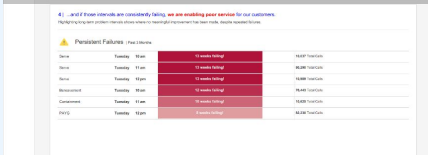
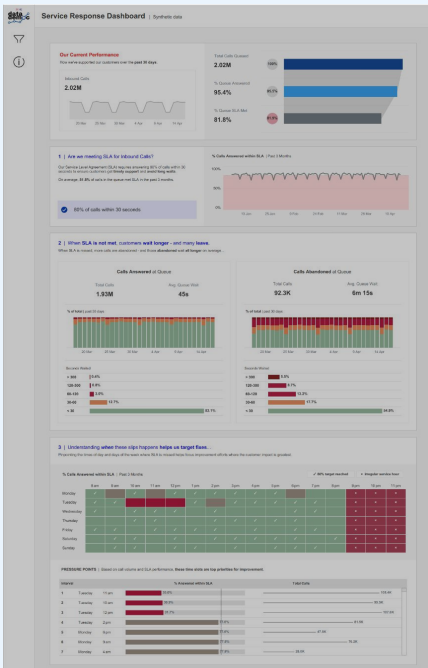


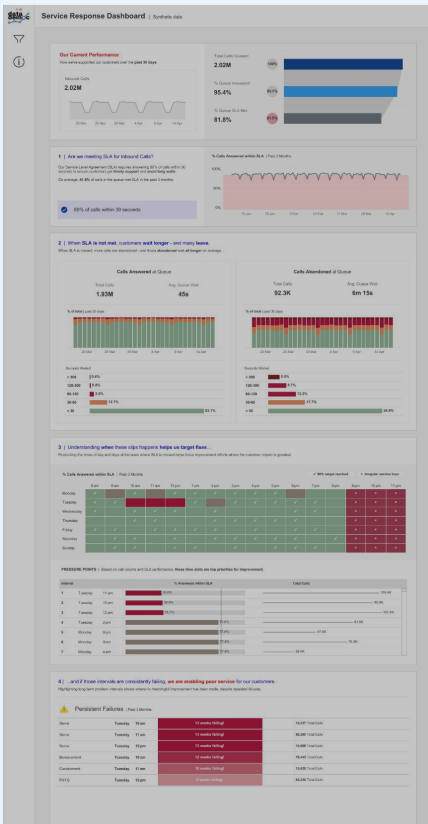
4 | ...and if those intervals are consistently failing, **we are enabling poor service** for our customers.

Highlighting long-term problem intervals shows where no meaningful improvement has been made, despite repeated failures.

1 Persistent Failures | Past 3 Months

Serve	Tuesday	10 am	13 weeks failing!	10,037 Total Calls
Serve	Tuesday	11 am	13 weeks failing!	80,290 Total Calls
Serve	Tuesday	12 pm	13 weeks failing!	10,909 Total Calls





4 | ...and if those intervals are consistently failing, we are enabling poor service for our customers.

Highlighting long-term problem intervals shows where no meaningful improvement has been made, despite repeated failures.

Persistent Failures | Past 3 Months

Serve	Tuesday	10 am	13 weeks failing!	10,037 Total Calls
Serve	Tuesday	11 am	13 weeks failing!	80,296 Total Calls
Serve	Tuesday	12 pm	13 weeks failing!	10,909 Total Calls
Bereavement	Tuesday	10 am	12 weeks failing!	76,443 Total Calls
Containment	Tuesday	11 am	10 weeks failing!	10,625 Total Calls
PAYG	Tuesday	12 pm	8 weeks failing!	82,230 Total Calls



To deliver a consistently good service, we need to **redefine** our standards...

Our customers deserve a great experience with us, **no matter when they call**.

Measuring SLA across calls hides gaps in performance.

Instead, we should measure by hourly intervals and expect every interval to meet the 80% in 30 seconds target, so all customers receive the same high standard.

Avg. Interval Success Rate %
across past 3 months



Interval Success Rate | Past 3 months



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Summary - A layered story...

1

Start Familiar

SLA metrics leaders already know - 80% answered in 30s

2

Reveal the gaps

Fluctuations emerge. A “green” KPI hides real customer pain.

3

Make it human

Abandoned callers wait X times longer. Empathy through data.

4

Pinpoint the cause

Heatmap identifies exact time slots failing. Pressure points.

5

Recommend action

Measuring SLA by hourly interval - not daily aggregate.

Domain Knowledge

A superpower for proactive insights.

How are we enabling this further?

Centre for Enablement (C4E) and wider **data democ** initiatives...



Shadowing

Spend a day with frontline teams - installation, call centre, branch.



Showcasing

Share what good looks like at offsites, all hands and CoP calls.



Knowledge

Grow our internal knowledge base with resources. Share curiosity and inspiration.



Celebrating Wins

When someone does something great, we make sure people know.

DEMO

Dashboard Narratives

Tableau Agent for Dashboard Narratives automatically analyses the dashboard and generates a concise summary, helping readers understand the purpose, key metrics, and intended audience immediately.

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 Tableau Agent
 Data Guide
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January 01, 2022 - December 30, 2022

● Last updated: 02/04/2026

Sales Profit Orders

CUSTOMERS ▲ 8.6% vs. PY

693 

Segment	Employees (K)	% Change
Consumer	5339.9K	+11.0%
Corporate	241.8K	+16.0%
Home Office	159.5K	+51.5%

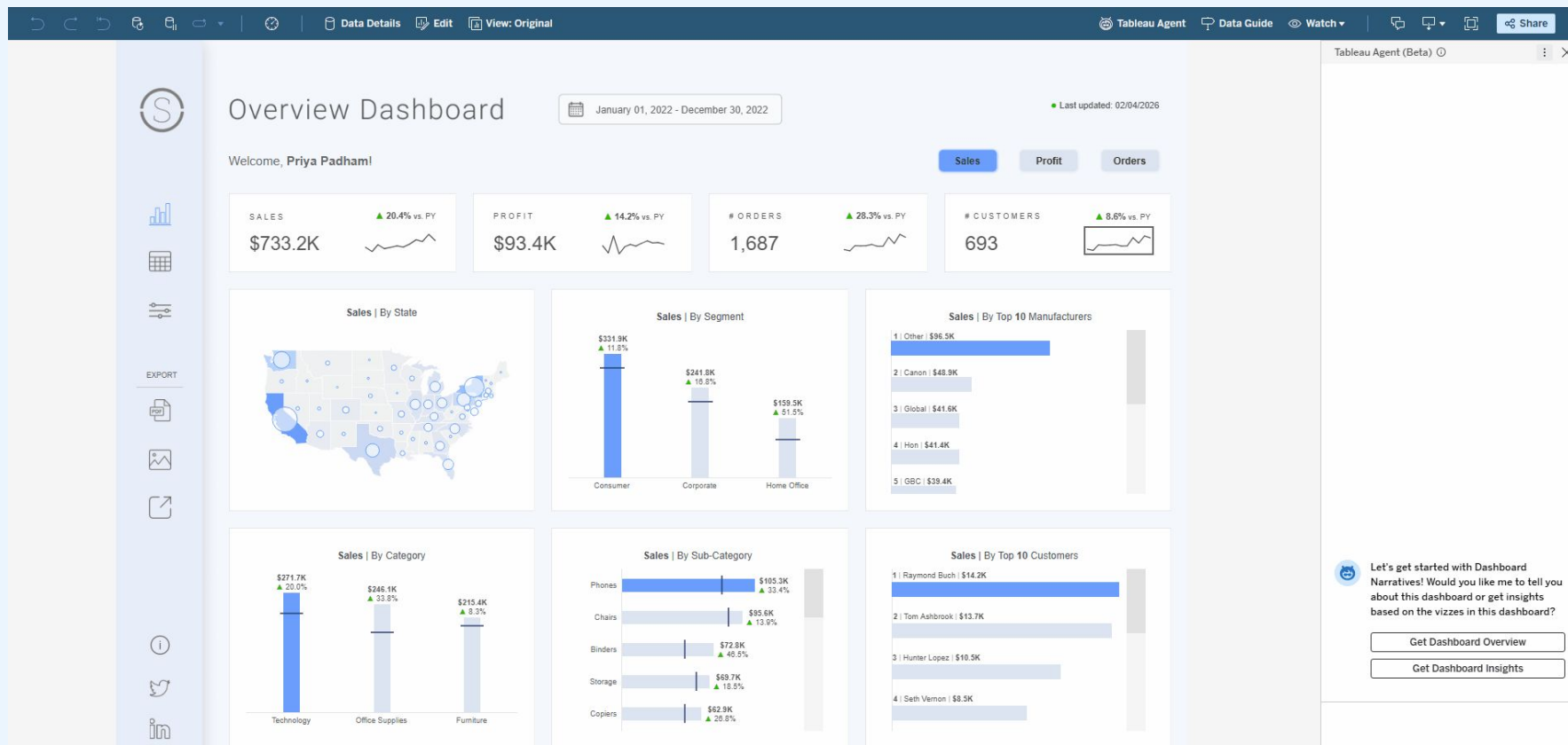
Rank	Company	Revenue
2	Canon	\$48.9K
3	Global	\$41.6K
4	Hon	\$41.4K
5	GBC	\$39.4K
6	Fellowes	\$28.2K

Category	Current Sales	% Change
Technology	\$271.7K	20.0%
Office Supplies	\$246.1K	33.8%
Furniture	\$215.4K	8.3%

Category	Current Sales	% Increase
Phones	\$105.3K	33.4%
Chairs	\$95.6K	13.9%
Binders	\$72.8K	46.5%
Storage	\$69.7K	18.5%
Copiers	\$62.9K	26.8%

Rank	Executive Name	Salary
1	Raymond Buch	\$14.2K
2	Tom Ashbrook	\$13.7K
3	Hunter Lopez	\$10.5K
4	Seth Vernon	\$8.5K

Dashboard Insights



The benefits of proactive insights

For Stakeholders

Insights without asking. The right question is already answered **before** they know to ask it.

For the Team

We move from order-takers to strategic partners.

The work that makes people proud.

For Customers

A high-quality service they can rely on.

Thank You

DataFam
Day



Connect with us ✦



Priya Padham



Shreya Arya



Seffana Mohamed-Ajaz

