MANAGEMENT BRIEF · IBSS SAMPLE DATA

Customer contact (CC) — why the value sits below target

One page, one metric, one cause. For management.

CC	MISSES	FROM 5 DRIVERS
96.4%	25	22
Target 98% · minimum 95%	all at 0 seconds	56% of all cases

CC is the single largest shortfall of the week: 1.6 percentage points below target. The cause is narrow, involves five drivers and is fixable within a week.

1 Who causes the misses

DRIVER	ADDRESSES REQUIRING CONTACT	MISSED	RATE	CALL DURATION
Youssef Benali	15	**8**	**46.7 %**	**8× 0 s**
Amir Haddad	12	**4**	**66.7 %**	**4× 0 s**
Dragan Pavlović	34	**5**	**85.3 %**	**5× 0 s**
Tomasz Wójcik	11	**3**	**72.7 %**	**3× 0 s**
Elena Marinescu	16	**2**	**87.5 %**	**2× 0 s**

2 The cause in one sentence

All 25 misses in the station have a call duration of 0 seconds. The call is started and ended immediately — it never rings once. The system records this as no contact, the package goes back and the metric drops.

Arithmetically, one change is enough. If only the five drivers listed carried the call through, CC would rise from 96.4% to over 99% — with no other measure at all.

3 Three measures

1. **Binding rule: let it ring for 30 seconds**
   Then an SMS. Only then may a package be returned.
2. **Daily check of call duration**
   The daily report shows the duration per shipment. Zero seconds is immediately visible.
3. **Check the drop-off location before every return**
   In 11 of the 25 cases a drop-off location was on file — no call would have been needed at all.

Sample report. All figures, names, transporter IDs, tracking numbers, postcodes and dates in this document are fictitious and serve only to illustrate the report format. No data of real clients, stations or employees is shown.