

Founder of the Right First Time Contact Centre Standard® for First Contact Resolution

Right First Time FCR Master class taken by 350+ organisations in EMEA and North America

Founder of Rabbit Surveys

Market Research Society Member and Diploma Holder since 1988

Six Sigma Black Belt

One of UK's Top Ten Most Influential People in recent Call Centre Helper Poll

Tennis Nut



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Top Ten Tips for Effective FCR

top tips...

Repeat Contact – the Key to FCR

Repeat contact is what FCR is all about.

1. Do not think about First Contact Resolution – think about repeats.



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Repeat Contact – the Key to FCR

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2. Do not think about one or more agents, does this equal FCR? – think about repeats.



Top Ten Tips for Effective FCR

top tips...

Repeat Contact – the Key to FCR

Repeat contact is what FCR is all about.

3. Do not associate customer satisfaction with FCR – think about repeats.



You need to move to monthly tracking of FCR from the eyes of your customer.



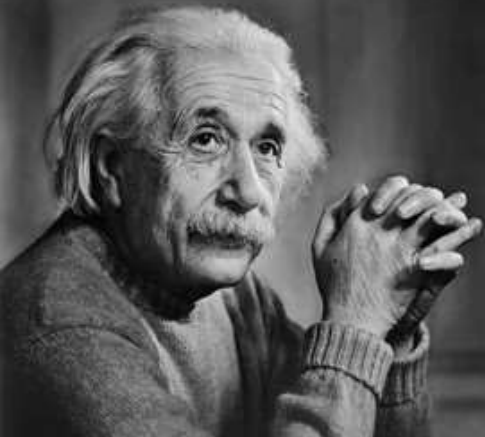
Get your insight at agent level



Ask the customer if they feel
their CURRENT query was
solved first time

If you can't explain it **simply**, you
don't understand it well enough.

– Albert Einstein



Ask how many times they believed they had to contact the organisation to get a fix



Ask about the agent's
professionalism, knowledge and
manner



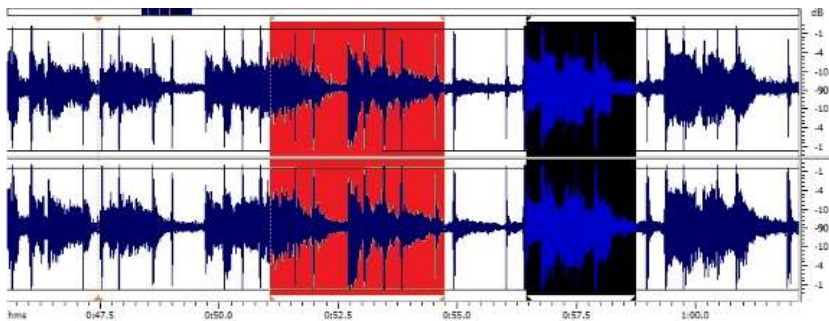
Ask the customer to tell you what
you could improve



Roll in a Net Promoter Score NPS question to give yourself the opportunity to benchmark against your peers



Use call recording to give yourself the opportunity to further inspect repeat contact (if you use surveys and call recording, the survey will date stamp the call time and the agent. Even the most basic call recorder will allow you to go in and listen to specific calls where callers have been unhappy)



Ask your own agent to rate their own performance as part of the survey.



70%
repeats
caused by
agents



Agent Did It

“Non Systemic Demand Failure”

Closely monitored

Agent Held to Task

Urgent fix culture

Change in resources

Instigate coaching and training

Must be fixed in 7 days

Not the Agent

“Systemic Demand Failure”

Much less pressure to fix

Political, departmental, inertia barriers

Less urgency

More cavalier

Often left alone

World Class means once spotted this is put under a fixed time for fixing

