A Strategy For Improving First Contact Resolution
Today’s Webinar Will Look To…

✓ Define First Contact Resolution (FCR)
✓ Reveal how customers feel
✓ Consider the business case for improving FCR
✓ Investigate the Primary factors affecting FCR
✓ Offer steps for improvement
  1. Call avoidance
  2. Identify reasons for repeat calls
  3. Integrate key systems
  4. Agent empowerment
✓ Consider strategies for improving FCR
Defining First Contact Resolution

The customer should define when the query has been resolved.
Research Base Of 1,300 Conducted In September 2014

GENDER
- Male: 54%
- Female: 46%

AGE
- 16-24: 3%
- 25-34: 10%
- 35-44: 17%
- 45-54: 26%
- 55+: 10%

REGION
- East: 6%
- London: 9%
- Midlands: 15%
- North East: 5%
- North West: 11%
- Northern Ireland: 8%
- Scotland: 17%
- South East: 12%
- South West: 6%
- Wales: 2%
- Yorkshire: 9%
95% say resolution not achieved after first contact
42% will ask for the supervisor as the next response
26% will head to social media to express dissatisfaction
1 in 10 will take their business elsewhere
Why A Focus On Improving FCR Is Important

1. Higher overall interaction volumes → Greater customer effort
2. Higher volume of agents required → Poor customer experience
3. Higher than necessary operational costs → Reduced customer satisfaction
4. Costs between 5% and 15%
   - Costs 4 to 10 times more to recruit new customers

Repeated Contact with Company
The Business Case

Improving Customer Engagement is important because it enhances customer experience which leads to increased profitability and lower costs.

Customers with positive experiences

- Are nearly twice as likely to refer friends
- More likely to buy additional products
- Cost less to serve
Primary Factors Affecting FCR

- Need for a single view of customer information
- Inefficiency caused by internal system complexity

Technology

- Joined up systems
- Skilled agents have discretion to deliver a quality experience
- Rigid regimes where agents have no discretion
Continuous Improvement – Step 1

- Analyse enquiry types
- Use self-service automation: IVR / Speech / Web Form
- ‘Push’ information using email and SMS
- Use surveys to capture feedback

Call avoidance
- Identify reasons for repeat calls
- Integrate key systems
- Agent empowerment

Technology
- Joined up systems

Agent empowerment
Continuous Improvement – Step 2

Assess differences between peak and average times
Route customers to agents with relevant skills
Schedule appropriately trained agents to meet demand
Implement an agent focused quality monitoring system
Highlight areas of repeat data entry or system delay
Continuous Improvement – Step 3

Audit processes between contact centre and back-office
Integrate internal systems to speed-up information access
Improve visibility of internal staff able to help resolve queries
Encourage all departments to be available to support FCR
Continuous Improvement – Step 4

Improve agent skills and knowledge
Ensure targets motivate ‘once and done’ approach
Train agents to pre-empt probable follow-up interactions
Enable quick wins by setting discretionary boundaries
Harness knowledge base technology
Strategies For Improving FCR

Self-service for telephone and web
Skills based routing
Workforce management
Voice of customer
Unified agent desktop
Automated workflows and processes
Quality management and call recording
Knowledge base
Improve your First Contact Resolution levels:

- Download the Executive Summary of Research Report
- Visit our blog
- Download four steps to improved FCR infographic

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Thank you for joining us!

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