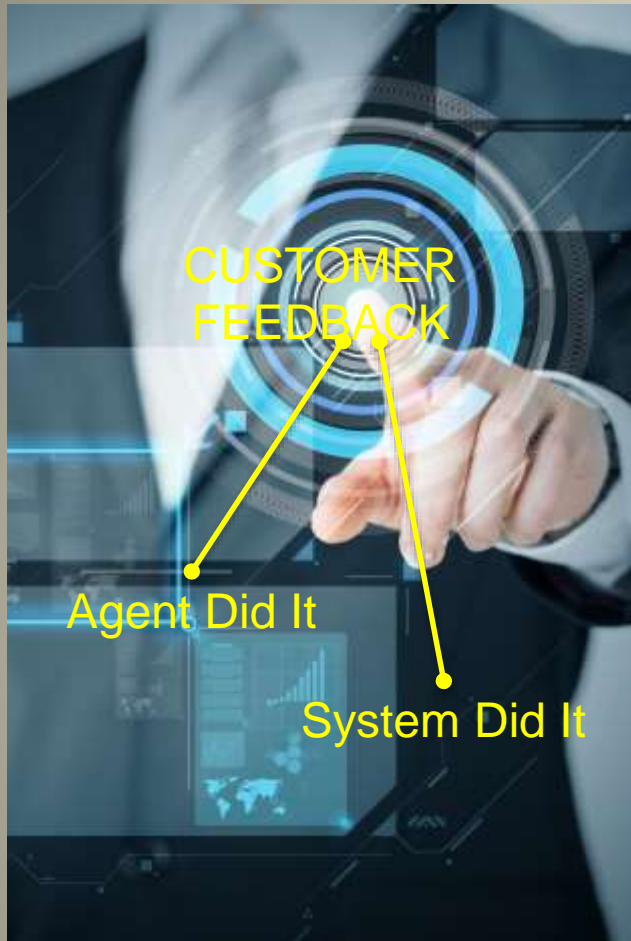# 1. Remember to Maintain Tried and Trusted Metrics

Your channel mix needs to change more than ever.

You will be facing lots of great improvement opportunities.

Keep customer feedback metrics consistent throughout changeover to ensure you really understand the customer's perspective.

CUSTOMER FEEDBACK

Agent Did It

System Did It

2. Split Agent versus non Agent CSAT Measures

Smart organisations isolate agent caused problems from system caused ones.

Make sure you are smart too.

Don't mix customer feedback questions.

Design feedback questions intelligently to do both.

Make sure you can see if the fault is the system or the agent.

Make sure your outsourcing partners do this as well.

3. First Contact Resolution
- its Repeats that Matter!

Everyone knows FCR is a game changer on profitability and customer satisfaction.

Effective FCR is not about your FCR rate. It is about your repeat rate.

Count, categorise and solve repeat reasons.

The average true FCR rate is 65% so if your method is showing 92% think again.