

**Breakthrough – Releasing  
potential**

# How to Reduce Inbound Call Volumes?

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# Quick introduction



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# How to Reduce Inbound Call Volumes?

## Cost

Pressure to do more with less



## Customer Experience

Our customers demand more



## Colleague Experience

Our employees.



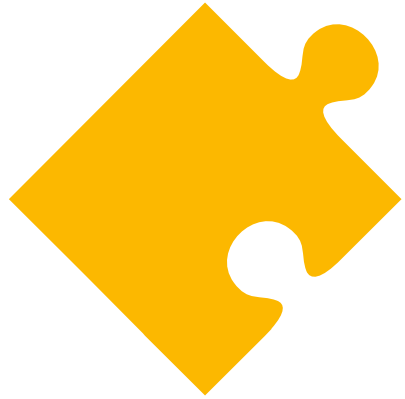
## Choice

Our customer expect multi-channel and choice



*Analysis and understanding of the volatility of our workloads we can create the right flexibility strategy to become more operational effective and manage the intra-week and intra-day*

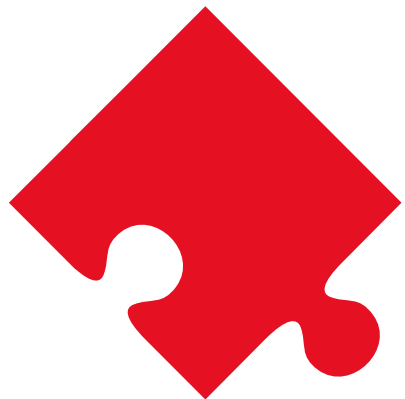
# How to Reduce Inbound Call Volumes



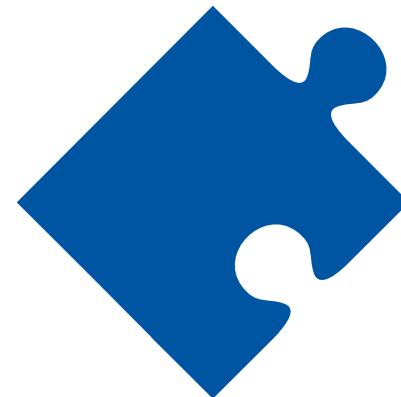
Where are your inbound calls coming from?



What are the alternatives?



What do we want?



Understanding the impact

# Where are your inbound calls coming from?



## Web Chat (digital)

New channel driving more inbound calls as questions can't be answered



## Cyclical

Annual, quarterly, monthly, weekly?



## Seasonal

Typical trends



## Security & Compliance

There is a regulatory need



## Weather

Changes and extremes drive change in demand



## Economic

Local, national and international external factors



## Changing prices/tariff

Your prices or a competitors prices change.



## New Products

Market place conditions change



## Marketing

Campaigns, target mail, general information.



**Confusion can't search for the answer!**

Customers can't find the information



# What do we want? What do we not want!

Impact

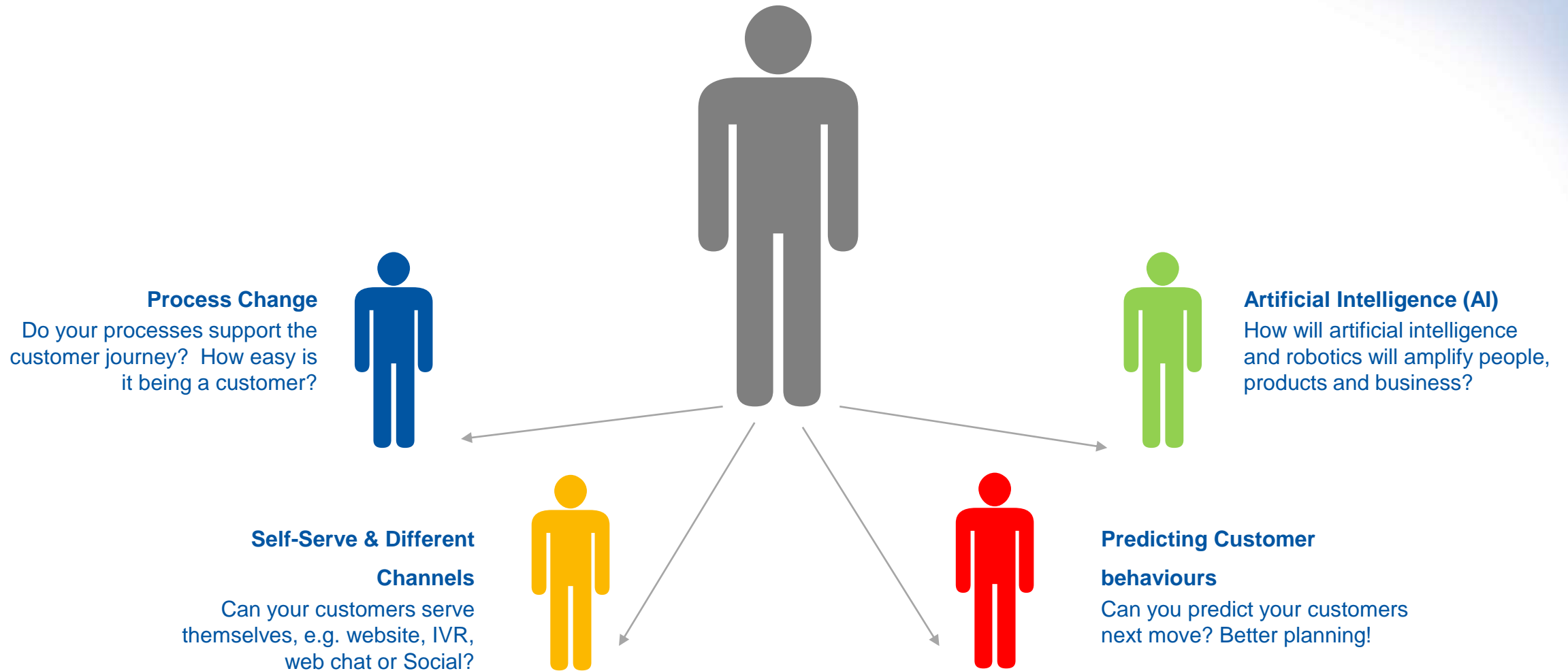
Control

Alternatives

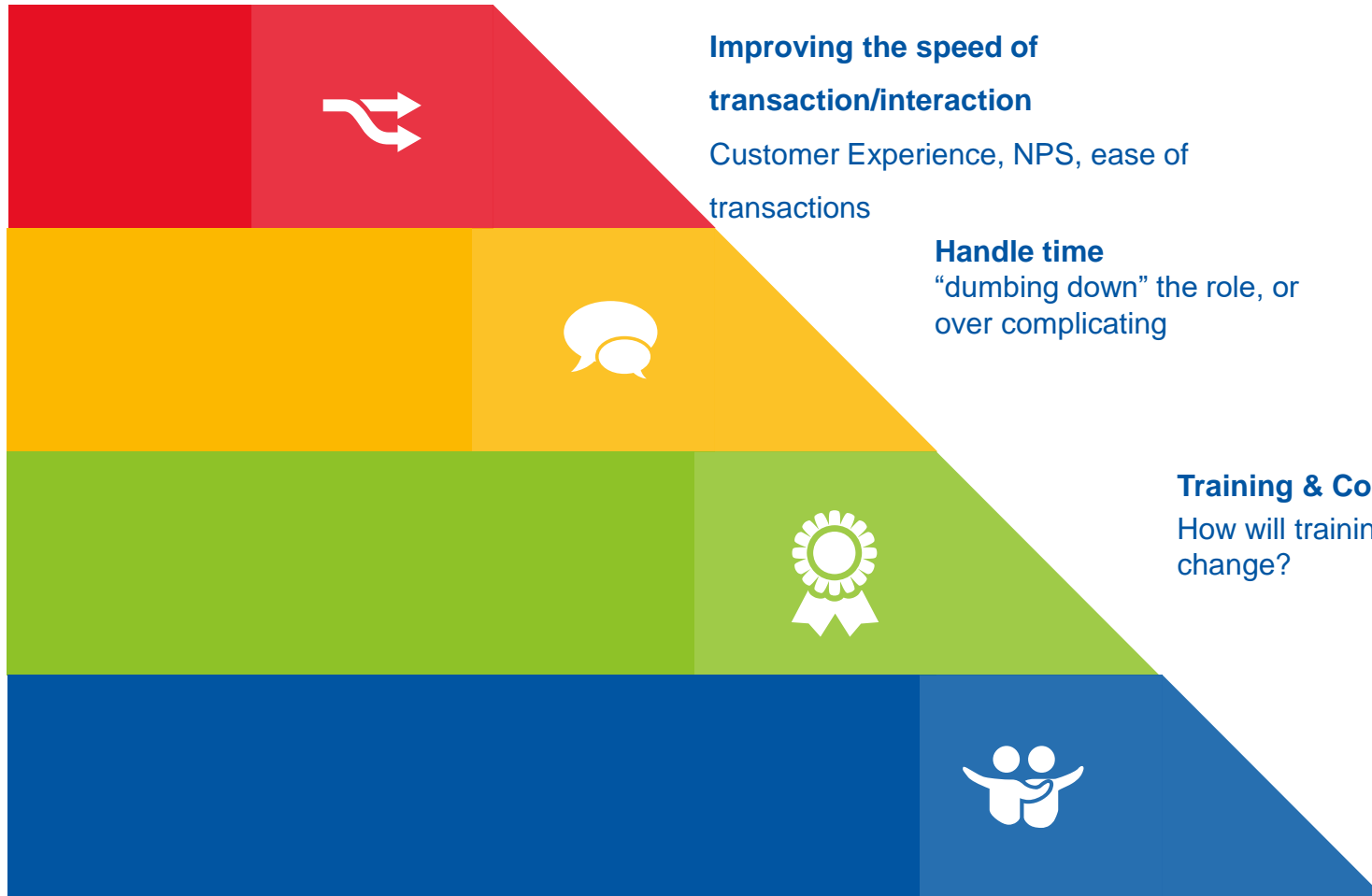
Stop



# What are the alternatives?



# Understanding the impact





# How to Reduce Inbound Call Volumes

## IMPACT

Understand the TRUE impact of any change. What are the “see-saw” changes and what are the “slip-stream” effects

## ALTERNATIVES

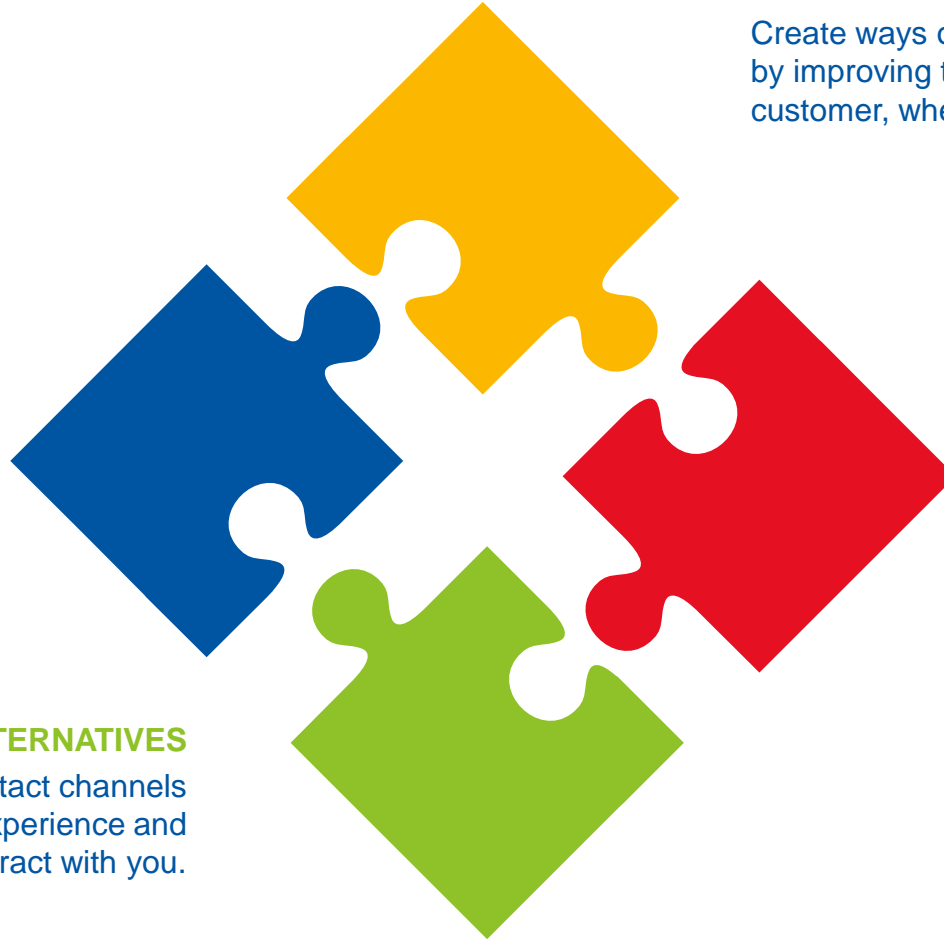
Understanding different contact channels which enhance the customer experience and make it easier for them to interact with you.

## CONTROL

Create ways of controlling contact channels by improving the understanding of your customer, when to and when not to contact.

## STOP

If your customer doesn't need to contact you, they shouldn't. Improve internal processes and communication methods with your customers.



# The Forum Events – This Month



28<sup>th</sup> Nov

National Planning Conference

1-Day Conference  
Key note speakers  
Case Studies  
Interactive workshops



29<sup>th</sup> Nov

Forecasting & Analysis

Introduction to Forecasting  
& Analysis techniques  
Standard Deviation & Poisson  
Practical takeaways



29<sup>th</sup> Nov

Planning insights

Resource Planning Techniques  
Operational effectiveness  
Case studies  
Action plans



Raising Standards in  
Customer Operations

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# How to Reduce Inbound Call Volumes?

Thank you for listening

Please contact me if you have any questions:

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