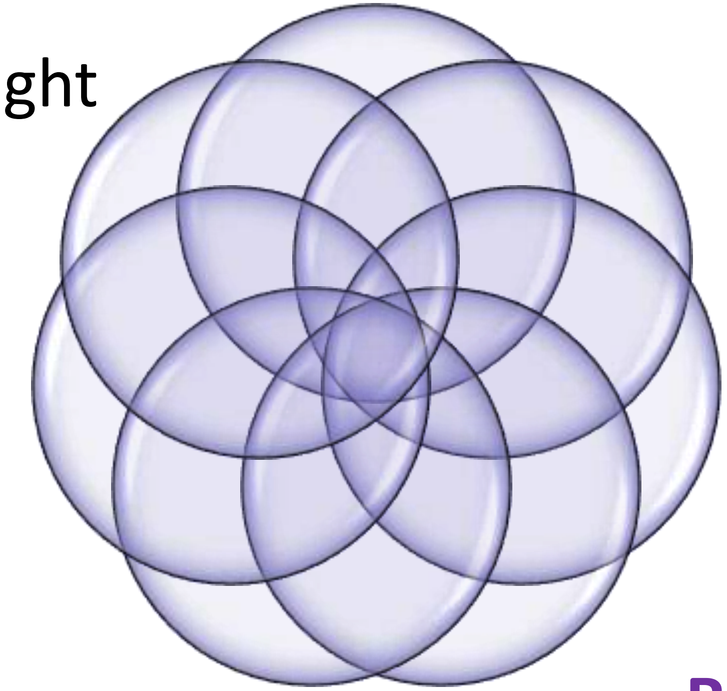
First Contact Resolution - is it counting bubbles in the water?

NERYS CORFIELD – INJECTION CONSULTING

Fabulous
Contact Centre
Responsibilities



Clear Customer
Focused
Objectives

Good People

High

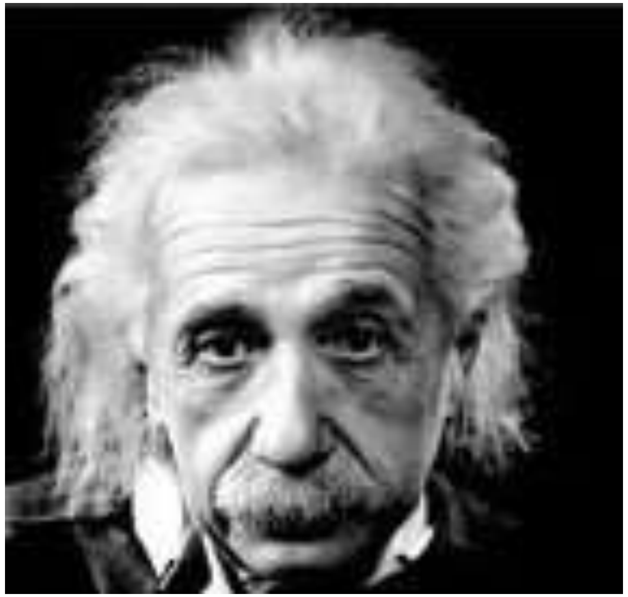
Profile in
Organisation

**Right and
Relevant-Now
Measures**

Effective
Technology

Strong
Culture and
Behaviour

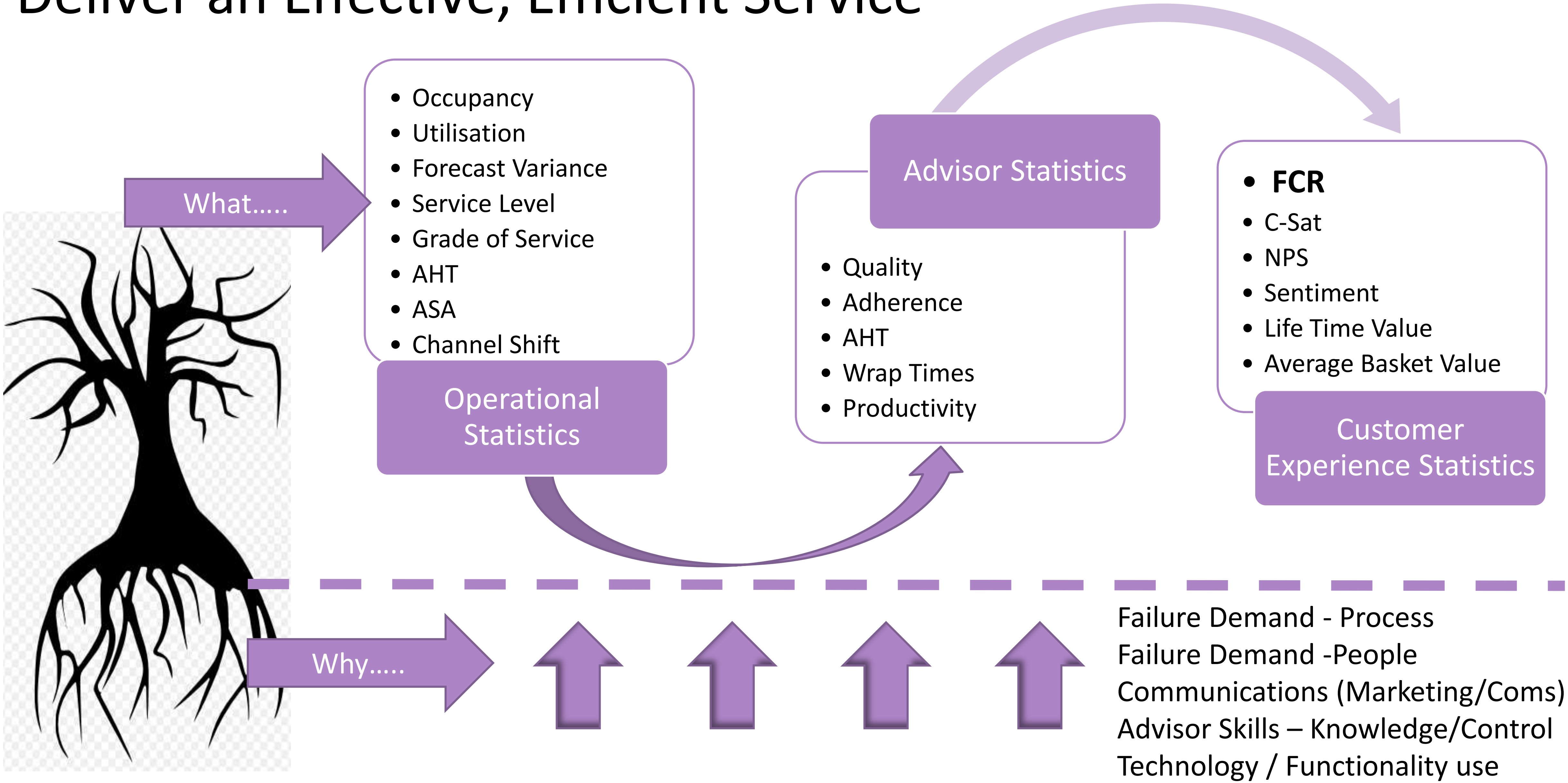
Actionable Insight



“Not everything that counts can be counted, and not everything that can be counted counts” Einstein

Injection consulting

Deliver an Effective, Efficient Service



What.....

- Occupancy
- Utilisation
- Forecast Variance
- Service Level
- Grade of Service
- AHT
- ASA
- Channel Shift

Operational Statistics

Advisor Statistics

- Quality
- Adherence
- AHT
- Wrap Times
- Productivity

- **FCR**
- C-Sat
- NPS
- Sentiment
- Life Time Value
- Average Basket Value

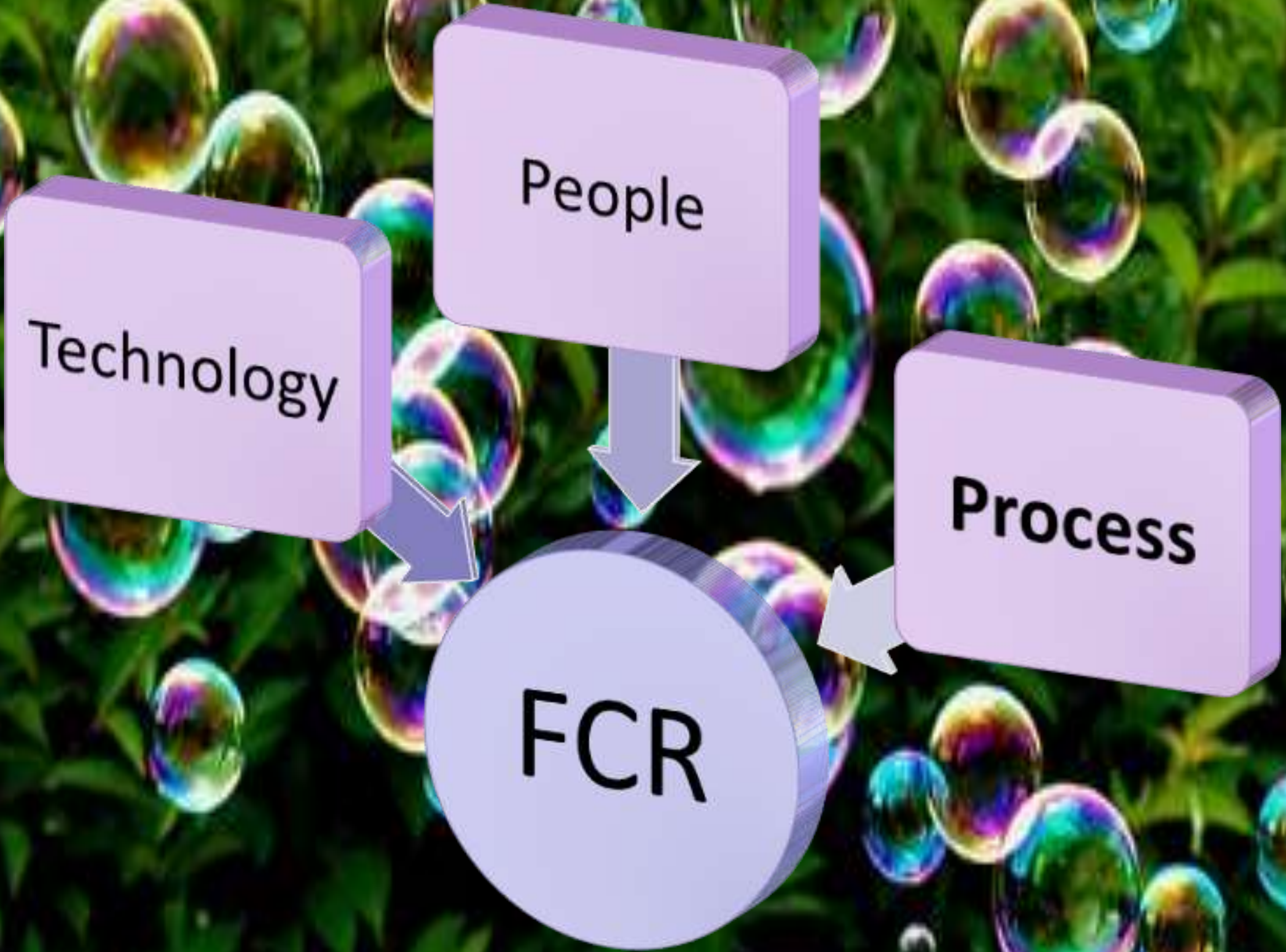
Customer Experience Statistics

Why.....

Failure Demand - Process
Failure Demand -People
Communications (Marketing/Coms)
Advisor Skills – Knowledge/Control
Technology / Functionality use

No Stat is an Island…..

……..Beware the Unintentional Consequences



Technology

People

Process

FCR

Process

FCR

1 x 5 Minute Call + 1 x 5 Minute Call = 2 Calls @ 10 minutes →

2 x 5 x £0.80ppm = £8.00

Increased Customer Effort

Advisor Frustration

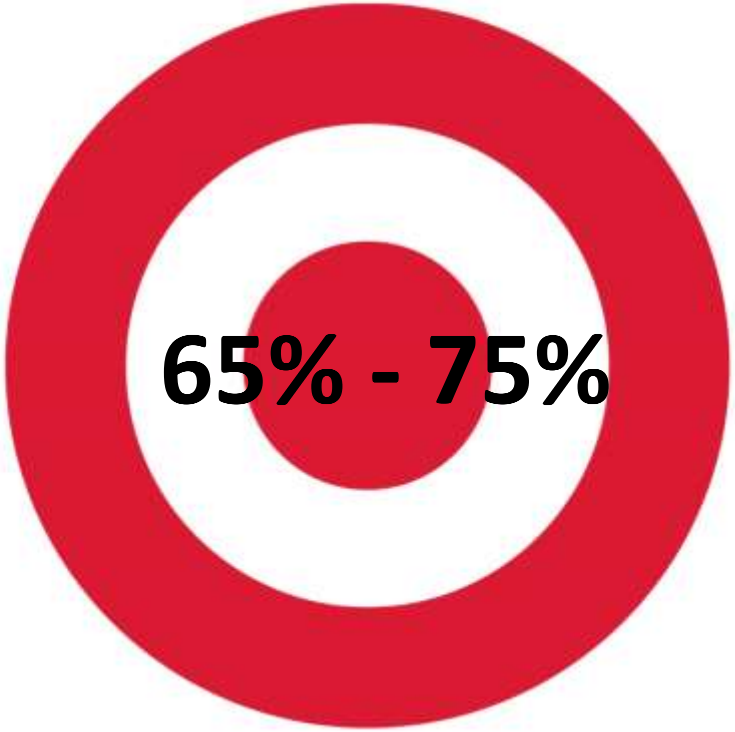
↓

1 x 8 Minute Call = 1 Call @ 8 Minutes →

1 x 8 x £0.80ppm = £6.40

Reduced Customer Effort

Advisor Satisfied



65% - 75%

Deliver FCR for appropriate communication.
………Avoid the rest

Assurance
Brand Engagement
Motivated Spend

Value
Communication

Effort Communication

Clearer Communication
Better Insight
Improved Web Experience

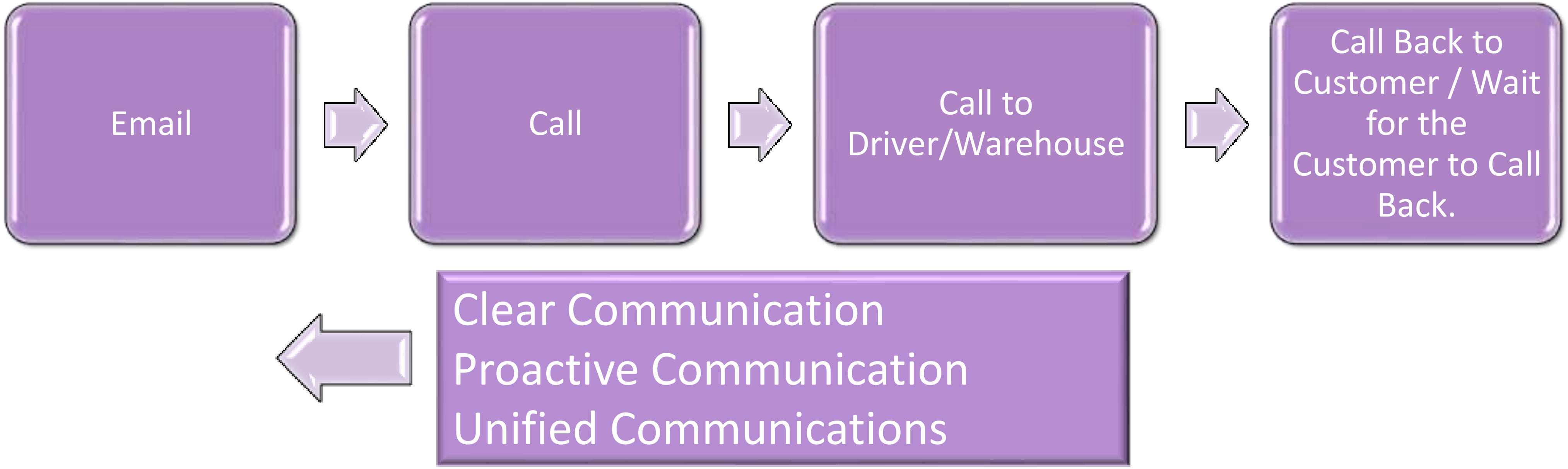
Determine Contact Drivers....

- IVR Selection
- Call Outcomes / Call Dispositions: CRM and/or Contact Centre Application
- Voice Analytics
- Ask the ADVISORS!

One and really Done?

- Transfer to the Back Office?
- Call them Back?
- Include Digital Channels?
- The customer re-contacts in a window outside the one measured?
- Agent Targets

Where is My Order (WisMO)?



Email

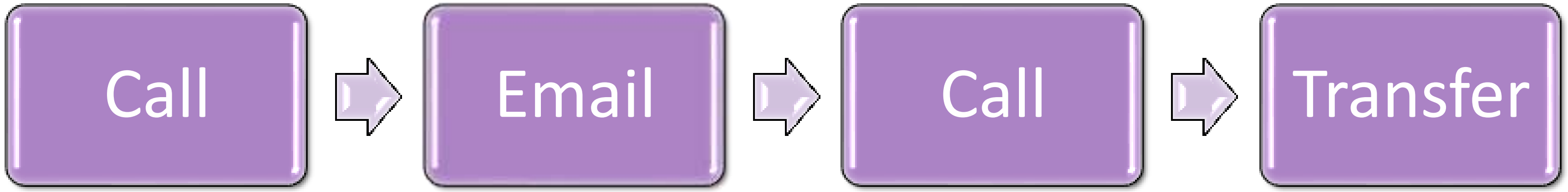
Call

Call to Driver/Warehouse

Call Back to Customer / Wait for the Customer to Call Back.

Clear Communication
Proactive Communication
Unified Communications

First Notification of Loss



Call

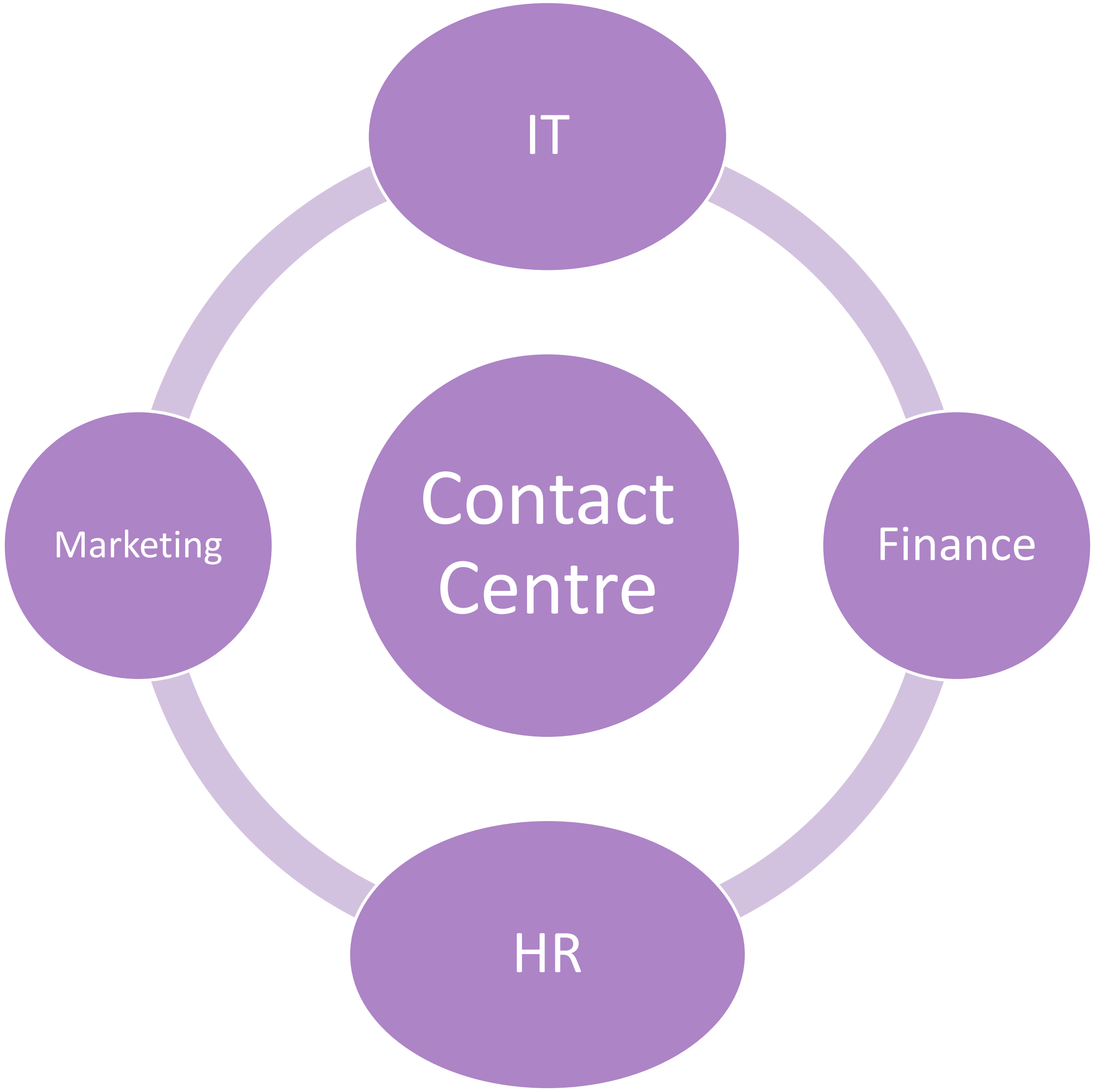
Email

Call

Transfer

People

FCR



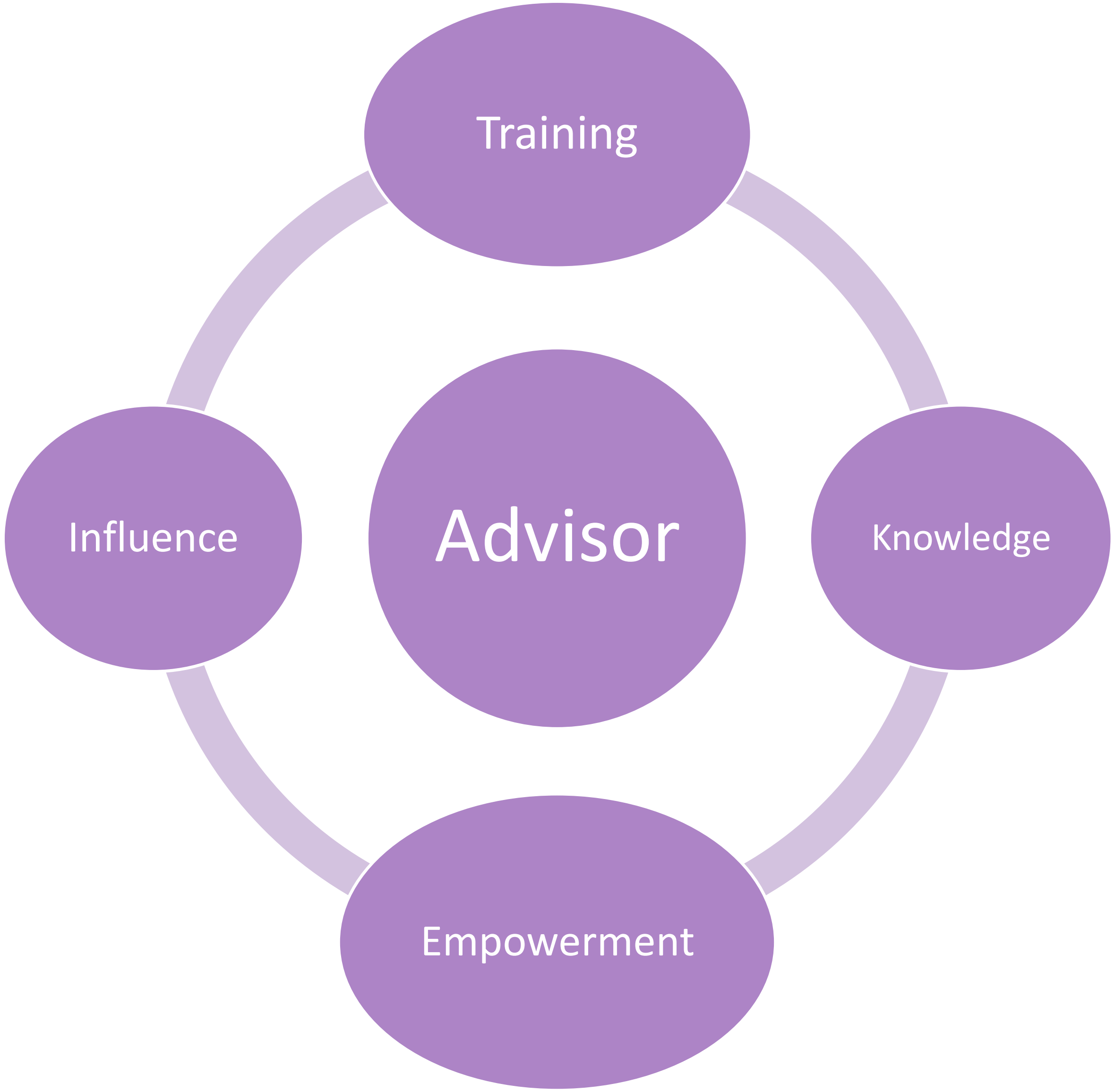
Contact Centre

IT

Finance

HR

Marketing



Advisor

Training

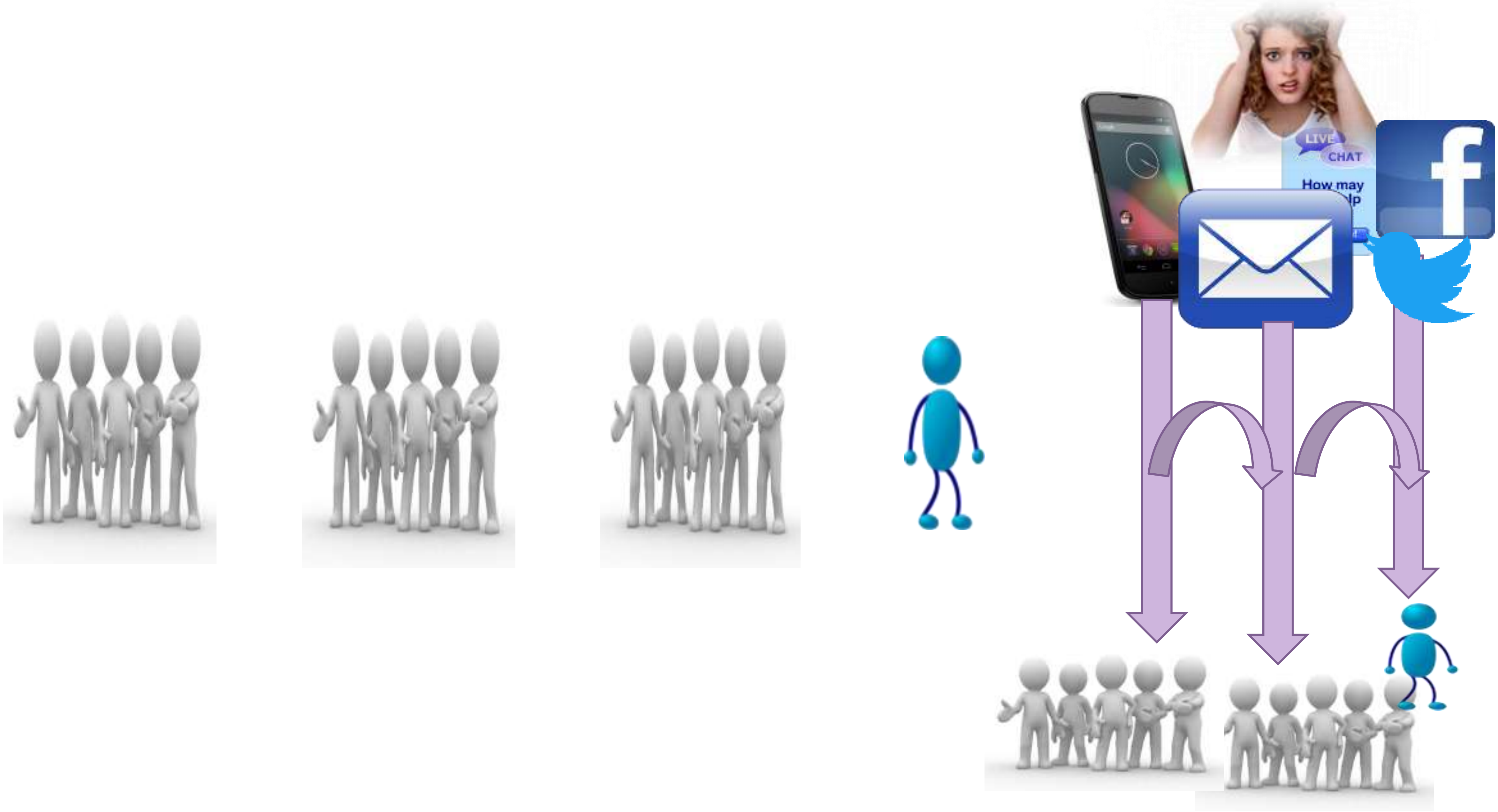
Knowledge

Empowerment

Influence

Technology

FCR


LIVE
CHAT
How may

“We offer a choice of channels to customers (i.e., voice, email, social media, web chat, etc.), and they can use one channel in a single interaction. If they change channels, the context and history is lost.”

- MULTICHANNEL

“We offer a choice of channels, and customers can use more than one in the same interaction (e.g., an agent can send an email or SMS to a customer while talking on the phone).”

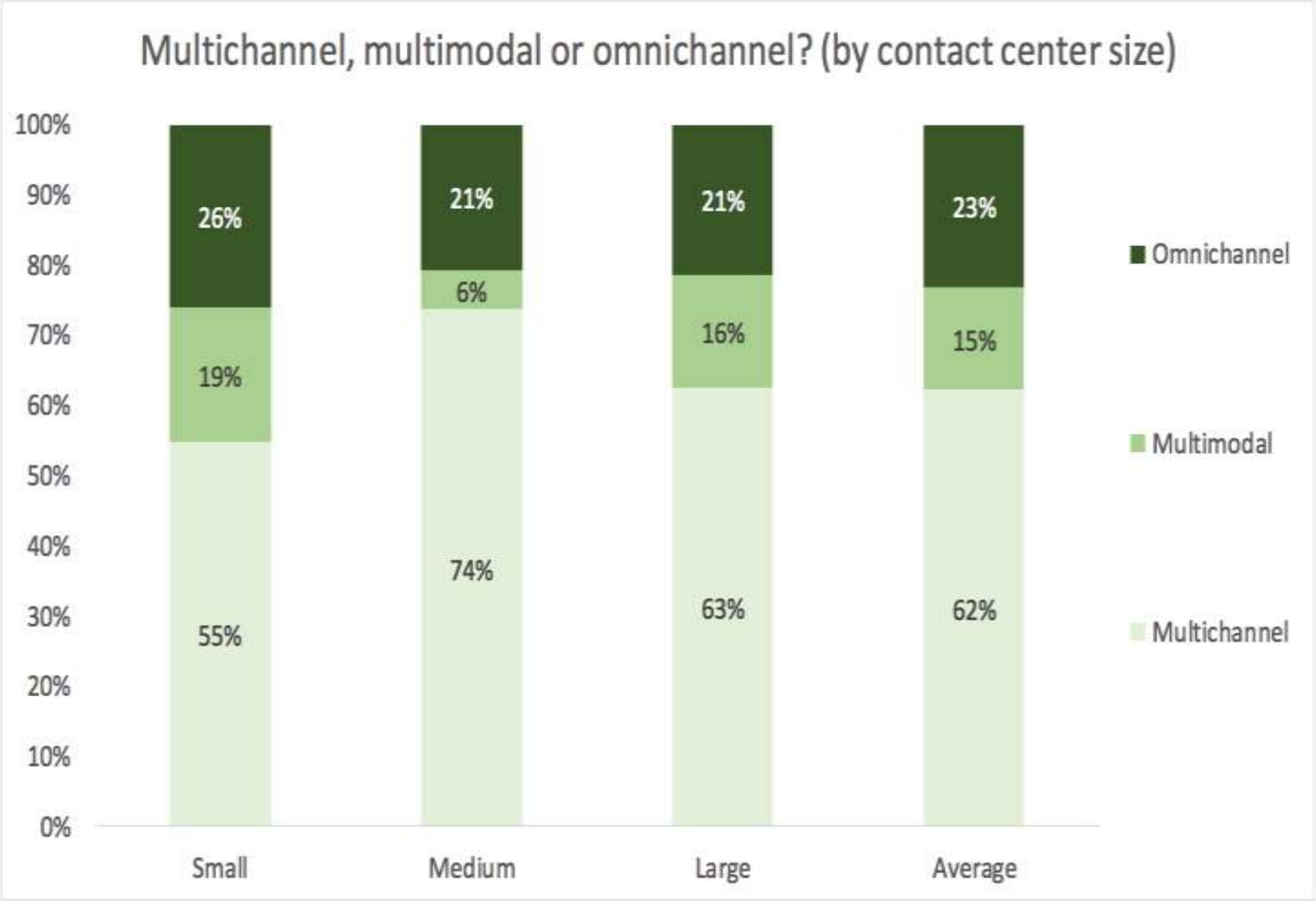
- MULTIMODAL

“We offer a choice of channels, and customers can use more than one over multiple interactions, while retaining the history and context of the original inquiry. Relevant information follows the customer across channels and interactions.”

- OMNICHANNEL

CONTACTBABEL

How many contact centres claim to be truly Omnichannel?



- Regardless of contact centre size, support for truly Omnichannel is <25%
- Over ½ of Contact centres don’t even consider themselves multimodal

CONTACTBABEL

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Tackle a slice