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

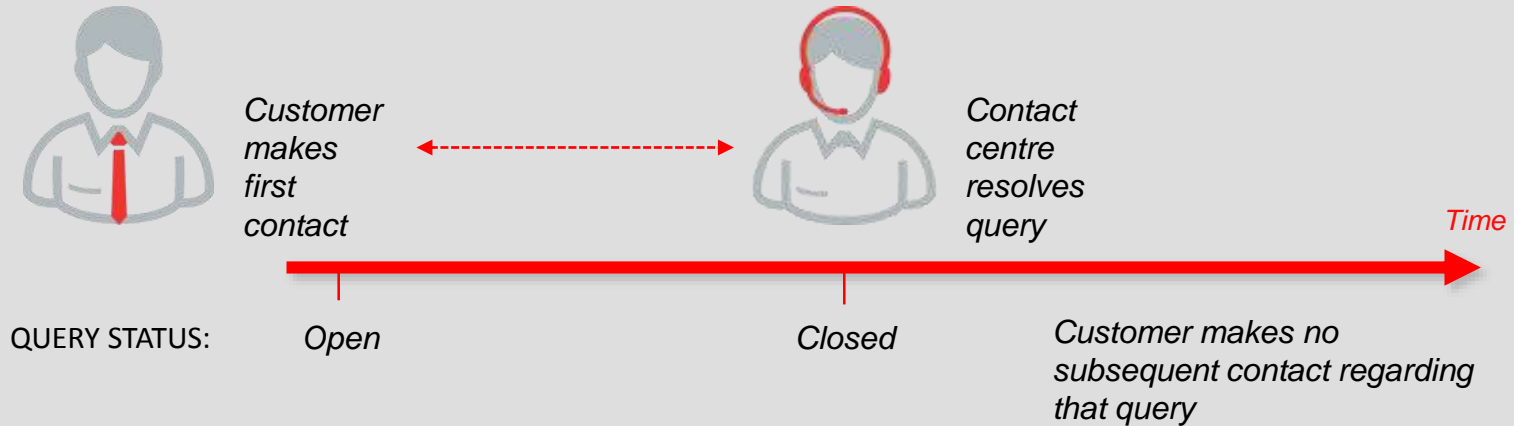   4.   Agent empowerment

✓ Consider strategies for improving FCR

Defining First Contact Resolution

Customer makes first contact

Contact centre resolves query

Time

QUERY STATUS:

Open

Closed

Customer makes no subsequent contact regarding that query

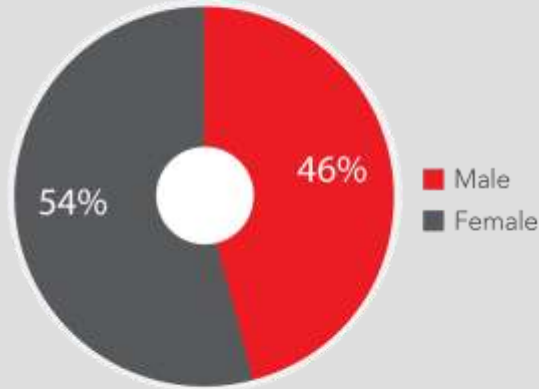The customer should define when the query has been resolved

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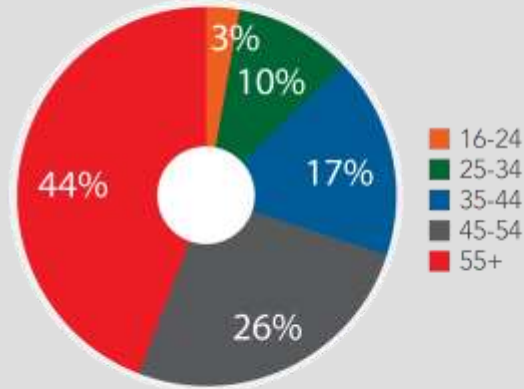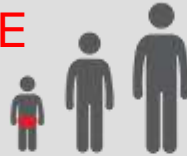The UK's most popular online call centre magazine

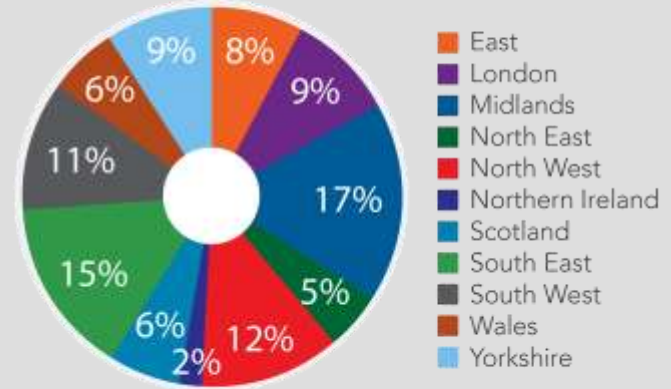Netcall

Research Base Of 1,300 Conducted In September 2014

GENDER

- 46% Male
- 54% Female

AGE

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

REGION

- 8% East
- 9% London
- 17% Midlands
- 5% North East
- 12% North West
- 2% Northern Ireland
- 6% Scotland
- 15% South East
- 11% South West
- 6% Wales
- 9% Yorkshire

censuswide

How Customers Feel

Customer makes first contact

Contact centre

Time

QUERY STATUS: *Open*   *Customer has to make subsequent contacts regarding that same query*

95% say resolution not achieved after first contact

42% will ask for the supervisor as the next response

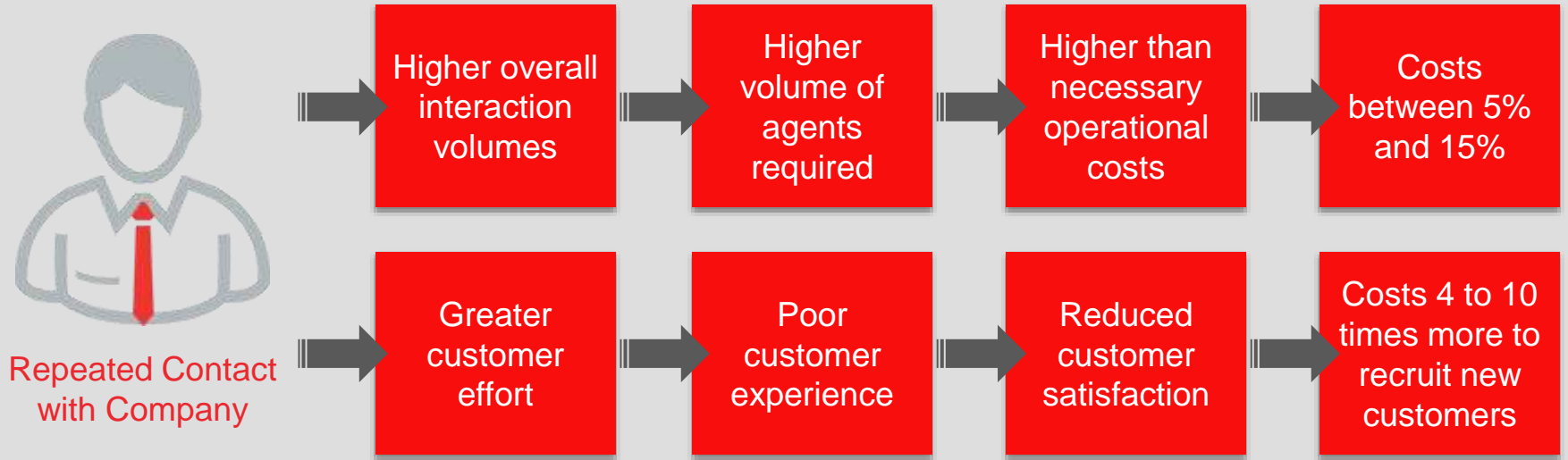26% will head to social media to express dissatisfaction

1 in 10 will take their business elsewhere

Why A Focus On Improving FCR Is Important

Repeated Contact with Company

Higher overall interaction volumes → Higher volume of agents required → Higher than necessary operational costs → Costs between 5% and 15%

Greater customer effort → Poor customer experience → Reduced customer satisfaction → Costs 4 to 10 times more to recruit new customers

Primary Factors Affecting FCR

Need for a single view of customer information

Inefficiency caused by internal system complexity

Technology — Joined up systems

Agent empowerment
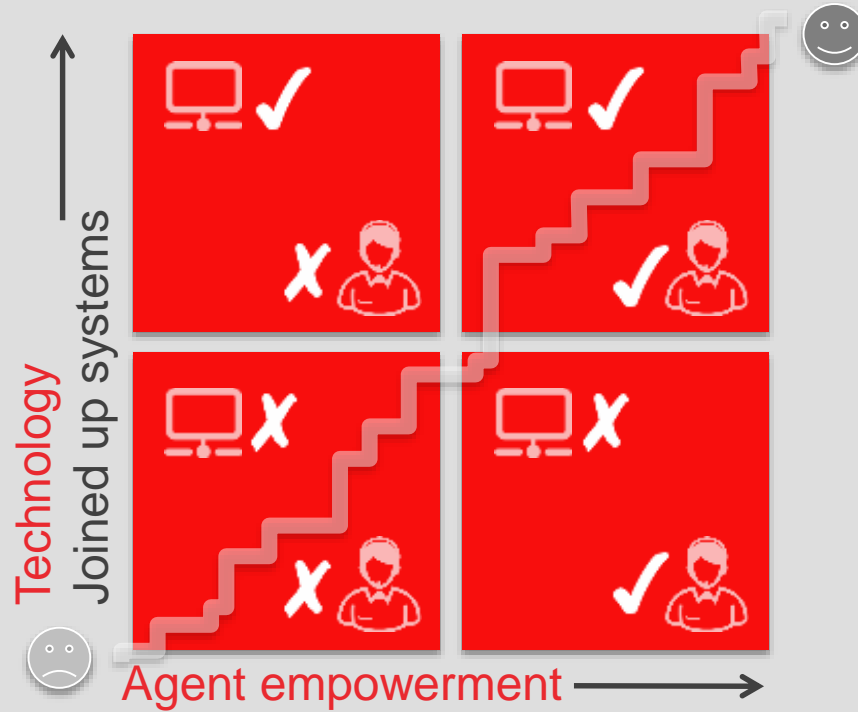
Rigid regimes where agents have no discretion

Skilled agents have discretion to deliver a quality experience

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Continuous Improvement – Step 1

Call avoidance

Identify reasons for repeat calls
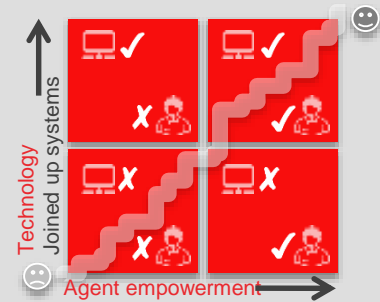
Integrate key systems

Agent empowerment

Analyse enquiry types

Use self-service automation: IVR / Speech / Web Form

'Push' information using email and SMS
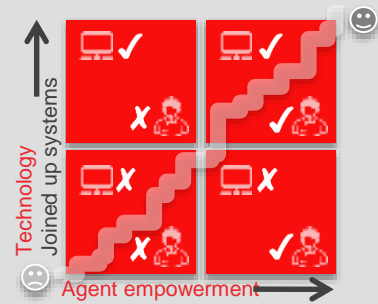
Use surveys to capture feedback

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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

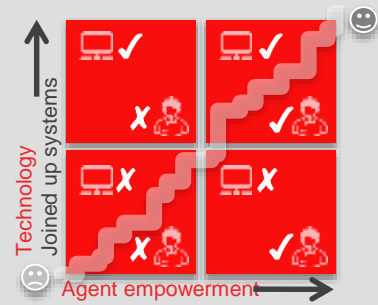Highlight areas of repeat data entry or system delay

Continuous Improvement – Step 3

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

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

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Continuous Improvement – Step 4

Call avoidance

Identify reasons for repeat calls
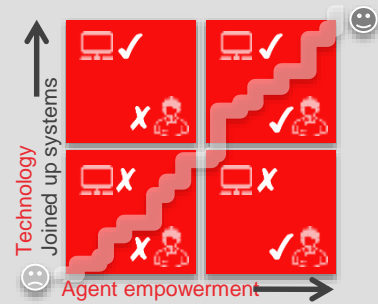
Integrate key systems

Agent empowerment

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

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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

Thank you for joining us!

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