

# REDUCING CONTACT VOLUME – A PLANNER'S PERSPECTIVE

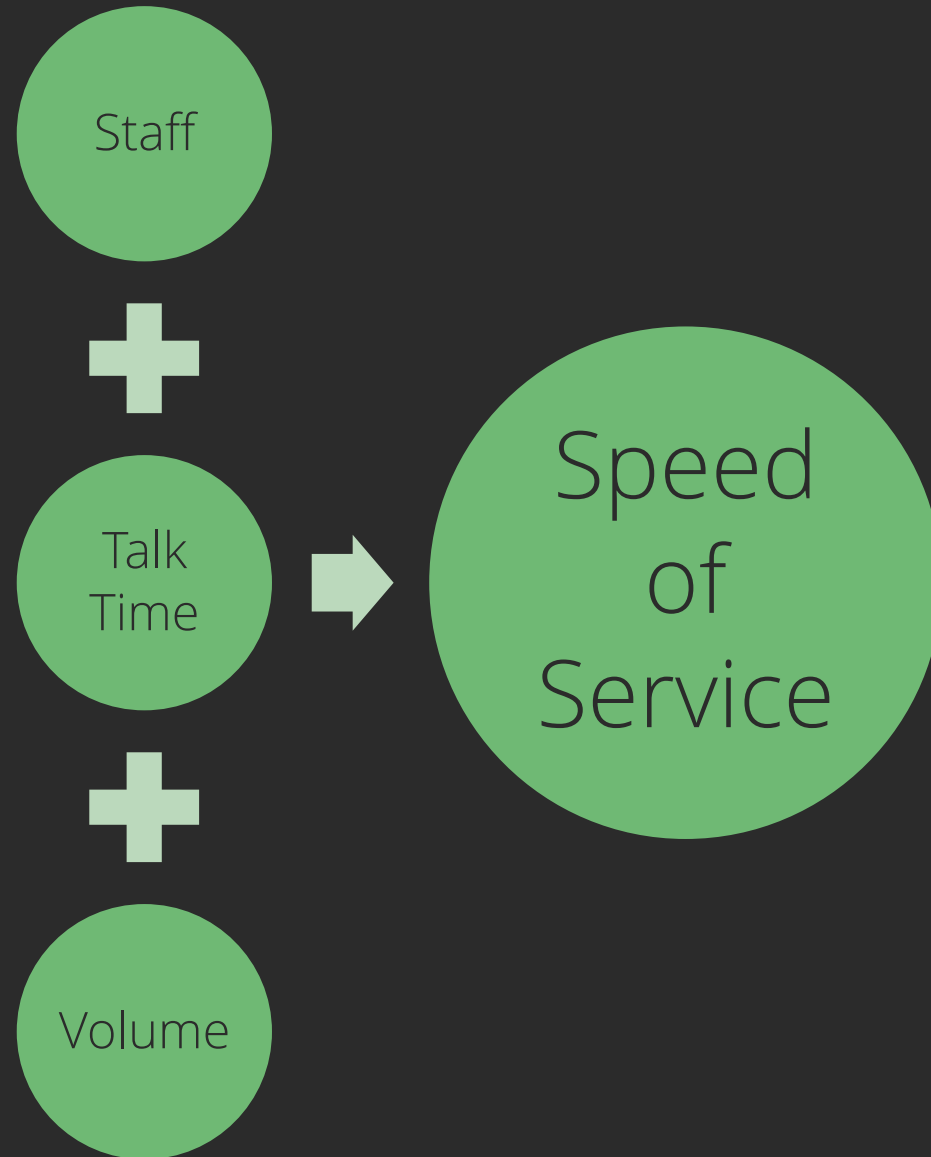
JOHN CASEY, CCPLANNING

[JOHN.CASEY@CCPLANNING.NET](mailto:JOHN.CASEY@CCPLANNING.NET)



CCplanning

# Why reduce volume?



The first  
hygiene factor  
for customer

Often  
budget  
restrained



Many elements  
of call can't be  
removed



Often overlooked!  
We think we can't  
control it



# Frontload schedules

Stop queues early in the day

- Callers who abandon usually call back at least once
- When queues form they can be slow to clear and cause more abandons
- This adds volume as day proceeds
  - It is 'fake' volume – so get to it first time around

7 days ◀ Mon 22/03/2021 – Sun 28/03/2021 ▶ 7

Mon 22	Tue 23	Wed 24	Thu 25	Fri 26
00:00 - (+)00:00 (00:00)	00:00 - (+)00:00 (00:00)	00:00 - (+)00:00 (00:00)	00:00 - (+)00:00 (00:00)	00:00 - (+)00:00 (00:00)
08:00 - 18:00 (09:30h)		08:00 - 18:00 (09:30h)	10:00 - 20:00 (09:30h)	08:00 - 18:00 (09:30h)
08:00 - 16:00 (08:00h)	10:00 - 18:00 (07:30h)	09:30 - 17:30 (07:30h)	09:00 - 17:00 (07:30h)	12:05 - 20:05 (07:30h)
08:00 - 16:00 (07:30h)	09:30 - 17:30 (06:45h)	09:30 - 17:30 (05:45h)	09:30 - 17:30 (06:45h)	12:00 - 20:00 (07:30h)
08:00 - 16:00 (06:45h)	12:05 - 20:05 (07:30h)	09:30 - 17:30 (06:30h)	10:00 - 18:00 (07:30h)	09:00 - 16:00 (07:30h)
08:00 - 16:00 (07:30h)	08:00 - 16:00 (07:30h)	12:00 - 20:00 (07:30h)	09:00 - 17:00 (07:30h)	10:00 - 18:00 (07:30h)
08:00 - 16:00 (07:30h)	12:00 - 20:00 (07:30h)	09:30 - 17:30 (07:30h)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)
08:00 - 16:00 (07:30h)	10:00 - 18:00 (07:30h)	09:30 - 17:30 (07:30h)	12:05 - 20:05 (07:30h)	09:00 - 17:00 (07:30h)
08:00 - 16:00 (07:30h)	09:30 - 17:30 (07:30h)	12:00 - 20:00 (07:30h)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)
08:00 - 16:00 (07:30h)	08:00 - 16:00 (07:30h)	09:00 - 17:00 (07:30h)	12:00 - 20:00 (07:30h)	09:00 - 17:00 (07:30h)
08:00 - 16:00 (07:30h)	09:00 - 17:00 (07:30h)	09:30 - 17:30 (06:30h)	00:00 - (+)00:00 (06:15)	00:00 - (+)00:00 (06:15)
08:00 - 17:00 (08:30h)		00:00 - (+)00:00 (06:15)	09:00 - 17:00 (07:30h)	10:00 - 18:00 (07:30h)
09:00 - 18:00 (08:30h)	09:30 - 17:30 (07:30h)	09:00 - 17:00 (07:30h)	12:00 - 20:00 (07:30h)	
09:00 - 17:00 (07:30h)	09:00 - 17:00 (06:30h)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)	00:00 - (+)00:00 (06:15)
09:00 - 17:00 (07:30h)	09:00 - 17:00 (06:30h)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)
09:00 - 19:00 (09:30h)	09:00 - 19:00 (09:30h)	10:00 - 13:30 (03:30h)	00:00 - (+)00:00 (06:15)	00:00 - (+)00:00 (06:15)
09:00 - 18:00 (00:00h)	09:00 - 18:00 (08:30h)	09:30 - 17:30 (07:30h)	12:00 - 20:00 (07:30h)	09:00 - 17:00 (07:30h)
09:00 - 17:00 (07:30h)	09:00 - 17:00 (06:30h)	09:00 - 17:00 (07:30h)	00:00 - (+)00:00 (00:00)	09:00 - 17:00 (07:30h)
09:00 - 16:00 (06:45h)	09:00 - 16:00 (06:45h)	09:00 - 16:00 (06:45h)	09:00 - 16:00 (06:45h)	13:00 - 20:00 (07:30h)
09:00 - 17:00 (00:00h)	09:00 - 17:00 (00:00h)	09:00 - 17:00 (00:00h)	09:00 - 17:00 (00:00h)	09:00 - 17:00 (00:00h)
09:00 - 18:00 (00:00h)	09:30 - 17:30 (00:00h)		12:00 - 20:00 (00:00h)	09:00 - 17:00 (07:30h)
09:00 - 17:00 (07:30h)	00:00 - (+)00:00 (00:00)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)	09:00 - 17:00 (07:30h)
09:00 - 17:00 (00:00h)	09:00 - 17:00 (00:00h)	10:00 - 18:00 (07:30h)	12:00 - 20:00 (07:30h)	09:00 - 17:00 (07:30h)
09:00 - 18:00 (08:30h)		12:05 - 20:05 (07:30h)	09:00 - 18:00 (08:30h)	08:00 - 16:00 (07:30h)
09:00 - 18:00 (08:30h)		12:05 - 20:05 (07:30h)	09:00 - 17:00 (07:30h)	08:00 - 16:00 (07:30h)

# Zero Contact Resolution

Why have customers contact you in first place?

- When we know something is going wrong – communicate with customers
  - Amazon do this well
- Look for customers who call you regularly and pro-actively contact them first
- Self Service and Automation



# Next Best Action

Think to the future

- As we build a relationship with customers it can lead to future contacts
- Spend more time 'first time around'
- Longer AHT not bad if it reduces future contact
- Total handle time over contacts (case management approach)

