

2017

First Contact Resolution

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First Contact Resolution

Overview of what we will review today

- Define FCR
- Understanding the impact of FCR on your overall SLA
- Review of criteria that may impact your FCR
- Measuring FCR
- Things to remember when doing your analysis
- Post analysis



First Contact Resolution

What is FCR and how do we define it ?

First contact resolution is properly addressing the customer's need the first time they contact us, thereby eliminating the need for the customer to follow up with a second contact.





Questions related to understanding First Contact Resolution

- How many here are currently measuring FCR in their centers?
- Do you feel it is important to measure FCR in some kind of format?.....Why or Why not?
- What are some factors that directly impact FCR?
- What criteria should be considered to measure FCR?
- So why is it so important to really get a handle on FCR?



Impact of a second and third contact

- Overall cost per contact \$\$\$ increases
- CSAT scores
- Increased volumes
- Agent burn out and added strain on resources
- Reputation of company on public forums
- Loss of the customer \$\$\$



There is a cost to not achieving FCR!

Sample costing exercise

- 100,000 calls per quarter
- Cost of \$5.00 per call
- Multiple Studies indicate that an average of 65% customers issued are resolved on first contact
-which leaves 35% of customers calling back!

Using the sample costing above here is what it looks like....if they only call back a 2nd time....

35,000 calls x \$5.00 = \$175,000

\$175,000 x 4 quarters = \$700,000 Annually





2nd, 3rd and 4th touch overview

200,000 calls @ \$5.00 per call

2 nd call	14%	28,000 x 1 = 28,000
3 rd call	11%	22,000 x 2 = 44,000
4 or more	8%	16,000 x 3 = 48,000

120,000 x \$5.00 = \$600,000 quarterly x4 =
\$2.4 million annually



CSAT impact of FCR

A recent study has indicated that every added contact into the center for the same issue relates to a 15% drop in CSAT scores

It has been reported that for every 1% improvement in FCR, you get 1% improvement in customer satisfaction.....

.....if a customer's problem was resolved in the first contact then only 3% of those customer would be at risk of leaving you for your competitor



Round Table Discussion

- **List as many variables that could impact your FCR formula for calculation**
- **List as many ways you can think of to help measure and track your FCR results**
- **List as many ways you can think of to empower the Front Line to support FCR**



Steps to remember

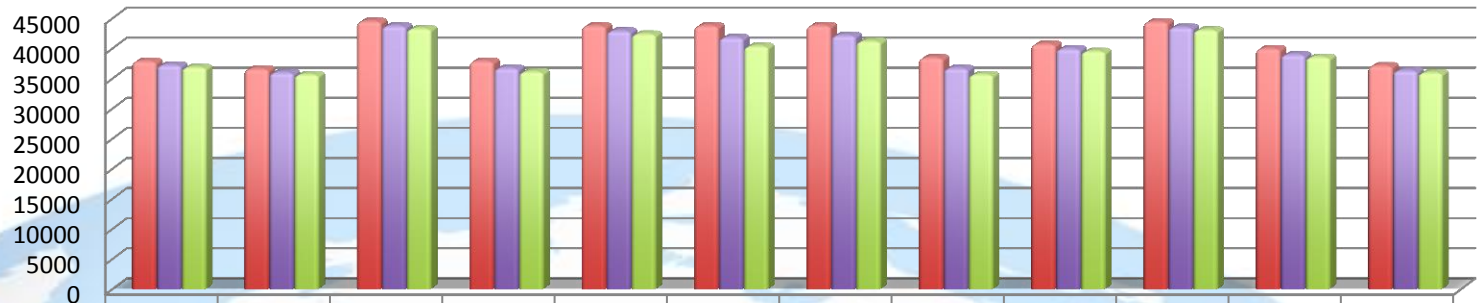
1. **Decide on a definition**
2. **Outline the criteria**
3. **Define the contact window maximum**
4. **Define the FCR formula that works for your environment**
5. **Conduct CSAT analyses**
6. **Conduct Call Statistic Analysis**
7. **If possible use call recording speech analysis****
8. **Continually enhance your FCR definition, data collection, process and analysis as it matures**



Ottawa 2016 FCR Overview

Months	Daily Repeat Call Occurrence	5 Days Repeat Call Occurrence	Total Monthly Tickets	Monthly 1st Call Resolution (Daily)	Monthly 1st Call Resolution (5 Days)	Daily 1st Call Resolution %	5-Days Repeat Call Resolution %	Total Calls Handled
Jan 2016	611	996	37880	37269	36884	98.39%	97.37%	49209
Feb 2016	604	947	36615	36011	35668	98.35%	97.41%	46503
Mar 2016	759	1227	44520	43761	43293	98.30%	97.24%	52635
Apr 2016	1127	1756	37880	36753	36124	97.02%	95.36%	50881
May 2016	826	1353	43759	42933	42406	98.11%	96.91%	49843
Jun 2016	1934	3386	43759	41825	40373	95.58%	92.26%	47542
Jul 2016	1627	2599	43809	42182	41210	96.29%	94.07%	47333
Aug 2016	1734	2783	38454	36720	35671	95.49%	92.76%	40814
Sep 2016	761	1197	40730	39969	39533	98.13%	97.06%	45062
Oct 2016	883	1352	44428	43545	43076	98.01%	96.96%	47993
Nov 2016	1008	1431	39985	38977	38554	97.48%	96.42%	45956
Dec 2016	790	1172	37144	36354	35972	97.87%	96.84%	45549

Monthly Chart



	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016
Total Monthly Tickets	37880	36615	44520	37880	43759	43759	43809	38454	40730	44428	39985	37144
Monthly 1st Call Resolution (Daily)	37269	36011	43761	36753	42933	41825	42182	36720	39969	43545	38977	36354
Monthly 1st Call Resolution (5 Days)	36884	35668	43293	36124	42406	40373	41210	35671	39533	43076	38554	35972





Understanding challenges and how to fix them

Questions we should be reviewing in our post analysis.....

You can identify issues by asking questions.....

Once you have isolated issues, what other factors should be considered that may have contributed to the issues.....

List some ways we might answer some of the questions we reviewed





What else can we do? Continue to review your data !

- Know your customer – Anticipate Behavior
- Improved Software
- Optimize your support structure
- Engage in Total ownership
- Streamline your internal process
- Improve or add automation for self service options
- Optimize your content
- Improve agent performance
- Increase Agent Autonomy
- Enhance Internal communication





There is light at the end of the tunnel!

