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Dial Interactive

Q1 2012 Newsletter

First Call Resolution - Part 1

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**Call Dial Interactive
or 4D-Site for
a free consultation on
action steps
you can take to achieve
First Call Resolution
in your call center today.**

**Contact us at 954.816.3700
or email
aregli@dialinteractive.com**

Greetings!

In today's newsletter, Dial Interactive and 4D Site will address the importance of First Call Resolution (FCR) and share with you some best practices to improve your FCR with both processes and technology.

First consider a few questions:

- Did you know that the absence of FCR has been found to account for a minimum of 30% of a call center's operational cost?
- Do you know what your call resolution is?
- What is your call center's response time?
- How does your FCR rate affect your call center?

FCR is one of the key challenges to improving customer satisfaction. Have you thought about why FCR is so important? Let me share a story with you.



First Call Resolution - Part 1

Authored by Ali Regli

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When the DI team was discussing this topic for our Q1 2012 Newsletter, I had one of those "Ah ha" moments. Here is a very real story.



Recently, I wanted to change a technology service that I use frequently, so I called up company X to switch from company Y. Well, let's just say company X missed the mark and never did install their service in a timely manner, so I ended up staying with Company Y. A "comedy of errors" would be a polite way of describing the complicated and drawn-out story of what occurred. In the process of fixing this issue, I must have called their company over 15 times in a period of a couple months; what is worse, on one occasion, I was transferred to 5 different call centers - two different domestic locations and three different overseas call centers - all during one call!

I thought to myself, "How can a company like X have such issues with their call center?" What was wrong with their IVR and scripting in the first place that I was not being transferred to the right agent the first time? What was broken in their routing that sent me to so many different locations? How frustrated were all parties involved?

This experience took months, and an exorbitant amount of resources, to resolve. Eventually, it was resolved but only due to my own personal strategic and tactical problem-solving skills.

It is critical that your call center have the right mix of people, processes and technologies that all work cohesively in order to prevent the above-described scenario and to reach FCR. When these three key elements are not in concert, the hard and soft costs can be astronomical.

How much do you think this one customer service issue cost the company? The hard cost is very hard to measure; however, we can guess the costs with a few pieces of information about the process missing the mark:

- Calls are not being handled by the right agent
- Agents struggling to answer the caller's questions
- Calls have to be transferred to a different department

In addition to the above, we can all agree that brand tarnishing, lost sales opportunities, employee dissatisfaction, lost efficiencies, and countless hours wasted can be a huge dollar drain. Call volumes go up, customer satisfaction goes down, and money flies out the window!

DI is delighted to collaborate with our guest contributor and new business partner, Dru Phelps, from 4D-Site. Together we have decades of expertise to share with you to help improve your productivity and customer satisfaction. Below are a few strategic and tactical tips to help improve your FCR.



Tips for Once-and-Done Resolution 4 Paths toward Resolution



Co Authored by Dru Phelps and Ali Regli

Content provide by DruPhelps@4D-site.com

"Hello, Caller. Has your question been resolved today: Yes or No?" This is one of the most common measures of success and one of the largest expense items for any contact center. To understand the process and discern the ideal path to success, you must first identify the various needs within your customer's request, and then give them what they want, hopefully in that first call.

Callers have a question, then your agent or applications can provide the answer. It's a simple concept, yet one that demands a thoughtful strategy to reap significant savings.

Here are 4-Directions that align best toward First Call Resolution. First identify why the caller is calling, then connect them with the agent/tool that will be most effective to help them quickly and efficiently. Using the critical quality checkpoints of feasibility, usability, connectivity, accessibility and testing contributes to greater resolution response. Your goal is to provide that once-and-done resolution for your customer and complete every call.

You need to understand *why* each caller is calling and *how* to provide a solution.

1. **They are looking for information.** Automation can be the key. Self-service on your website is an easy way to respond to frequently asked questions. Using a keyword search in your Knowledge Management tool can provide accurate information on

FAQ replies, requirements, rules, or how to achieve results without making a phone call. One real-life example can be found on the IRS website, where you obtain clear and correct answers to tax questions.

2. **They need a quick answer.** Getting to the correct contact the first time makes an excellent impression. Do you include options within the first two minutes of a call that allow the caller to self-serve? Know that with Self-Service, a certain percent of callers opt-out quickly from frustration or worse, abandon the call, so you want your call to have access to both self-service and a live agent, quickly.

3. **They want it personal.** Many times a caller needs to speak with someone live. It is up to the business to align that workload properly, routing the call to the skilled agent for first-hand problem solving. Being 'first' in a well-staffed queue can be vital when comparing to performance metrics such as transfer or speed of answer in your call center.

4. **They need a resolution now!** The caller requires a live agent for problem solving. That two-way interaction can be simplified and shortened in talk time through access to technology, use of proper screen functions and making notes.

Call Dru Phelps at 805.331.6284
to learn more about her 4D Model.
www.4d-site.com



Common Sense Use of Technology



Authored by Phil Grosdidier
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As DI and 4D have mentioned, the agent is in the best position to achieve FCR. Although it is easier than ever with VoIP to transfer calls between agents, between centers, and even between countries, this does not make it the right thing to do for FCR. Do not over specialize. Make simple call routing decisions up front, and then empower the agent to handle it from there. Do not wear out the customer with excessive questions before they even have a chance to tell you the purpose of their call.

Callers are expecting a reasonable solution. Listen to them during the call and prepare the agent to provide a reasonable solution. Use of Quality Monitoring and Speech Analytics can allow centers to "Listen" to customers across a large volume of calls very efficiently. These tools have a large positive impact on FCR by providing agents with reasonable solutions for your customers.

Dial Interactive and 4D-Site hope you found some useful information to help you achieve First Call Resolution. Look for Part 2 next quarter.

Call us today so you can achieve FCR now.

Sincerely,

Ali Regli
Director of Sales and Marketing
Dial Interactive

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Call 954.816.3700 or email us at aregli@dialinteractive.com



Call today
for your
free one
hour of
consulting.

DI and 4D Site would like to help you achieve FCR. Please contact us today to receive your complementary one-hour consulting service to review what you need to achieve First Call Resolution for your company. Take action.

Call Now!

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