



Whitepaper

Fine-Tuning First Call Resolution to Customer Advocacy



Public utility providers and government institutions worldwide are investing heavily in customer-centric technologies in a bid to gain customers and retain their loyalty. One such technology is Customer Relationship Management (CRM). This tool enables an organization's upstream activities such as Customer Acquisition, Customer Satisfaction and Customer Advocacy.

A survey conducted in United Kingdom suggests that an alarming 30% of the customers who contact customer service representatives feel the need to get in touch more than once to resolve their issues. This ultimately leads to increased customer attrition rates. The reasons for customer attrition rates can be dissatisfaction with the resolution, multiple queries, and customer expectations

However, a key underestimated downstream activity that has a direct impression on an organization's revenue is Customer Service through Contact Center Technologies. It is yet to be tapped as a strong competitive advantage. A well-oiled and smooth-running contact centre engine can proactively incorporate the voice of your customer into your business strategies and operations, developing trust and loyalty in your customer base.

First Call Resolution (FCR) through contact centers is an important first step toward establishing your brand and/or service, and for retaining loyal customers in a competitive market. It not only keeps customers happy, but also increases the efficiency of the delivery team, and reduces your costs.

The Importance of FCR

Organizations usually try to compile a great deal of data to quantify customer satisfaction. But just as employee satisfaction does not guarantee productivity, customer satisfaction is not a reliable indicator of customer loyalty and retention. At the same time, customer experience remains unique, exclusive, and personal.

Delivering the information required by the customer in an accurate and timely manner within the format of his or her choice greatly enhances the customer's experience. Hence, the concept of First Call Resolution (FCR) surpasses all other customer experience-related concepts to create a positive experience. This means that for an effective customer experience, communication must be handled efficiently to avoid follow-ups by the customers.

Contact center technologies like ININ, Avaya, and RightNow CX help customer service representatives (CSRs) to focus their expertise to handle customers' issues on the customers' first calls. Critical features include classifying and filtering customer's information before redirecting to the appropriate CSR.

One of the most important features that contact center technologies offer is enriched solutions centers equipped with list of common solutions for the agents to solve customers' problems.

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The cost of repeat contacts can be loss of the customer contact, and increased probability of poor brand image through customer experience.

FCR is about understanding customer requirements, and improving the customer experience enhancement process.

A responsive and supportive contact center technology that assists the customer service representative serves as a platform to strengthen your image as your customer's dedicated advocate.

Benefits of an Optimized FCR Process

First Call Resolution (FCR) is the ultimate achievement in quality of service; it is accurate service at optimum speed that exceeds customer expectations. Increased FCR rates can greatly benefit your organization, and earn you a loyal customer base.

Increased revenues through customer advocacy:

When a customer issue is resolved during the first call, he or she will be open to upsell opportunities, or will recommend your service to other prospective customers. Remember, a happy customer is a devoted customer.

Reduced incoming call volume: Incoming call volume is reduced by solving customers' issues on the first call.

Reduced cost of servicing customers: Servicing customers who call more than once can be expensive. FCR controls or even eliminates those costs.

Higher CSI: A healthy Customer Satisfaction Index is more than just an achievement to boast about. It can be attained by focusing on higher FCR rates.

Insights into the customer preferences: FCR tracking translates your customers' preferences to common service understanding.

It also provides the opportunity to identify common problems or misconceptions related to the service.

The key reason for resolution errors:

The key reason for call resolution errors:

Insufficient or inappropriate technology.

FCR requires that the systems support and assist the agent to resolve the issue. If the agent does not have full access to the customer's information and history, he or she will not have a holistic view of the customer's issue, and will not be able to resolve the query to the customer's expectations. The customer will likely need to re-contact, leading to frustration and low satisfaction.

Upgraded and updated contact center technology can save agents and the organization from unnecessary problems that lead to poor customer satisfaction ratings.

The contact centre system in use should prioritize queries based on the customer's profile,

The Role of Contact Center Technologies in Shaping Customer Advocacy

Contact center technologies are a complete solution for customer-centric organizations focused on enabling superior interactions across web, social, and contact center touch points.

Efficient call center technologies give you the ability to coordinate disparate resources across your organization's database to develop, rapidly execute, and manage a holistic customer experience strategy.

These technologies include a set of applications that achieve a seamless, multi-channel customer experience regardless of the number or type of interactions conducted.

Other key features of contact center technologies:

- They deliver superior customer experiences consistently across multi-channel interactions, maximizing agent productivity, lowering costs, and driving revenue.
- They efficiently create a quality online experience that lets customers seamlessly transition from web self-service to online agent assisted email, chat, and co-browse channels to assist the customer.

- They deliver deep customer insights and enable proactive, relevant customer communications, building a foundation for customer loyalty and advocacy.

Agent expertise and proficiency provide the basis for a sure understanding of your customers' needs and problems. Contact center agents who have that expertise and proficiency will help your organization hold onto its customers.

Customer advocacy derived from customer satisfaction. It is an approach where all customer-centric activities are used to get positive feedback by converting every customer into a brand ambassador of the company.

To procure a loyal customer base, the organization must concentrate on customer satisfaction. The organization's representatives should dive deep to understand customer's problems.

Root cause analysis identifies the reasons for effective customer issue resolution. This analysis creates personalized understanding of customer needs and objectives.

What lies beyond Customer Advocacy?

People can be turned into your customer advocates when your organization consistently delivers the performance that customers expect. The voice of the customer can be translated into the business strategies while building trust and loyalty in the customer base. Happy customers—customer advocates—are repeat customers, and share positive stories on the organization's behalf for years to come. But that is not the culmination of the customer retention process. Maintaining a loyal customer base is even a bigger challenge. Successful customer advocacy requires the following:

Training skill sets: Training must focus on enhanced skill sets, taught to the right people by a proficient trainer. Training needs must be regularly evaluated to meet the emerging needs of the CSRs.

Quality monitoring: Quality monitoring is more than a necessity in any organization that intends to be a market leader.

The organization must constantly assess responses for accurate resolution. Quality should be constantly tracked to match the customer's expectation.

Power to the agents: Authority to make decisions while resolving customer issues increases the efficiency of the agents, and reduces turnaround time for the customer.

Information accessibility: Accessibility of information is vital to an agent while responding to customers. Self-help options for agents can ensure that the customer gets quick resolutions.

Effective technology: The contact center's technology used should be regularly updated and upgraded. The organization must train its agents properly and promptly on new technology to ensure they are efficient and effective.

About NebuLogic Technologies

NebuLogic Technologies, LLC is a leading System Implementation and Integration Information Technology company that specializes in delivering comprehensive Service and Sales Automation solutions. NebuLogic provides solutions and services using SaaS/Cloud based as well as enterprise class applications. Our definition to deployment services include but not limited to: 1) Conducting requirements discovery and analysis (RFI, RFP review and response); 2) Conducting master requirements workshops; 3) Developing Business Requirements Documents (BRD) and Technical Requirements Documents (TRD); 4) Building prototypes, mockups and pilot solutions; 5) Configuring core Customer Relationship Management (CRM) applications; 6) Enhancing and/or developing integration components; 7) Developing use cases based on client requirements; 8) Implementing data and application security requirements; 9) Conducting Quality Assurance and User Acceptance Testing (QA and UAT); 10) Developing user and administrator training guides and related documents; 11) Delivering hands-on user and administrator training; 12) Analyzing risk factors and implementing risk mitigation processes; 13) Conducting system stress testing and developing pre-production checklists; 14) Enabling successful Go Live/production rollouts; 15) Providing post-production support and maintenance services; 16) Providing hosted services and more.

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