



NEXIDIA MANAGED ANALYTIC SERVICES

First Call Resolution Analysis



INTRODUCTION

First call resolution (FCR), one of the most important metrics in the call center, brings both financial ramifications and impact to customer satisfaction and loyalty. Improving FCR leads to a lower overall call volume, better managed handle times and a reduction in the cost to serve. Additionally, a good FCR rate directly translates into a customer perception of higher service quality. FCR rates are driven by both business processes and agent behavior, making the understanding of the root cause of a contact center's resolution rates critical. Without this information, taking action to improve this metric is very challenging.

Traditional data-driven approaches only provide high-level overviews into the quantitative aspects of FCR, such as the number of overall repeat calls a center receives and the number of times an individual customer calls. This data is limited and ineffectual for several reasons. First, it lacks a way to specifically define what constitutes a repeat caller. Second, traditional methods offer no information about the call types that drive the most repeat calls and why customers call. Finally, non speech analytic driven approaches provide no way of correlating the reasons behind first and subsequent calls. Nexidia's Managed Services Analytics team, highly skilled in using Nexidia speech analytics to offer a more tailored, qualitative approach to measuring FCR rates, identifies and focuses on the business processes and agent behaviors that will yield the most improvement to a company's FCR rates.

THE ANALYSIS PROCESS

First call resolution analysis begins with Nexidia's Managed Analytic Services team performing a call driver analysis. This step delineates which call types have the highest repeat call rates, enabling contact centers to pinpoint which areas need the most attention and which have the greatest financial impact. The team also determines which metadata to use in identifying a repeat caller and specifies acceptable time intervals between calls. Utilizing an analysis process that patterns different repeat caller profiles—such as those who are chronic callers versus those who call back due to a service, communication or process failure—also ensures that the team targets the key resolution rate drivers.

Finally, through the use of reports provided from Nexidia Analyze, the Managed Analytic Services team studies the correlation between first calls about one topic and subsequent calls about either that same topic, or an entirely new one. This study of cause and effect helps to uncover the root cause of repeat calls. The Managed Analytic Services team uses this process to determine the top three reasons for FCR

failure and will use the software to validate their findings. And as call types, agents, and processes change, achieving a maximum return on investment by managing FCR rates evolves into a continuous process.

AGILE SERVICE DELIVERY

Each customer is assigned a team of speech analytic professionals who perform all of the critical tasks necessary for operationalizing speech analytics—as well as providing the continuous analysis needed to adjust to changing needs. Based on the issues companies identify as key areas of focus, the Nexidia team conducts a structured analytical process. This process has been honed from years of experience working across multiple verticals with Fortune 500 companies, and draws upon the extensive call center experience of the team.

Nexidia's delivery method tailors to fit all customers, regardless of whether the technology is deployed through an On Premise license or through Nexidia's Hosted Services. The analysis process is delivered through Nexidia's unique method consisting of two week Sprints. Every two weeks, the Nexidia Analytics team conducts a series of analytic activities, based on the customer's specific topic of interest. At the conclusion of each Sprint, a review will detail:

- Work accomplished
- Analytics completed
- Findings
- Recommendations of any additional work or next steps

Nexidia will estimate the number of Sprints required to complete each specific types of analysis. The customer always maintains the flexibility to modify the direction and scope of the upcoming Sprint, based on need. This delivery method avoids long, drawn out projects with overwhelming results by delivering on clearly defined goals, with fast paced, yet flexible delivery dates and realistic action items for improvement.

GETTING STARTED

Nexidia ensures that global organizations have the easiest path to the benefits of speech analytics and getting started is faster than ever before. For more information, contact Nexidia at info@nexidia.com.

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