Improvement and Consistency in First Call Resolution (FCR) % for a leading Telco in India

iSON
BPO

The business challenge

One of our esteemed clients in India from the Telecom sector has outsourced the customer care management to us in 13 circles and we serve close to 200 million subscribers of our client's telecommunications network. Customer service is taken with utmost seriousness in the client organization and it is led from the CEO's office down to the service teams and partners. The most important indicator of the Best in Class customer experience from contact centres is the ability of the agents to resolve customer issues the very first time – also known as FCR (First Call Resolution). The higher the FCR better is the CSAT or NPS Scores and lesser the Complaints and Repeats. The iSON BPO team was entrusted with increasing the FCR from 79% to 80% (which was the client's target).

The solution

Some of actions taken in the project were as below:-

01 Flaws/gaps were identified in the service recovery process and corrective actions were implemented. The close looping process was enhanced to ensure non-occurrence of repeats.

02 Additionally Rewards and Certificates were awarded weekly to further motivate top FCR agents.

03 Soft Skills sessions along with top Call drivers of non FCR (or Repeats) were conducted for the Bottom Quartile agents whose FCR were the lowest in the floor. This was done religiously every week and the BQ agents were closely monitored on their FCR Score.

04 There were top two system issues leading to non FCRs or Repeats – Marketing IVR not fetching the segmented offers and an Incident based wrong / incorrect charging which was happening on a default tariff offer. Both these issues were reported to the client and with the rectification of both the issues FCR% increased significantly.

05 It was made mandatory to refer to Knowledge Portal for every Query or Request or Complaint. This ensured the correct call handling script, problem identification and resolution is given on the calls. Usage of the Portal was tracked and maintained at 100%.

06 A list of Quartile Agents on low FCR was published every week on the floor. This created a sense of urgency for the agents to try their best and improve on their FCR%

07 On analysis it was found the FCR was the lowest for GPRS/Data connectivity related calls (avg FCR in GPRS/Data calls was 65%). 100% agents on the floor were trained in GPRS settings, connectivity related trouble shooting issues as per Guidelines and SOPs.

The results

As a result of these activities and other hygiene improvement steps taken at two of the sites, the FCR % started hitting the Target from month 2 onwards and never missed the Target for the next 12 months. The highest FCR% recorded was in month 12 when it reached 84%.