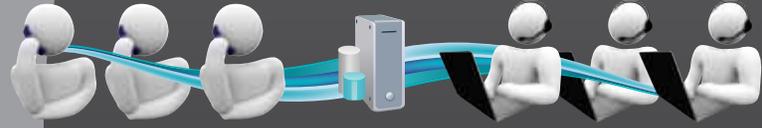


EVOLUTION FCR



The Challenge

Repeat callers typically account for 30%-40% of all incoming contact center calls. Reasons for repeat calls vary but one similar fact remains, repeat callers double or triple the cost of supporting your customers.

Many of the management solutions available today focus on analytics for improving First Call Resolution (FCR). For many contact centers, this process may include:

- A review of past calls for discovery of performance gaps
- Agent training to instruct agents in effective call treatment
- Introduction of an iterative process to ensure continued review and improvement
- Reliance on agents to remember their training and take the appropriate CRM Database action

This cumbersome process is too slow and fault prone for many managers to deliver the kind of timely FCR improvements that their contact centers require.

The Solution

Primas introduces Evolution FCR, a different approach that focuses on the real-time events that shape your business day.

✓ IMPROVE FIRST CALL RESOLUTION

✓ INCREASE CUSTOMER LOYALTY

✓ EMPOWER YOUR AGENTS

FIRST CALL RESOLUTION FAST FACTS

A 1% improvement in first call resolution typically has a positive 1% growth to the bottom line

Despite the fact that FCR is widely regarded as “the measurement that matters the most” the average contact centers FCR score is only 67%

For many contact centers the remaining 33% translates into repeat calls that frustrate customers, negatively impact agent moral, and add extra burden to operations.

SkillSet	FCR%	Total Calls	Single Contact	2nd Contact	3rd Contact	4th Plus Contact
Sales	76.92%	13	10	1	0	2
Customer Service	76.47%	34	26	1	1	6
Spanish - Sales	75%	16	12	1	0	3
Spanish - Cust Serv	74.79%	238	178	14	2	44
Payments	73.74%	3408	2513	222	41	632
Sub Total	73.86%	3709	2729	129	44	807

Agent Name	FCR%	Total Calls	Single Contact	2nd Contact	3rd Contact	4th Plus Contact
Sally Ware	86.57%	97	90	0	0	7
William Smith	85.04%	1357	1194	0	0	203
Molly Jones	81.32%	662	501	0	0	161
Jack McCann	80.68%	1137	916	0	0	221
Andrew Michaels	74.87%	191	143	0	0	48
	0%	6	0	0	0	6
Total	82.19%	3620	2972	0	0	648

Features

- Tracks and logs all calls through CTI connectivity
- Full cradle-to-grave historical data on each call that can be compared to Voice Recordings
- Multiple layers of reports, separating out repeat callers by number of repeat calls
- Real-time alerts to agents that provide insight into the call they are receiving
- Web Services interface for advanced programming and 3rd party integrations

Benefits

- Improves agent call handling, reduces total talk time
- Enhances agent/customer interaction improving the overall customer experience
- Identifies excessive repeat callers for unique handling
- Empowers the agents in handling the customer

How It Works

Primas' Evolution FCR efficiently administers second call treatment to traffic for detecting repeat callers based upon unique identifiers logging repeat callers into a database. Repeat callers are tracked and detailed reports are created at the DNIS, Skill Set, and Agent level. From this foundation, several real-time actions can occur:

- Repeat callers can be presented with the option to return to the last agent, creating continuity in the call and reduces total talk time.
- Strategic routing decisions can be automated to deliver the call to specific agents trained to deal with repeat callers.
- Desktop windows open and deliver the agent with key data about the incoming call, including frequency of the calls and the previous agent IDs. This allows the agent to refer to the last agent and create continuity in the call.
- Once the call is completed the customer is automatically surveyed to ensure customer satisfaction. The goal is to ensure that the second call resolves the customer issue and does not turn into several more costly calls.

