

Maximize First Contact Resolution Rates

Did you know that approximately 40% of incoming calls are unnecessary repeats?

Enkata's First Contact Resolution solution helps you maximize your most important performance metric: First Contact Resolution (FCR) rate. As a key solution within Enkata's full suite of workforce optimization solutions, our FCR solution leverages Enkata's exclusive contact reasoning engine and algorithm-based approach, which have proven to be the only system to accurately measure FCR for 100% of contacts. And leveraging our Next Best Action Framework to compare CSR performance against peers, you can identify the 20% of CSRs causing the majority of repeat calls and target the agents who need more coaching.

First Contact Resolution (FCR) =
An actionable key performance indicator that measures the percent of calls resolved during the first contact.

The calculation:
$$\text{FCR} = \frac{\text{First Contacts without Repeats}}{\text{All First Contacts}}$$

Overview

First call resolution (FCR) is widely considered the only key performance indicator that provides a balanced view of a contact center's overall performance. Did you know that...

- When customers fail to get the right answer on the first call, it leads to 60% of all "low customer satisfaction" ratings and decreases customer loyalty?
- This metric is also directly correlated with agent effectiveness and operational efficiency?
- Approximately 40% of incoming calls are unnecessary repeats, translating into millions of dollars per year in unnecessary contact center costs?

But because of limitations of traditional FRC management solutions, few contact centers have been able to truly measure FCR on every contact. Most applications are designed to measure FCR on just a subset of contacts, and they fail to offer a clear link between findings and next best actions from an agent management perspective. Simply knowing your FCR isn't enough to bring about changes that improve this critical performance metric.

Enkata's First Contact Resolution Solution

Enkata's First Contact Resolution (FCR) solution is a closed-loop system that has been proven to systematically improve FCR. It does this by automatically identifying the CSRs most responsible for low FCR performance and high repeat contacts. Utilizing Enkata's Customer Interaction Cloud, Enkata FCR leverages customer interaction data from speech, cross-channel, KPI performance analytics, and desktop analytics tools to provide next-best-action capabilities in performance management, policy, and process improvement.

Enkata's workforce optimization solutions provide a full suite of functionality, including coaching, quality management, and call and screen recording that enables more targeted agent coaching. At the same time, Enkata FCR can be used to compliment your existing coaching, quality monitoring, call recording, and customer survey systems by providing actionable data that you can use to better target which call recordings to review and which agents need coaching.

Measure FCR on Every Call

With Enkata, you can assess 100% of contacts and have complete visibility into all FCR-related data. Our solution:

- Uses Enkata's proprietary FCR algorithm to automatically tag 100% of customer contacts as either a "one and done" call or a repeat call. It also assigns accountability for each outcome to the appropriate agent.
- Leverages our Automated Call Reasoning solution to classify every call, giving you granular, actionable data to drive targeted coaching and process redesign.
- Uses our FCR Analytics solution to highlight which types of customers call back and why.

Because you can accurately assess every call, you can fully understand the size of your FCR problem and answer critical questions such as:

- Which agents generate the most repeat calls?
- Which call reasons cause the most repeat calls?
- What types of customers/products have the highest number of repeat calls?

Break the Repeat Call Cycle – Once and for All

Once you know the magnitude and causes of repeat calls, you can find and fix the agent behaviors and processes causing them. Enkata's solution ensures you start with accurate, complete FCR metrics that are aligned with your AHT, sales, and customer retention objectives. The software then provides the right FCR data to your front lines so that agents can self-correct – and managers can deliver targeted coaching to your agents based on specific call reasons and examples. You can also identify any process or policy failures that are driving repeat calls.

Part of Enkata's Full Suite of Workforce Optimization Solutions

Enkata's First Call Resolution solution is part our full suite of workforce optimization solutions, which encompass our unique Action Analytics platform that turns customer contact and agent performance data into actionable insight. Enkata's full suite offers a complete set of customer experience analytics, workforce analytics, and performance management products for contact center and claims processing operations, supporting performance management, coaching, quality assurance, claims and order processing, root cause analysis, and voice-of-the-customer insights.

Learn More

Take advantage of Enkata's powerful, closed-loop First Call Resolution solution that has been proven to systematically improve FCR. To learn more, call us at 650.453.3881, or visit us online at www.enkata.com

About Enkata

Enkata is a leader and innovator in cloud-based customer experience analytics. Our solutions give customer-centric companies visibility into the entire customer experience across each customer touch point – social, self-service, live assistance, and retail sales and service operations. Customers achieve impressive gains in customer service industry rankings while reducing the cost to service each account. Enkata's full suite of workforce optimization solutions is a set of analytics-powered solutions that capture unstructured data from voice and desktop sources used to improve operational process and employee performance. Fortune 100 companies trust Enkata to examine millions of customer interactions each day, ensuring that each is delivering value to their customers. For more information, please visit www.enkata.com.

Bottom Line Benefits

Enkata solutions have helped Fortune 500 companies improve workforce productivity, customer retention, and sales while reducing operating expenses and employee churn. Customers using our first contact resolution solution typically:

- Reduce unwanted repeat calls by 20-30% in 12 months
- Cut operating costs by up to 25%
- Boost customer retention by 3-5%
- Turbocharge their existing coaching and quality monitoring practices and systems



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