



A **Mindshare Technologies** case study

Maximizing First Call Resolution

Case Study #3 – Call Center – Telecommunications Company

The Challenge:

How to reduce the amount of times a customer calls in for service regarding the same issue. (First Call Resolution)

The Client:

Major international telecommunications company.

Situation:

Customers who call in multiple times about the same problem cost a company time and money, when with the proper training and knowledge base, call center representatives would be able to resolve a customer's issue on the first call.

Action:

Mindshare was installed to track satisfaction levels of customers who had called into the call center with issues. With Mindshare, each customer is presented with the option to take a survey regarding their experience with the representative on the phone. After the customer finishes their initial call, those who agreed to take the survey receive an automated callback from Mindshare, and are connected to the survey. Along with other questions regarding their experience, they are asked if their issue was resolved on **this call**. If they say "no," they are then presented with a follow-up question inviting them to explain what issues were unresolved on this first call. In this way, our client is able to measure customer satisfaction in multiple areas, rating the performance of individual agents across several variables, including the percentage of time that problems are resolved on the first call.

Results:

Using customer verbatim voice comments, our client was able to pinpoint areas where training and agent knowledge were lacking. The "First Call Resolution" score during the first month of using Mindshare was 57 percent. After using the Mindshare system for 10 months, including following up on areas of deficiency, our client was able to increase "First Call Resolution" by 14 percentage points to 71 percent (a 25% improvement)!

About Mindshare Technologies:

Mindshare's business monitoring tools help companies improve operational excellence and minimize customer attrition through personal customer involvement. Shortly after their service experience, customers respond to a brief survey using their touch-tone telephone or web interface. Mindshare's proprietary survey technology captures the voice of the customer in real-time and immediately transforms it into actionable intelligence through powerful and incisive enterprise reporting. Reports are updated immediately so that client management can incorporate customer insights directly into their operations. Mindshare serves clients in more than 25 industries, and collects surveys in 67 countries and in 14 languages for companies of all sizes. For more information visit www.mshare.net or contact us:

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