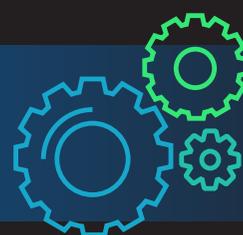


First Call Resolution

The Golden KPIs: First Call Resolution and Agent Retention are the two golden KPI's since they simultaneously reduce operating costs and improve CSAT, loyalty, advocacy and revenues. There are many ways to positively affect agent retention, and we can discuss those in more detail later, but there are a few simple things that you can do immediately to improve the perception of first call resolution with your customers.

So how do you take your First Call Resolution from good to great?



Best Practice in Action: **SUMMARIES**

To improve customer perception of first call resolution immediately, do this: get great at summarizing the next steps at the end of the call. Reps need to summarize the call in some form or fashion—it's typically a requirement for QA. **The key is to do it the right way.**

1

Don't Over-Summarize

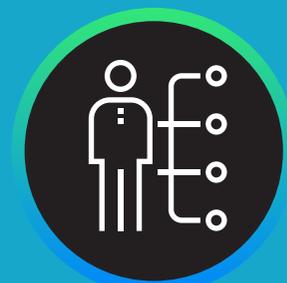
If a rep just had an interaction with a customer who summarized the call for them, forcing the rep to summarize it again is just going to frustrate the customer. Allow for flexibility in the QA process that will still ensure that a summary is included in each call but allows for judgment calls regarding how that is completed.



2

Summarize Next Steps Clearly and Specifically

Measure and insist upon reps summarizing the specifics of what will happen next as a result of a call. In many cases, the rep is not going to be the one to resolve the customer issue; there are typically other steps that must be taken within the organization that need to happen to solve the problem. Because of this, there is an art to providing the information to the customer in such a way that helps them believe that their issue will be, or is essentially, resolved, which will prevent a call back. To do this, reps should let customers know with great specificity what is going to happen next. More specific information results in reduced stress for the customer, and reduced stress results in a better customer experience. This extra minute of information not only improves their experience but it also reduces calls coming in because the customer didn't receive enough information. That's a good trade-off.



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