

Case Study

Improving First Contact Resolution (FCR) in an 800 seat call center



Ростелеком
Больше возможностей

The Customer:

Name	Rostelecom
Industry	Telecommunications
Best known for	One of the largest telecommunications operators in Russia and Europe. The group operates in all segments of the telecommunications market, providing service to more than 34 million households. Rostelecom is the undisputed leader of the broadband and pay-TV markets in Russia, with over 10.6 million fixed-line broadband subscribers and over 7.5 million pay-TV subscribers.
Location	Ekaterinburg, Russia (Rostelecom Ural Division)
Contact center roles	<ul style="list-style-type: none">• Technical support for fixed-line phone and Internet customers• Directory inquiries• Mobile operator support
Contact center platform	Cisco UCCE
Number of agents	1500
Year	2012

Description

The Technical Support Service Department in this call center processes approximately 600,000 calls per month.

First Contact Resolution (FCR) is a crucial key performance indicator (KPI) in this contact center.

Customer Quote

We managed to increase FCR in several groups of calls. In some of them, the increase was up to 18%. [In total], we increased FCR by 1.5%–1.7% after implementing ZOOM SpeechREC. FCR is a very important KPI for us and we considered [this increase] to be a good result...we plan to continue [to improve].

Igor Buranov

Head of Distant Services Department,
MRF Ural, Rostelecom

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The Challenge:

Target

To increase FCR and so reduce operational costs (average cost of each case handled).

The Results:

Primary Results

Problematic areas were identified in calls containing FCR risks. Best practices were implemented by conducting agent retraining to increase FCR.

- ↑ FCR was increased in the target call groups by approximately 15% to 18%
- ↑ Total FCR was increased for the contact center by approximately 1.5% to 1.7%

ZOOM Solution:

Analysis

A solution was needed to identify calls which would have a negative effect on FCR. The areas with the most FCR problems were as follows:

- Calls regarding the primary set up of the hardware
- Calls related to billing and payment issues

- Calls related to connection problems because of invalid login/password usage

Recommendation

A speech analytics solution that would help identify possible FCR-related root causes while also monitoring 100% of all calls.

Deployed solution

ZOOM SpeechREC.



ZOOM SpeechREC

ZOOM SpeechREC:

ZOOM SpeechREC is a powerful speech analytics solution that monitors 100% of calls. Phonetic-based approach to indexing and searching for calls ensures unmatched performance and accuracy. Deeply integrated with ZOOM ScoreCARD and Universal Player.

More about ZOOM SpeechREC: www.zoomint.com/speech-analytics