west®

4 Proven Ways to Reduce Repeat Callers and Overcome Poor First Contact Resolution

Repeat callers and first contact resolution (FCR) provide invaluable insights into customer pain points and opportunities for growth.

1 Integrate proactive text notifications to preempt inbound customer calls

Addressing a customer's inquiry before they know they have one is a major step in improving their overall experience. Delivering proactive welcome messages, emergency alerts, automated reminders, transactional confirmations and engaging notifications helps reduce inbound calls, improves customer satisfaction and reduces operational strain. Your brand and your customers win when *proactively* approaching frequent tasks such as:

- Ordering PPV and events
- Account Balance
- Outage status
- Bill Pay using Credit Card on File
- Payment confirmations
- Outage callbacks
- Password reset
- Link for web or video bill review
- Same day appointment reminders

2 Tune speech prompts regularly

Effective solutions can't sit still. Like a well-oiled machine, an IVR system (particularly speech-enabled IVR systems) needs continuous maintenance to achieve top-performance. Our experts recommend reviewing a mature IVR at least monthly and a new IVR daily or weekly, depending on call volumes. A conscious effort to tune regularly will eliminate unnecessary headaches down the road—for you and the customer.

3 Use data and analytics to predict user-intent

Put your technology to work—not your customers. Use your IVR to gather customer data and leverage their regular behaviors to create visibility into the customer journey. Analyze data to predict user-intent and guide them to the appropriate channel before they've said a word. Show them you know them. Make their *first* call their *only* call.

4 Introduce skills-based routing and train agents to address complex customer concerns

Always there when all else fails, agents are the heart of a quality customer care operation. When a customer needs urgent resolution, being connected to the right agent makes all the difference in how they feel about your brand. Introduce skill-based routing to direct incoming calls, outgoing calls and other channels (like SMS/Text) to appropriate agents by any combination of criteria you select: primary or secondary skill, agent rating, skill rating, geographic origin, IVR menu selection(s) or customer ID.

Ready to reduce repeat callers in your contact center?

Call West for an evaluation or visit **west.**com/interactive.