

# Healthcare Organization Uncovers Process Gaps and Improves First Contact Resolution



**Industry:** Printing and Publishing

**Annual Interaction Volume:**

**Inbound:** 12,000,000

**Other:** 12,000,000

## Challenge:

- To measure and improve First Contact Resolution
- No method to track Contact Reasons
- Manual data collection and missing information about callers

## Solution:

- Business Interaction Manager
- Interaction Hub for Agents

## Results:

- First Call Resolution measurement per contact reason across multiple sites
- Interaction System of Record for interactions provided for the contact center, outside sales and other stakeholders.
- 100% Contact Reason Tracking
- 12% Call Reduction for the highest call reason - equal to 1 million calls per year.

“We set out to measure First Contact Resolution. What we got was so much more than we dreamed of!”

*Director, National Contact Centers*

## Challenge

A leading provider of diagnostics testing, information and services needed to measure and improve First Contact Resolution in their many contact centers. Their goal was to reduce unnecessary repeat calls and provide excellent customer service while gaining insight into the factors driving their call volumes. In order to advance this initiative, they first needed to put the infrastructure in place to track all customer interactions across the organization’s fifteen contact centers.

Because the company grew by acquisition, they had multiple variations on a laboratory information system. Agents collected information on customer interactions without a single system of record to correlate data across the organization. Many different tools and media were used for reporting, including Excel spreadsheets and pieces of paper. As a result, the company was unable to accurately capture and analyze contact reasons, compromising any efforts to improve business processes and service delivery.

To further complicate matters, the organization operates in both a business to business and business to consumer environment and needed to track multiple reason codes for both types of callers.

The ROI case was built on understanding who was calling and why and reducing the number of repeat calls based on First Contact Resolution.

## Solution

To provide a consistent methodology of tracking contact drivers and provide the analytics back end to drive process-improvement across the organization, Upstream Works implemented the Interaction Hub for Agents desktop solution and Business Interaction Manager analytics.

Interaction Hub for Agents (IHA) provides a role-tailored, easy to use Agent Desktop solution for all customer interactions. This enables the organization to capture both business to business and business to consumer contacts with a straightforward, easy to use workflow interface.

Business Interaction Manager provides analytics and reporting that tie performance and behavior to the contact drivers collected by IHA. Call Reason and First Contact Resolution reporting is available across several business dimensions (contact type, Business Unit, Client Location, Agent Location) at the granularity of individual contacts or daily aggregates. Detailed reporting is available for a rich set of data captured for each agent interaction, providing the ability to correlate performance statistics with specific client and contact attributes. Actionable data used to develop an FCR improvement plan has reduced calls by 12% for their highest call type..

## Benefits

### Easy To Use

Due to the diversity of contact types, management had initially despaired of providing CSRs the ability to capture the needed information, without increasing the complexity of their workflow. In fact, the role-tailored desktop makes it easy for CSRs to negotiate workflows for different types of contacts and capture the information relevant to each interaction. The application presents code and form selections based on the type of caller and the reasons they are calling. At the same time it is lightweight in terms of deployment, ease of use and training overhead. While providing the toolset that is needed to capture data consistently across the enterprise, the CSRs find that it actually enhances their ability to do their job more effectively and efficiently.

### Actionable Data Identifies Process Gaps

First Contact Resolution and Repeat call analysis have revealed process gaps that significantly impact customer satisfaction. Based on the reports from Business Interaction Manager, the company has instituted an action plan to reduce repeat calls, increase agent's contact resolution rates and improve agent adherence to process.

### Real Time Customer Interaction History

All of the information captured for the customer journey through the contact center is logged in real time to the Business Interaction Manager. As a result, historical context is available for any caller at any time, providing a complete picture of the caller's interaction history and allowing reps to deal with situations appropriately whether they are business to business calls or business to consumer calls.

This Interaction history is available to agents during the interaction and is also used for caller documentation in the case of legal action.

### 100% Contact Reason Tracking

Repeat call history is tracked in the reporting database where it provides repeat caller reporting across the organization. Interaction-based reports allow drill down to individual contact chains, with each agent identified, and the reason and outcomes for each interaction. This provides management with insight as to why people are contacting the organization in order to contain costs and reduce the number of repeat calls into the centers.

### Accountability and Visibility Across all Levels

Management now use a single set of performance metrics to review national trends or the performance of individual locations. Supervisors and team leads use the same information to review agent groups and individual agent performances. Consistent data concepts are being used at every level of the organization to identify trends and behaviors and fix business processes. Managers and stakeholders at every level have a consistent set of tools to address the issues for which they are accountable.

### Agent Process Improvements

- Pinpointed Coaching Opportunities for Agents -- Management can now see who is calling out or conferencing for assistance and coach these agents for improved performance.
- Eliminated Sticky Notes --By capturing relevant customer information and intelligently clipping it into the application that needs it, notepads, sticky notes and adjunct applications were eliminated.
- Reduced Errors -- Application automation has reduced entry errors, and the agents no longer request the customer number multiple times.



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**About Upstream Works** Upstream Works delivers contact center solutions and customer experience analytics that reduce costs and improve customer retention. Typical implementations deliver full project payback in 6 months.

Upstream Works solutions are perfect for organizations looking to increase customer satisfaction, improve agent training and performance and reduce operational costs.