PRACTICE FOR ORGANIZATIONAL INTELLIGENCE, HYPERSOFT INFORMATION SYSTEMS

Improving Customer Resolution Rates

Hypersoft Information Systems

SITUATION

A large European utilities company with millions of customers nationwide wanted to gain a competitive in the market by better serving customer needs. A recent survey showed drop of 12% of customers satisfied with support activity for even the most common requests and complaints in comparison with the past two years. Having large teams of support staff situated in native market and abroad, comprising on average of forty persons per team, the client wanted to find a way to improve customer satisfaction for both common types of complaints, and for complaints coming from customers with rare types of requests. Specifically, client needed to improve "First Call Resolution" rates for both common and outsourced support teams. Other initiatives, such as "speed up resolution" and "average days to resolve a complaint" were also to be given attention.

HYPOTHESIS

Due to the opening of a new customer representatives office in Asia has increased common enquiry related complaints.

SOLUTION

Hypersoft had delivered a 3 month analysis of a key points of contact (the medium through which first contact was made) regarding first contact resolution. It provided details on the average number of days to resolve a complaint along with the reasons. Hypersoft had also provided intelligence and opportunities to speed up resolution times, for the primary "First Call Resolution" initiative, as well as "speed up resolution" and "average days to resolve a complaint" initiatives.
Identify current work structures for the purpose of speeding up resolution times for key performance indicators (i.e. "First Call Resolution", "speed up resolution" and "average days to resolve a complaint").

BENEFITS

Identification of how customers approach support enabled finding out the average time for resolving key issues such as billing requests.

- Hypersoft found out whether there was a standard customer engagement process for native and non native staff.
- Leaders, knowledgeable agents, and successful members were also discovered. Additionally, important and key people to sit within customer service teams were identified.

RESULTS

- After six months of the end of the analysis phase, a new study showed a stop to falling "First Call Resolution", gaining positive figure of 2.8%
- In two years "First Call Resolution" attained 6.2% growth, while "average days to resolve a complaint" indicator displayed a drop from 4.3 to 2.5 days for cases longer than a day.