

# Using analytics to reduce repeat contacts and improve FCR



## CASE STUDY

## Problem

A leading service provider needed to understand the drivers of repeat contacts:

- Repeat contacts had been steadily increasing over a period of time but the organisation wasn't clear on the drivers of the repeats
- A number of hypotheses were put forward but the organisation was unable to substantiate using robust data

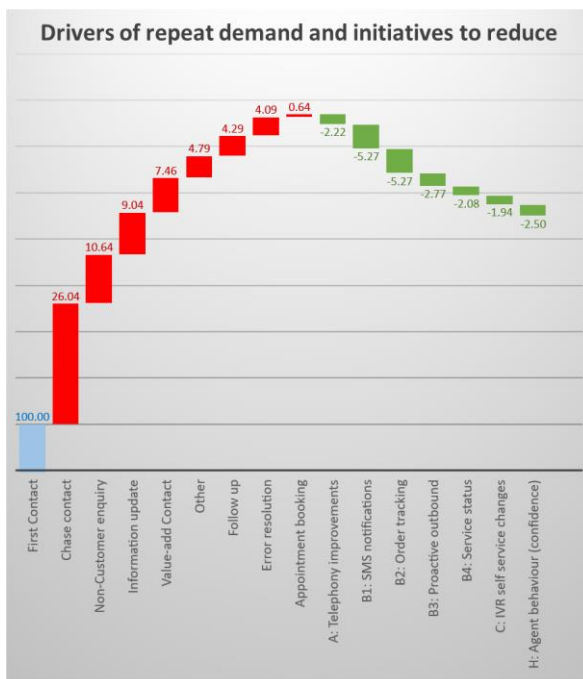
## Solution

- Deployed speech analytics on a large sample of customer contacts to identify 'first' contacts and 'repeat' contacts, by using language
- Analysis of the 'repeat' contacts to define the root cause driver of the repeat
- Built search packs to prove or disprove the hypotheses of repeat drivers
- Identified solutions and made recommendations for FCR improvement

## Findings

The repeat contacts were categorised and the data showed a number of areas of repeat contacts that added value to the business but a large number of contacts, primarily chase contacts, that were adding no value to either the customer or the organisation, so needed to be eliminated

From taking action, the organisation reduced the repeat contacts rate from 67% to 45%



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## Return on Investment

Reduction in 10% of the Frontline FTE equating to £1m in operational cost reduction