

Case Study

Using Analytics to Improve FCR and Deliver a £500k Return on Investment



Ember were engaged to help the multinational insurance company and financial services provider to be more efficient and improve First Contact Resolution.

The first step was building the language search packs in their speech analytics solution and then some detailed root cause analysis on the findings.

How we helped

From the language search packs and root cause analysis we have discovered the following key issues:

- **Agent Training:** We have seen a lack of consistency in the content and quality of information provided by agents leading to poor customer experience.
- **Online Service:** Our research showed that the password reset process drove large contact volumes. This did not help with self service adoption and the understanding of the online services.
- **Transfers:** We found inconsistent and incorrect transfer behaviours, driving high volumes of repeat calls.
- **Technology & Systems:** We found opportunities for better systems configuration to help improve processes to improve FCR.

The Results

Our analyses have shown the following key opportunities for the client, that has helped them to improve their FCR with a significant ROI - £500K benefit from this engagement. After our assistance, our client was able to:

- **Improve the customer experience** by training the agents to better diagnose the customer issue to take the right action.
- **Reduce call volume by 5%** by enabling customers to reset their own password online.
- **Drive self-service adoption** by using speech analytics to identify the promotion of online services and provide visibility to individual agents.
- **Highlight incorrect transfers** through both behaviour and system issues by developing the right Management Information.
- **Use the speech analytics system** to monitor the impact of effective coaching with agents.

Get in touch

Get in touch with our analytics experts today

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