

# Improving Customer Satisfaction through increased First Call Resolution



**First Call Resolution (FCR)** is a critical determinant of customer satisfaction for Internet Service Providers. Customers expect to have their problem or question resolved in a timely manner. Not all inquiries can be resolved immediately or on the first contact. However, advances in technology, increasing employee empowerment, and scrutinizing evaluation will increase the number.

An 80% FCR rate sounds good. Yet with an 80 % FCR, 20 % of callers require multiple contacts with your company to achieve resolution. That 20 % represents repeat calls, leading to increased call volume, inflated operating expenses, and most importantly, dissatisfied customers.

First Call Resolution is perhaps the most powerful metric when it comes to outsourcing services. A focus and improvement in FCR brings the best of both worlds - an improved efficiency and effectiveness. When you improve FCR you're improving quality, reducing costs, and improving customer satisfaction, all at the same time.

**First Call Resolution performance varies from industry to industry—averaging 63 % FCR for Tech Support to 93 % for Retail. FCR goals stretched from 71 % for Tech Support to 100 % for Services. All industries averaged 75.4 % First Call Resolution performance.**

**HCL BPO incorporates the following five steps to achieve a first call resolution rate of over 80 %:**

1. Process improvement and streamlining
2. Root cause analysis and detailed FCR measurement
3. Improving FCR communication and agent awareness
4. Incorporating FCR into monitoring and coaching
5. Focussed FCR training

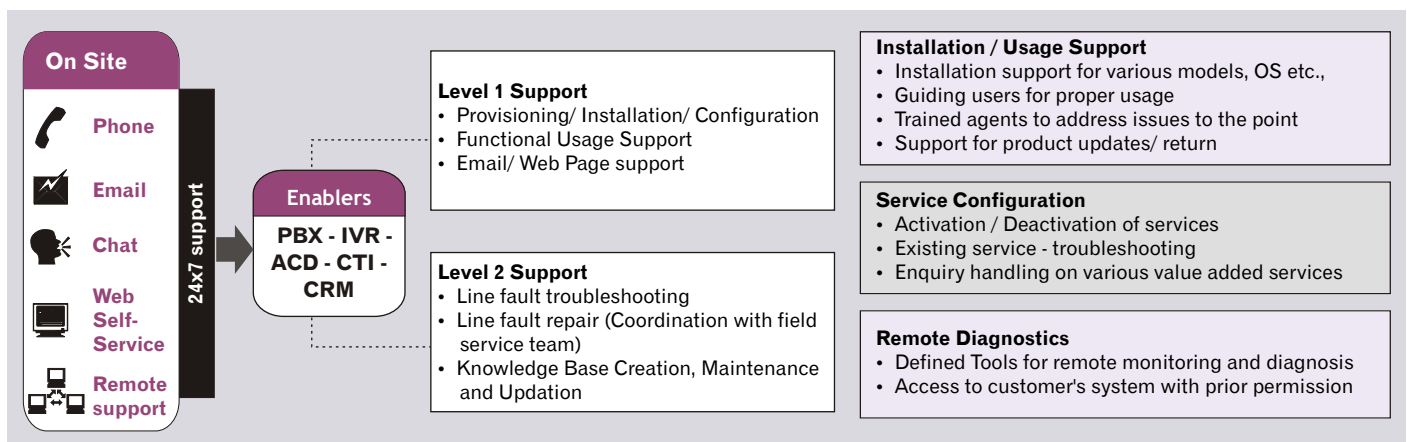
## HCL BPO Service Offerings

In today's competitive business scenario, strategic objectives of a typical customer for outsourcing are based on the following imperatives: Meet commitments made to end-users, maintain and improve service quality and reduce operational expenditure.

HCL's Global Delivery Model includes the following value propositions: Committed cost savings, commitment to support customers through long-term relationship and a demonstrated flexibility in customer relationship.

In order to deliver these, HCL has built its core competency by having the world's best delivery process, Strong partnership and governance model, Specialization in different business verticals of the industry and continuous improvement using six sigma methodology.

HCL BPO offers the following end-to-end services to Internet Service Providers:



## HCL BPO Tools

**Diagnostics Manager**  
Step-by-Step troubleshooting tool

**Ask Genie**  
Knowledge base/ Solution base for faster resolution

**UREKA**  
Performance Management Tool

**Nucleus - CRM**  
Call Tracking / Auto Escalation

**Benefits**

- Higher Customer Satisfaction
- Lower Repeat calls and Transfers
- Reduction of Calls/ Subscriber/ Year

**Lowering support cost**

- Consistent Customer Experience
- Improves visibility of Agent Diagnostic steps
- Improves Agent Productivity through consolidation of trackers
- Introduce workflow to improve Adherence to operational procedures

- Maintains database for products, customers
- Provides information on product issues
- Generate useful reports for clients process
- Records customer queries, and complaints

### HCL BPO Expertise

HCL BPO's experienced team of engineers provide customers with:

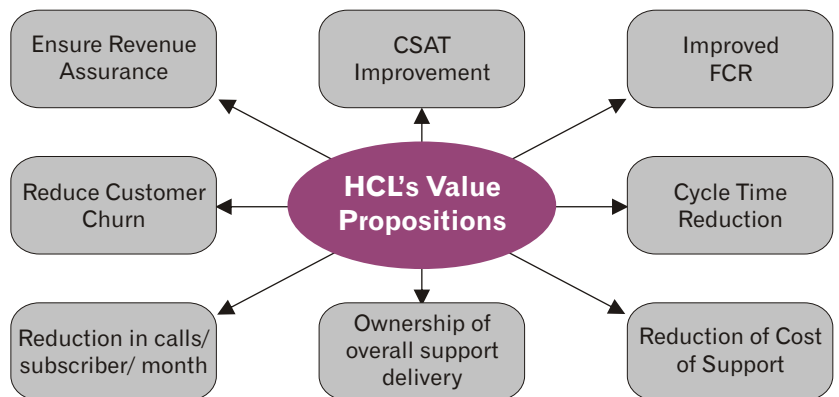
- Timely & accurate resolution
- Reduction in operational costs
- Faster scale up of global operations
- Greater quality & operational efficiency
- Improved Customer Satisfaction

HCL BPO has extensive experience in providing end-to-end support to ISPs in UK and US.

HCL BPO currently supports a UK based Fortune Global 100 Telecom company and a US based Fortune 50 Telecom company among others.

### Business Benefits

HCL BPO adds significant value to software organizations. In addition to cost arbitrage, HCL BPO increases the productivity and efficiency of the process, thereby transferring the business benefits to the client organization year-on-year.



- Efficient work methodology and quick ramp-up focusing on the business building capabilities
- Utilization of COPC standards and Six Sigma tools for internal operating procedures and process control measures respectively
- Increased credibility by sustained delivery
- Quick turnaround time
- Focus on bringing about a significant reduction in call volumes, improved FCR, and customer satisfaction
- Business-metric driven solutions rather than process metrics
- World class delivery infrastructure with disaster recovery for uninterrupted 24/7 operations
- Robust mechanisms to measure and enhance customer satisfaction
- Vertical expertise spanning BPO, Software, Infrastructure

## HCL BPO Advantage

## About HCL

HCL, with \$ 4.8 bn revenue and 55,000 professionals operating in 18 countries, is one of India's leading global IT services companies providing software-led IT solutions, remote infrastructure management and BPO services. HCL's BPO division provides customers with world class offshoring, business process migration, project management and technology strengths. HCL provides solutions across select verticals like Retail & Consumer, Banking & Financial Services, Insurance, Hi-Tech & Manufacturing, Telecom, and Media & Entertainment (M&E). HCL BPO ranks 3rd globally for Highest Client Satisfaction as per Black Book of Outsourcing, 2007.

Give your company the advantages of HCL's Technical Support solutions.

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