

Case Study



First Contact Resolution

Objective

Providing resolution with the concept of First time right thus reducing repeat calls on the same issues
This is an opportunity to identify the gaps in the end to end supply chain and also recover the service failures at every occasion and bring the customer to shop with us again



Goal Statement

To reduce repeat call from 33% to less than 25% with the aim to bridge the gaps in the
Reduce Repeat Call < = 25%



What we Did?

Six Sigma Methodology



Process re-engineering



Changes in replacement / repair process



Remodeled delivery TAT to customers



Enhancement in collection process reducing failures

First call Resolution

- Empowerment exercises rolled out for Advisor
- Customer First team formed to offer assistance to customers for end to end resolution
- Trainings on FCR & Quality enablers

Project Impact



34% Reduction
In Repeat calls

80%
First contact resolution

£202477
Savings owing to reduced calls in Apr-Jun '14



Restructured processes
That enabled higher customer satisfaction

