



## **QPC MIG benefits and applications - removing call transfers and improving first call resolution**

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Transfers and repeat calls create unnecessary work as well as customer frustration, but, identifying the scale of these problems, and their causes, can be difficult particularly for large organisations that have many sites, ACDs and network based routing / IVR.

Call transfers create unnecessary work as well as customer frustration. However, identifying the scale of call transfer problems (and the causes of these transfers) can be difficult unless data about selections made in the routing IVR (often hosted at the network level) dialled number, previous transfers, skill groups, call length and handling agents can be reported together.

Additionally, customers contacting organisations on several occasions because their enquiry has not been resolved first time also creates unnecessary additional work for contact centres and customer dissatisfaction. Despite this, quantifying the scale of repeat caller problems, and finding out what is causing these repeat calls so that the root causes can be eradicated, can be difficult to do unless information on which customers called, when these events happened and their journey is readily available.

### **The solution**

The QPC MIG, with the QPC Reveal Analytics 'Call Transfer' application, will capture and report all of the information necessary to understand every calling customer's journey, including dialled number, selections made in the routing IVR, call queues entered, call lengths, handling agent identity, agent skills and transfers made. This reporting solution can work across disparate geographical environments with network based routing and many ACD / contact routing framework types to help identify the scale and cause of call transfers.

The QPC MIG, with the QPC Reveal Analytics 'Repeat Contact' application, will collect and display all of the information necessary to understand which customers called, when these calls occurred and additional journey information such as dialled number, selections made in the routing IVR, call queues entered, call lengths, handling agent identity, agent skills and transfers made. With this application contact centres can see how many customers made contact several times within a short period (typically 1 or 2 days) to establish the scale of a repeat contact problem and continually monitor metrics related to first call resolution.

With QPC Reveal analysts can discover if specific contact types or even agents are more likely to create repeat callers. Additionally, if a contact centre's quality monitoring solution is integrated with the QPC MIG, unique call identifiers can be stored in the meta data associated with recorded calls so that businesses can review repeat calls to find out why these were made. Alternatively, organisations may also use calling customer identity information reported by the QPC Reveal application to enable interviews and surveys to be carried out with customers, who have had to call several times, to establish the reason for this.



As with all QPC MIG reporting solutions the QPC Reveal Analytics 'Repeat Contact' application will work across disparate geographical environments with network based routing and many ACD / contact routing framework types.

#### **Return on investment**

The QPC MIG, with the QPC Reveal Analytics 'Call Transfer' application, enables organisations to find and remove many of the causes of transfers, including dialled number / routing errors, poor IVR scripting / routing design, bad agent behaviours and agent skill gaps. A ROI for this application will be achieved through the removal of unnecessary work (handle time before transfer) and reducing customer frustration (improving customer satisfaction) caused by being transferred.

The QPC MIG, with the QPC Reveal Analytics 'Repeat Contact' application, allows businesses to establish the reason for repeat contact and make business changes such as process improvements to deliveries, changes to wording in customers communications and improving agent skills to reduce repeat calls. A ROI for this application is achieved by cutting unnecessary work (handle time of repeat calls) and reducing customer frustration (improving customer satisfaction) caused by having to call on several occasions to resolve an issue.

*'A business unit within a financial services client taking 1.47 mil calls P.A. found that 35% of calls were transferred out and 12% in, removing unnecessary transfers out offered the potential to save £166,000 P.A in staff costs.'*

*'A leading media and telecoms provider found that it was generating around 145,000 repeat calls a month, they targeted removing 10% of these with an estimated operating cost saving of £540,000 P.A.'*

## QPC - customer service transformation

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