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First call resolution is an EasyAsk®

The recently released Global Contact Centre Benchmarking Report for 2008 by Dimension Data, revealed that 38% of contact centre managers polled believe that a contact centre agent's ability to resolve a query during the first call is the most important factor in service improvement, while 74% rated it in their top three.

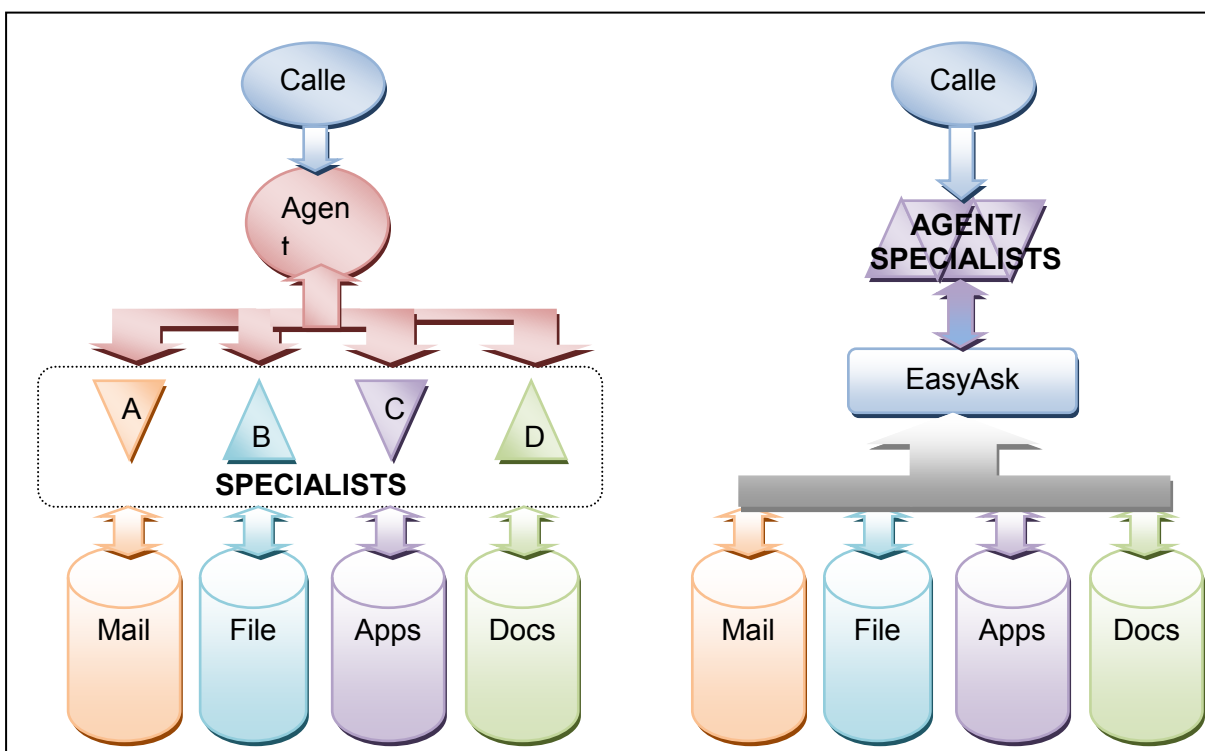
Definition: In customer relationship management (CRM), first call resolution is properly addressing the customer's need the first time they call, thereby eliminating the need for the customer to follow up with a second call. Talk time (the average time an agent spends on each call) is a common call center performance metric. In general, fast talk time averages are desirable. However, fast talk time averages accompanied by poor first call resolution rates are a sign that customer calls are not being answered satisfactorily.

In the perfect world the call centre agent is not only able to answer the call in the required time but is also the specialist in the callers required query field. Thus the call centre have a 100% first call resolution rate, 0% abandon rate, 100% agent KPI's and CRM levels that are unequalled.

This is also very possible if the call centre has only one caller and only one agent with one product to attend to the alternative is the intense training of motivated staff and a very low attrition rate to ensure ROI.

All of these are semi accomplishable goals in the real world, expensive but semi accomplishable.

Using EasyAsk as a query tool in the call centre however realizes most of these issues by enabling the call centre agent to query information based on a multitude of database, ranging from e-mail to documents, fileservers to application servers using ad hoc English queries.



The EasyAsk® application promises:

- Real time Interaction Management across all platforms
- Accurate MIS and Reporting
- Work force optimization
- Drive Management (Dashboard)
- First call resolution
- Up selling
- Improved customer satisfaction
- Data Cleansing (Lead optimisation)
- Self-Service(E-commerce)
- Contact Centre Architecture
- Saas (Software as a Service)

EasyAsk ®'s promise is to provide the expertise and knowledge base to contact centre agents through the use of technology, ensuring a unique experience and first call resolution.

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