

# Improving FCR & CSAT Rates

## THE CHALLENGE

A long-standing RDI partner in the healthcare industry experienced decreased customer satisfaction (CSAT), primarily caused by lower than expected first call resolution (FCR) scores. As call volume increased due to repeat calls, customers became frustrated with lingering issues, long wait times, and substandard service.

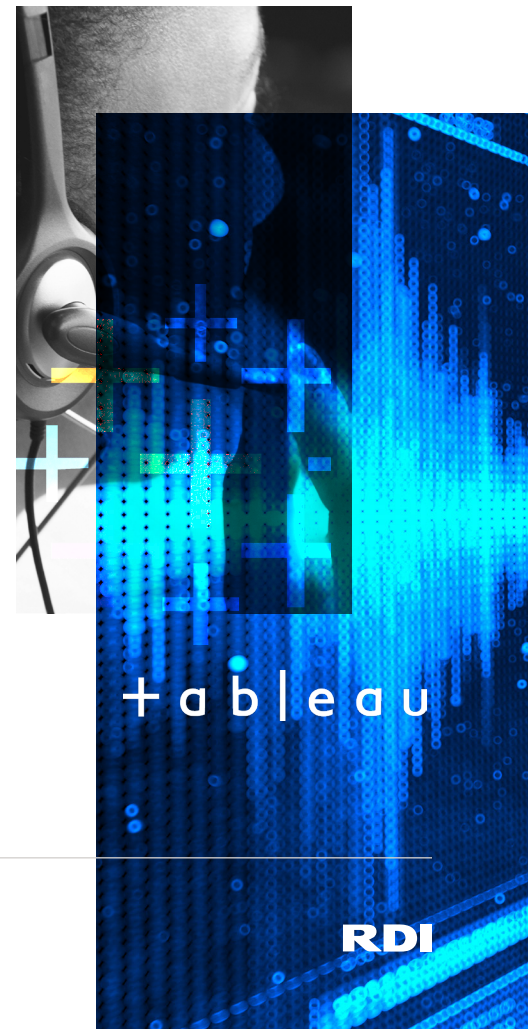
The company's objective was to better understand the drivers behind customers' repeat calls, isolate the root issues (whether internal to the client or external with RDI), and re-establish FCR and CSAT scores. They came to RDI hoping to implement practical solutions as efficiently as possible.

## OUR APPROACH

Immediately, RDI's business intelligence team began to analyze call data and discovered that the response rate on CSAT surveys was too low to define the root cause for CSAT decline. Instead, they created a formula to categorize successful and unsuccessful FCR. All repeat customer calls within a 72-hour window were considered failed FCR. This categorization allowed RDI's business intelligence team to focus on discerning which call types directly impacted the decrease in FCR.

Once call types were categorized, the team utilized Tableau and speech analytics to investigate key factors driving non-FCR calls. Interestingly, the decrease in CSAT and FCR was unrelated to RDI customer care agent behavior or poor performance; rather, the issues were upstream in how the client communicated and set expectations with their customers. Due to misalignment with pre-sale customer communication, expectations, and agent training, customers were forced to call multiple times in an attempt to solve their challenges, resulting in score declines.

After thorough research and analysis, RDI provided these findings to our client. This client then leveraged our analysis and recommendations to influence strategy and process change within pre-sale customer communications to set proper expectations, decreasing repeat customer calls.



## THE RESULTS

Within six months of the initial concern, RDI was able to improve FCR and CSAT to meet set goals while also reducing overall call volume, translating to cost savings for our client.

**June FCR: 69.4%**

**June calls received: 133,343**

**June CSAT: 75.8%**

**December FCR: 73.28%**

**December calls received: 113,833**

**December CSAT: 78.2%**

These results demonstrate a clear correlation between customer satisfaction, call volume, and first call resolution. RDI's ability to collect all failed FCRs and to efficiently and accurately analyze the data made it possible to resolve the underlying reason for repeat calls and to have a positive effect on the customer experience.

The statistical increases in both CSAT and FCR are significant, representing exceptional improvements in efficiency and customer satisfaction. In addition to an obvious and immediate impact on the company's bottom line, these financial gains are compounded exponentially over time, particularly when considering the number of new customer queries resolved and the effect of loyal customers on revenue and word-of-mouth marketing.

Even a 1% increase in FCR results in hundreds of thousands of savings in operating costs each year. That doesn't include gains from repeat business, agent satisfaction, and cross-selling.

## THE CONCLUSION

Our results confirm prior research about the positive correlation between first call resolution and customer satisfaction. One industry [study](#) identified FCR as a key performance indicator that corresponds with higher customer satisfaction rates. Similarly, [another study](#) found that customers had higher levels of confidence with an outsourced call center when the FCR rate was high. Given the importance of FCR and CSAT, RDI applies the same process of calculating and analyzing call data to pinpoint customer concerns, increase efficiency, and enhance customer satisfaction.

With RDI's business intelligence team, our clients and their customers are sure to win every time.