



First Call Resolution

Bob Davis-Mayo

In our opinion, one of the top two customer expectations is this: somebody to handle my issues quickly—during our first conversation, if possible. (The other is not having to wait too long to get that person.)

How do we help service personnel increase their first call resolution metrics? Here is our checklist of six elements to enable First Call Resolution readiness:

1. ___ Systems & processes providing a single, unified view of the customer.
2. ___ Education in products, services, procedures and policies.
3. ___ Discretion to deal with the customers' needs, together with a clear path of escalation for the "unhappy paths" we find ourselves in (which often includes clarity about how to handle cross-functional issues). This can be hard – management decisions and approaches often shoot us in the foot here.
4. ___ Realistic first call resolution metrics together with recognition celebrating successes.
5. ___ Training about how specifically to prepare to engage the customer, connect well with the customer, listen to and support the customer, and close well—leaving the customer with a sense that he or she was genuinely cared for.
6. ___ Supervisors and managers who are in touch with the front line and encourage first call resolution.

