



NICE Interaction Analytics First Call Resolution Package

NICE Interaction Analytics First Call Resolution Package is a powerful solution enabling contact centers to:

- Decrease the number of repeat callers
- Increase overall customer satisfaction
- Improve operational efficiency
- Reduce call volume significantly

FIRST CALL RESOLUTION - THE KEY TO CONTACT CENTER EFFICIENCY

First Call Resolution (FCR) is an essential performance indicator that is at the core of a contact center's operational efficiency. Repeat calls not only significantly increase operating costs but may also indicate reduced customer satisfaction and therefore increase the probability for customer churn.

Resolving the customer's issue during the first interaction with the contact center reduces the overall number of calls, improves customer service, increases sales opportunities and enhances customer satisfaction.

NICE FIRST CALL RESOLUTION PACKAGE HIGHLIGHTS

- Identifies repeat calls using words and phrases
- Sends immediate alerts when thresholds are crossed
- Identifies reasons for repeat calls according to various call types
- Automatically evaluates and provides root cause insight
- Identifies agent knowledge gaps leading to repeat callers
- Flags and sends calls for best practices based on defined parameters
- Provides advanced reports

NICE First Call Resolution Package

The NICE First Call Resolution Package offers a comprehensive and cost effective means for improving FCR in the contact center. The package helps contact centers significantly improve operational efficiency, reduce call volume, decrease repeat callers and improve overall customer satisfaction.

REPEAT CALL IDENTIFICATION AND CATEGORIZATION

The NICE First Call Resolution Package takes NICE's Interaction Analytics multi-dimensional approach to locate relevant calls and analyzes them to gain immediate value by better understanding FCR-related issues. Insight into the issues empowers management to take the necessary corrective action which can include educating the agent, streamlining back office processes or correcting a specific technical problem.

Business analysts and QA specialists can use pre-defined categories to focus on the interactions which resulted in repeat calls. NICE's multi-dimensional approach can detect keywords and phrases in the captured call such as "this is second time I am calling" and "how many times do I have to call", and automatically categorizes the calls with FCR issues. It can then automatically find the original call and focus on the issues that caused the need for a repeat call. Additionally, the solution can detect emotion levels that may indicate customer frustration to concentrate on the most critical calls. Furthermore, the solution integrates information from the organization's CRM system to provide a complete picture about the repeat caller and past interactions.

NICE FIRST CALL RESOLUTION PACKAGE CONTENTS

- Pre-defined categories
- Advanced lexicons
- FCR specific reports
- Trend graphs
- Real-time alerting for trend changes

AUTOMATED ROOT CAUSE ANALYSIS TO PREVENT REPEAT CALLS

After categorizing the relevant interactions, the solution performs automated root cause analysis and provides management with reports that indicate the reason behind most of the repeat calls, frequent topics that were raised, number of interactions which did not have first call resolution, and percentage of interactions not resolved during the first call. The reports also provided a link to managers to playback the actual call, enabling them to fully and accurately understand the root cause so they can take the appropriate action.

NICE Interaction Analytics Comprehensive Solution

NICE Interaction Analytics is a powerful business solution that drives high performance and business excellence in the contact center. The solution offers companies the means to obtain multi-dimensional business insight to improve operational efficiency, increase customer loyalty and retention, and improve marketing and sales effectiveness. Analyzing contact center interaction data using NICE Interaction Analytics empowers organizations to meet short-term objectives such as improving First Call Resolution and reducing Average Handle Time. Additionally, the solution enables companies to achieve strategic goals such as predicting customer churn, increasing customer loyalty and satisfaction, and increasing marketing campaign effectiveness.



First Call Resolution Case Study: Collections Company

Challenge:

An international collections company wanted to measure and understand the root cause of repeat calls to its contact center. The company recognized that not resolving customer issues successfully the first time around could account for 30% of its operational costs. The direct costs of repeat calls (telephony, agent time, overload on queue, etc.), however, are secondary to the real cost of customer dissatisfaction, which could potentially lead to customer churn. Improving first call resolution (FCR) became a major initiative.

Solution:

The collections company recorded all the calls coming into their contact center, which is mandatory for detecting customers calling in more than once. They then used the NICE Interaction Analytics multi-dimensional approach to conduct searches based on keywords and phrases as well as emotion detection levels. Additionally, the company integrated the NICE solution with their CRM to search calls by customer name, ID and tracking number, or by reason for call as noted by the agents.

With these sophisticated query capabilities, the company was able to sort calls and generate reports that noted the number of interactions which did not have a first call resolution, reason behind most of the repeat calls, and percentage of interactions not resolved during the first call. The reports also provided a link to managers to playback the actual call, enabling them to fully and accurately understand the root cause.

The company found that the two main reasons behind repeat calls were account statements that were difficult to decipher and customers who claimed to have been misinformed by agents. Accordingly, they were able to adapt back office processes and provide the requisite coaching to agents to correct the situation and improve their FCR rates.

Benefit:

With NICE's multi-dimensional approach to interaction analytics, the collections company achieved a 3% reduction in call volume, a 12% decrease in repeat callers, and a 0.4 improvement in the contact center's overall customer satisfaction score.



ABOUT NICE NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 135 countries, including over 85 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

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