

# 5 THINGS TO STOP DOING TO IMPROVE FIRST CONTACT RESOLUTION

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## 1 OBSESSING OVER YOUR NUMBER

Every company measures first contact resolution (FCR) differently.

It doesn't matter how wrongly you're measuring FCR, the most important thing is to continue measuring it the same way to track improvements (*or declines*) in your team's efforts.

If you focus your energy on improving processes, goals, and your people - the metrics will follow.

One of the most important steps when measuring FCR is understanding your drivers first. What is causing your FCR to be that specific number in the first place? Understanding the "why" behind your FCR, makes it easier to solve.

## 2 BLAMING YOUR AGENTS, NOT THE PROCESS OR LEADERSHIP

If your team's FCR is not improving, take a look at your processes or policies. If you want to take it a step further, also look at what leadership is/isn't doing.

Your agents will focus on what goals you've set forth. If you're harping on call handle time, a result could be a decrease in your FCR score.

Remember, any goals you set forth could result in consequences if bonuses, compensation, and rewards are driving those goals.

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## RELYING ON OLD TECHNOLOGY TO MAGICALLY IMPROVE YOUR KPIS

The ROI needs to be there when adding new tools. But if you're using outdated tools to measure and assist your team, then you're already behind the curve.

*Example: Do you currently use AI call guidance software?*

This software provides agents with real-time responses so they always know the right thing to say to customers or prospects.

In turn, being able to predict next steps will help agents reduce repeat contact rates from customers.

**Set aside time to answer cold calls or emails. Simply review and see what new technology is out there. If anything catches your eye, then you can take the next step for a demo or call.**

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## FOCUSING ON SHORT-TERM RESULTS

True improvements in FCR could take months or even years. That's a lot to consider when making changes in processes or tools to not see an immediate return.

If you want immediate results, you might be sacrificing other things without knowing it.

Additionally, what else needs to be considered in your results?

Customer churn.

Broadening the scope to more than just repeat contacts, and correlating FCR to churn will only improve your operation over time.

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## COMPARING YOUR STARTING POINT TO OTHER COMPANIES

Comparison can be a thief.

If you go to two different contact centers, they will most likely be measuring FCR differently. WHAT defines a resolution and WHO defines that a problem is resolved are two questions that cause FCR to be different.

Focus on why you chose to report FCR the way you did. Do NOT change the formula especially if it's just to get a higher number.

That removes the entire purpose of trying to improve FCR and will likely result in no progress from your team.

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### Want even more information?

Check out [The Contact Center KPI podcast!](#)



Plus **Abstrakt** offers real-time call guidance software that helps contact centers reach their FCR goals!

It's one of the top-rated agent assist software on the market. See what companies just like yours are saying.

