



**SUCCESSFUL
FIRST CONTACT RESOLUTION
DEPLOYMENT
THURSDAY MARCH 25th 2010
BIRMINGHAM £295**

250 CLIENTS TO DATE UK'S BEST SELLING FCR EDUCATION

Financial Services

Barclays
Bank of America
ABSA
The Co-operative Bank

Utilities

nPower
British Gas
Scottish Power
Southern Water
Veolia

Local Government

Birmingham/Vertex

Healthcare

BUPA
VHi Healthcare
NHS

Media

BSkyB
Virgin Media
MTN

Insurance

RIAS
Saga
Royal Sun Alliance

Emergency Services

Metropolitan Police
West Midlands Police
Surrey Police

Travel

Carnival
Airmiles
SAA

Other

General Mills
BOC Gases
IKEA

PLAN AN EFFECTIVE APPROACH TO FCR

If you are reading this then you already know about the need for an effective FCR strategy. If you need to:-

- Establish a solid and realistic understanding of FCR
- Know the difference between voice of the customer and real time operations FCR
- Benchmark your own practices against best in class
- Prepare a development strategy
- Consider your options -gain ideas
- Understand how far you can go with FCR at this time
- Distinguish between the bluff and the facts
- Look over the horizon at the future for FCR
- Understand the impact of Algorithmics on FCR
- Share your challenges with peers
- Benefit from our research and study tours in the UK and abroad

Then the CCR Masterclass is for you.

EQUIP YOURSELF IN THE FOLLOWING WAYS

Setting Expectations/Review of Existing Methods

Your course leader starts out by carefully setting expectations through a thorough review of existing methods. Many of our delegates gain great comfort at this stage as we separate the “fact from the fiction” in terms of industry best practice and claims, based on the UK's biggest FCR benchmark to date.

Reviewing Your Position

The part of the day helps you to clearly position yourself in terms of “where you are now” and “where you want to get to.”

During this part of the course we work in groups to devise clear understanding of our current capabilities and our improvement options. Our instructor helps with a “tough love” approach enabling delegates to really see past routine operational pressures and examine the real potential for effective FCR.

Planning a Strategy

With a clear understanding of the options available to tackle FCR, delegates work on their individual work plan to devise the best way forward for their organisation. CCR course leaders provide a useful step-by-step process developed through team exercises.

Successes & Failures

This part of the course helps delegates to avoid common mistakes and misdirection. Through case studies you will be provided with real life examples of some hugely expensive FCR failures, as well as pioneering successes upon which the future direction of FCR will no doubt follow.

Tools Available in 2010

2010 is a significant year for FCR. We will see the rise of new tools that will drive effective FCR forward and push out long-established customer satisfaction methods. Here the reasoning behind these changes and judge for yourself.

You will be able to expertly compare your existing FCR strategy based on traditional methods such as call recording, speech analytics, agent tagging, survey based methods or CLI against newer approaches and judge an intelligent jumping off point against your own organisation's specific circumstances.

Funding Effective FCR Change

With businesses being "tight on cash" we forensically examine the costs of a typical organisation in terms of QM, CSAT and operations and show how these costs can be reduced in order to fund effective FCR investment.

COURSE LEADER'S QUALIFICATIONS

Mike Allen is CCR's Practice Leader for FCR and is well placed to advise end user contact centres on their First Contact Resolution strategy. Why?

- a. He has completed a national benchmark on FCR Practices with over 120 organisations taking part. This new knowledge was completed in Autumn 2009 and feeds directly into the programme. Delegates receive this report in hard copy.
- b. Mike Allen is the UK's leading FCR educator delivering courses to over 250+ major organisations in the UK, EU and South Africa in the last 15 months. As FCR is moving very quickly some of these organisations are now revisiting the programme to gain the latest insight.

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- c. Mike has led CCR in carrying out major surveys for leading providers of call recording, speech analytics and other FCR-linked technology and have some real "coal-face experience" of the effectiveness of these methods
- d. In the early part of 2009 Mike carried out an FCR Study Tour of North America looking for

innovations in the FCR field and were amazed to see the contrast between innovation in the USA & Canada compared to the UK & Ireland. Our study visits unearthed a major new movement, rapidly gathering pace. Mike has recently been commissioned to produce a major research piece on FCR practices in North America.

WHAT CUSTOMERS SAY

"Great course especially enjoyed the Lean thinking behind it." **BUPA**

"Helped us see how FCR could really generate savings." **MBNA**

"This course really helped us all move forward." **West Midlands Police**

"Very worthwhile experience, not a vendor in sight just solid thinking." **Scottish Power**

"It provided a level of understanding simply not available in house. **Co-operative Financial Services**

"The little mathematical analysis done to expose the flaws in a popular means of measuring FCR was simply brilliant." **ABSA**

"This course went straight to the heart of the matter, the mainstream FCR methods were systematically critiqued and quite logically demolished by the trainer. Revolutionary thinking." **IKEA**

"Great course to attend when you are planning new strategy for CSAT measurement." **RIAS**

"Very realistic assessment of FCR options for those planning an effective strategy." **Environment Agency**

"Mike Allen's no-nonsense approach will not please everyone but he's right to pull the rug from under the fakers." **NHS**

"The trainer had a very interesting and deep knowledge of the various FCR methods" **nPower**

"CCR's open session in Johannesburg was extremely insightful and all the valued the content." **MRI**

"We attended the open session and then booked CCR for an in-company follow up, a very good investment" **ESB**

"Inconveniently good, and will stop many in the industry wasting a lot of money" **MPL Limited**

"Challenged my plans for the better." **Centrica**

AGENDA

9 – 10.00	What Type of “FCR-er” are you? Reviewing Your Position	<ul style="list-style-type: none"> ● Understanding Your Typology ● Where You are Now?! Where You want to Get To? ● Systemic v Agent FCR ● Trend/Voice of the Customer v Operational FCR
10-10.30	What Do You Do Now? What do you Want to be Able to Do?	<ul style="list-style-type: none"> ● Metric – how you calculate it ● Metric coverage – what % of your calls or contacts do you measure in your FCR process ● Metric Lag – Time taken from a repeat happening to when it is counted ● Coding – how you code your repeats ● Coding coverage – do they cover multi-channels, front office, back office, competition or product failure. ● Coding Lag – Time taken from when repeat occurs to when you have the repeat cause code in your hands ● Feedback – how you feed back your coded repeat causes ● How quickly you feed back your coded reasons ● How you deal with systemic repeat reasons ● How you deal with agent-caused repeats
10.30-11.15	Taking a Broader Look at Your Current FCR/CSAT Strategy	<ul style="list-style-type: none"> ● CSAT Measurement ● Agent Compliance ● QM & Call Recording ● Lean & Six Sigma ● Agent QM feedback v Agent FCR Coaching ● Multi-Channel Inputs ● Repeat Reason Codes ● Manpower ● Analysis Data
11.15-11.30	Coffee/Networking	
11.30-12.00	The Ideal Approach Review of Existing Methods	<ul style="list-style-type: none"> ● Cost versus Coverage ● Call Tagging ● Call Recording ● QM Analytics ● Caller Line Identity ● Post Call IVR Surveys ● Post Call Structured Telephone Interviews ● Algorithmics ● Future Scenarios WFM evolution comparison
12.00-13.00	Your Real FCR Costs	“Hole in the Bucket”

13.00-13.45	Lunch	
13.45-14.00	FCR Approaches	<ul style="list-style-type: none"> ● Cutting Edge ● Workmanlike ● FCR for the Pauper ● Ones to Avoid ● Mashups ● Technology Availability
14.00-15.30	Impact of Improved FCR on the Coal Face Call Handling	<ul style="list-style-type: none"> ● Having FCR as the key metric – what this looks like ● The scale of mind change ● The benefit of real time FCR measurement ● Personalised FCR performance ● Impact on incentives ● Impact on coaching ● Impact on supervisory management ● Dealing with FCR failures ● FCR Fix Rate
15.30-15.45	Coffee/Networking	
16.30	Final Thoughts & Close	<ul style="list-style-type: none"> ● How the FCR Organisation will evolve in the next two years

NOW ITS TIME TO BOOK YOUR PLACE

Your investment of £295.00 + VAT covers:-

- FCR Self-Assessment Benchmark
- Lunch & Refreshment on the Day
- Copy of the CCR FCR National Benchmark Study

Please note FCR Masterclasses are very popular sell out events, please ensure you book and pay promptly to avoid disappointment.

ORDERING & PAYMENT

Payment & Costs CCR Club Members No Charge for Entry

Two delegate rate £550.00 + VAT (£646.25) Single delegate rate £295.00 + VAT (£346.63)

Please note VAT not applicable for non UK clients.

<p>1st Delegate Name: Job Title: Company: Address: Post/zip Code: Country: Telephone: Direct: Fax: Email:</p>	<p>2nd Delegate Name: Job Title: Company: Address: Post/zip Code: Country: Telephone: Direct: Fax: Email:</p>																									
<p>Purchase Order/Reference: YOUR REF _____</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr style="background-color: #cccccc;"> <th style="width: 15%;">Order Item</th> <th style="width: 15%;">Charge</th> <th style="width: 15%;">No of Delegates</th> <th style="width: 15%;">Sub Total</th> <th style="width: 15%;">Total</th> </tr> </thead> <tbody> <tr> <td>FCR Course Entry</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="3" style="text-align: right;">Total £ Ex VAT</td> <td></td> <td></td> </tr> <tr> <td colspan="3" style="text-align: right;">VAT @ 15%</td> <td></td> <td></td> </tr> <tr> <td colspan="3" style="text-align: right;">TOTAL</td> <td></td> <td></td> </tr> </tbody> </table> <p>Signed _____</p> <p>Print _____</p> <p>Date _____</p>	Order Item	Charge	No of Delegates	Sub Total	Total	FCR Course Entry					Total £ Ex VAT					VAT @ 15%					TOTAL					<p>Payment Method Please note that we require clients to fax a completed version of this document to register their order 0870 4867648. Payment confirms your place and is due within 14 days of order. Queries to enquiries@cc-research.com</p> <p><u>BACS and Direct Funds Transfer:</u> BCCW Ltd Royal Bank of Scotland 30-32 London Road, Enfield, London EN2 6DT Sort Code 16-19-22 AC No 10147426</p> <p>Cheque: Please make payable to BCCW Limited and post along with this order form to Ty Newydd, School Lane, Overton, Wrexham UK, LL13 0ES</p> <p>Credit Cards: We can take most major credit cards via PayPal . Payments can normally only be taken from the card holder at www.contactcentreresearch.com/order</p> <p>CONTACT DETAILS Contact Centre Research BCCW Ltd Ty Newydd, School Lane, Overton on Dee, Wales LL13 0ES Tel + 44 (0)1978 710483 enquiries@cc-research.com</p>
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