

Contact Center FCR Best Practice Award Winner

Award for CSR Training: Dialog Direct and Prime Therapeutics

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Dialog Direct (outsourcer best practice partner) and Prime Therapeutics

CSR Training Best Practice: Innovative Training that Drives Higher FCR Rates

Best Practice Case Study

With triple customer service representative (CSR) growth rates year over year due to rapid member (customer) growth, and with the unemployment rate in the local marketplace tightening, one would normally expect a significant reduction in First Contact Resolution (FCR) and Customer Satisfaction (CSAT). Typically this type of situation would create a large number of untenured staff and new management, resulting in inconsistent and significantly reduced FCR rates.

This was not the case with the dynamic partnership of Dialog Direct, a member engagement center (call center) located in Denison Texas, and Prime Therapeutics, a pharmacy benefit management company to many Blue Cross Blue Shield organizations, headquartered in Minneapolis, Minnesota. In fact, FCR at Dialog Direct for Prime increased in 2015 over 2014. Not only did the FCR markedly increase, but also the scores were consistent month to month, not rising and falling as is typical with every new hire class released to the floor. Sample size for FCR measurement was approximately 2000 annually and the methodology used was through an SQM survey.

Best Practices Defined

We attribute the strong FCR improvement within the context of triple growth rates to a variety of practices spanning 11 new recruitment, desktop, training and coaching practices, which included:

- “Interview to Pro Process” Mapped and Improved
- Release When Ready Nesting Philosophy
- Reduced Nesting Ratios
- Training Curriculum and Timing Redesign
- Deployment of Total Recall Training Technology–
- Addition of a Knowledge Management Database
- Six Sigma Root Cause Analyses for FCR and Training
- New Soft Skills Training Curriculum
- Training the Coaches
- Development of Coaching Guides
- Triangular Coaching

What’s Next?

Dialog Direct frequently conducts tours of our facility for companies looking for FCR Best Practices. When we show them our progress, they are impressed, but invariably ask: What’s next?

Dialog Direct recently performed, in conjunction with ASU and CCMC, a consumer telephonic survey of 1000+ B2C consumers regarding their complaint handling experience across a variety of industry verticals. This 2015 Customer Rage Study revealed not only a number of annoying phrases and processes that companies subject their members to, but also uncovered 12 phrases and practices that customers or members actually want as part of the handling of their

complaint. These 12 customer desires represent an invaluable blueprint for complaint handling and creating a formal Service Recovery CSR Training Program. Since we know that FCR is lowest on calls in which a member has a complaint, we will use this information to recommend a new service recovery program for our clients.