

# Reducing Repeat Calls: Risks & Mitigations



Our repeat-call reduction program addresses several primary risks to ensure its success. These include potential data quality issues, the misdiagnosis of root causes for repeat calls, security and privacy exposures related to customer data, potential vendor or tool failures, and unforeseen regulatory changes.

To mitigate these risks, we will implement strong data governance frameworks, conduct analyses validated by Subject Matter Experts (SMEs), and run controlled pilots. Secure handling of recordings and Personally Identifiable Information (PII) is paramount. We will also establish clear contractual Service Level Agreements (SLAs) with vendors and opt for phased rollouts with predefined fallback paths.

Robust governance includes weekly pilot reviews, continuous monitoring dashboards, and quarterly executive oversight. This ensures that residual risks remain within acceptable bounds as we work towards a targeted 15% call reduction and the associated FTE and monetary benefits.

# Current State (As-Is): Understanding Our Call Centre Dynamics

## Operational Overview

- Approximately 5,300 calls handled over a 14-hour window each day.
- Average Handle Time (AHT) stands at 8 minutes per call.
- Our team comprises 75 agents working 7 days a week.
- Each agent contributes 8 productive hours per day.
- We currently experience high volumes of repeat calls and avoidable demand.

## Baseline Effort & Capacity Analysis

A detailed analysis of our current operations reveals a significant demand-supply gap:

- Daily handling effort: Roughly  $5,300 \text{ calls} \times 8 \text{ minutes/call} = 42,400 \text{ minutes}$ , which equates to approximately 707 hours.
- Available agent capacity:  $75 \text{ agents} \times 8 \text{ hours/day} = 600 \text{ hours/day}$ .
- This gap is currently managed through agent stretch, overtime, and some efficiency leakage.



## FUTURE VISION

# Target State (To-Be): Optimising Call Centre Efficiency

Our target state focuses on significant improvements in call handling and customer experience:

### Strategic Goals

- Achieve a 15% reduction in total calls by eliminating repeat calls.
- Implement root-cause-driven process fixes to prevent recurrence.
- Enhance self-service options and improve first-call resolution rates.
- Enable exception-based agent intervention with full control mechanisms.

### Expected Benefits & FTE Savings

- Calls reduced per day: Approximately 795 calls.
- Hours saved per day: Approximately 106 hours.
- Equivalent FTEs released: Approximately 13 Full-Time Equivalents.

This transformation is projected to generate multi-million INR in annual monetary savings.

The freed-up capacity will be redeployed towards incremental revenue-generating work, further benefiting the organisation.

# DMAIC Phases & Deliverables for Call Optimisation

We will align our efforts with the robust DMAIC (Define, Measure, Analyze, Improve, Control) methodology to ensure a structured approach to call reduction:

## Define

Establish program scope, articulate the business case, and identify Critical-to-Quality (CTQ) factors.

## Measure

Quantify current call volumes, repeat call rates, and Average Handle Time (AHT) to establish baselines.

## Analyze

Identify areas of waste, rework, and key demand drivers for repeat calls.

## Improve

Develop and implement solutions for call elimination and prevention strategies.

## Control

Establish dashboards, governance protocols, and audit mechanisms to sustain improvements.

## 30-60-90 Day Pilot Roadmap

**0–30 days:** Data extraction, in-depth analysis, and comprehensive pilot design.

**31–60 days:** Implementation of identified fixes, rigorous testing, and refinement based on pilot results.

**61–90 days:** Scaled rollout of validated solutions, stabilisation of processes, and handover to operational teams.

# Detailed Work Breakdown Structure for Call Optimisation

1

## 1. Program Initiation & Governance

- 1.1 Executive sponsorship & charter definition.
- 1.2 Establish governance framework, RACI matrix, and meeting cadence.

2

## 2. Define & Measure

- 2.1 Capture Voice-of-Customer (VoC) and Critical-to-Quality (CTQs) metrics.
- 2.2 Baseline call volume and repeat call rates.

3

## 3. Analyze

- 3.1 Segment call drivers and perform Pareto analysis to identify key areas.
- 3.2 Conduct root cause and failure mode analysis for repeat calls.

4

## 4. Improve

- 4.1 Develop and implement process and policy fixes.
- 4.2 Optimise knowledge base content and agent scripts.
- 4.3 Enable and enhance digital/self-service channels.

5

## 5. Control

- 5.1 Develop KPI dashboards and alert systems for performance monitoring.
- 5.2 Establish Standard Operating Procedures (SOPs), conduct regular audits, and track benefits.

# Risk Assessment & Mitigation Matrix

Effective risk management is crucial for the success of our Call Volume Optimization initiative. Key risks include incorrect root cause identification, data quality issues, resistance to change, and potential benefit leakage. These are mitigated through rigorous SME validation, phased pilot programmes, strong governance, and dynamic control dashboards. This living document will be continually updated throughout the project lifecycle to reflect current risk postures, evaluations of likelihood and impact, and prescribed mitigation strategies and owners.

## Risk Monitoring & Review Cadence

1

### Weekly Reviews

During the initial pilot phase (first 6–8 weeks), weekly risk reviews will be conducted, transitioning to monthly reviews during steady-state operations.

2

### Monthly Metrics

Monthly control effectiveness metrics will track repeat-call rates (absolute and percentage), self-service exception rates, average time to fix issues, the number of failed rollouts/rollbacks, and benefit variance against forecasts.

3

### Quarterly Executive Review

Quarterly executive reviews will involve key stakeholders from Operations, Analytics, IT Security, Compliance, and Finance.

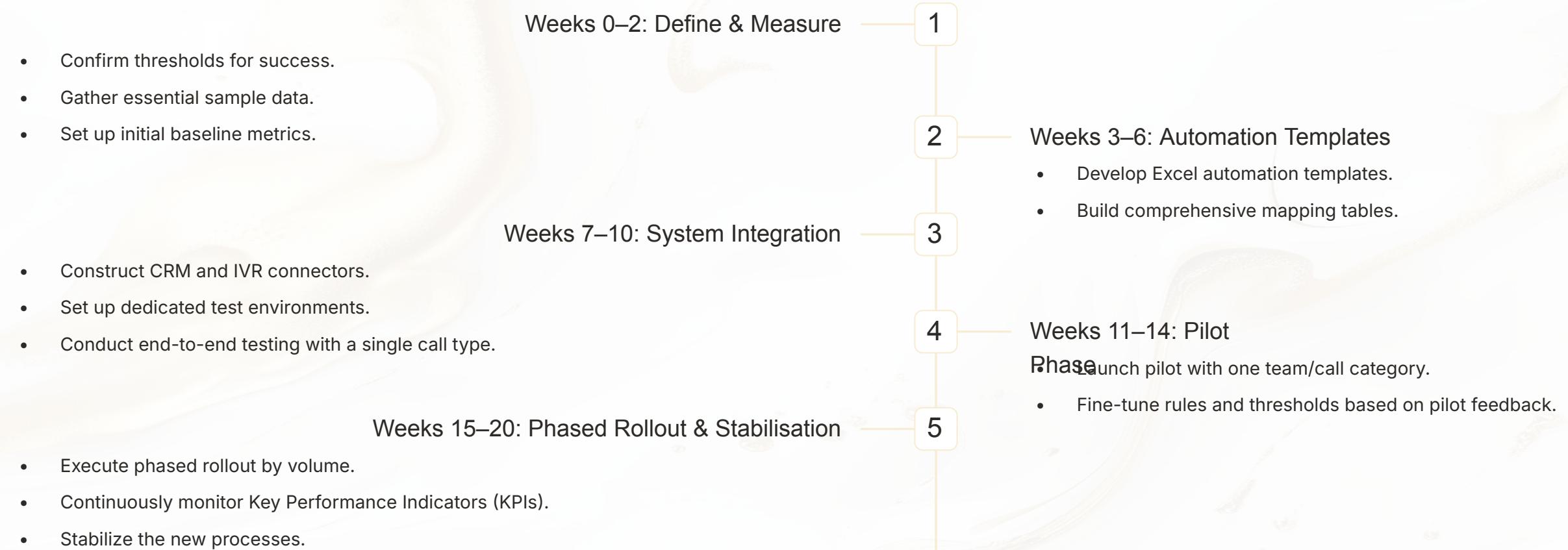
4

### Living Document

The risk register will be maintained as a living document within the PMO/CoE workspace, with mitigations, owners, and residual risks updated after each review. An actions log will track overdue mitigations.

# Implementation Roadmap (High-Level)

This high-level roadmap outlines the phased implementation for our Call Volume Optimization initiative. Please note that timings are indicative and subject to adjustment based on internal resourcing availability.



## Control Plan & Sustainment

To ensure long-term success and continuous improvement:

- Weekly KPI dashboard monitoring during rollout, transitioning to a monthly executive summary thereafter.
- Quarterly audit of auto-post accuracy and sample reconciliations.
- Establish a continuous improvement backlog for additional rules and exception reductions.

## CONCLUSION

# Executive Summary: Driving Efficiency Through Transformation

This proposal outlines a critical Transformation-led initiative designed to significantly reduce repeat calls and optimise contact centre demand. By leveraging the proven methodologies of Lean Six Sigma analytics and implementing a robust control framework, we aim to achieve a substantial 15% reduction in overall call volumes.

This reduction will not only unlock significant Full-Time Equivalent (FTE) capacity but also generate multi-million INR in annual savings. Beyond the immediate financial benefits, this program will enable scalable growth by streamlining operations and enhancing customer experience, positioning our organisation for greater efficiency and resilience.

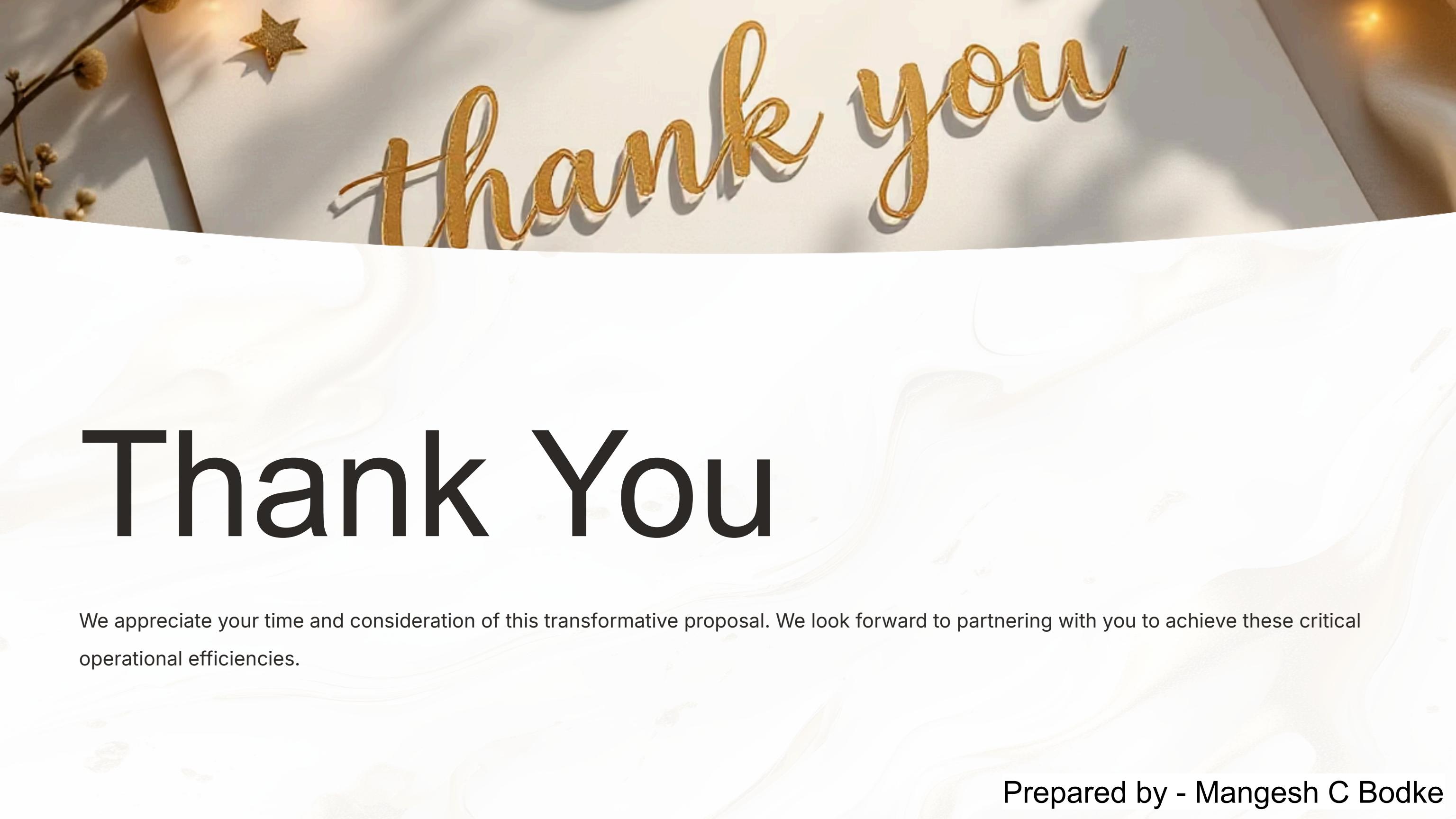


# Questions & Discussion

Your attention and engagement throughout this presentation are greatly appreciated. We are confident that a successful implementation of the "Repeat Call Volume Optimization Transformation" will lead to profound improvements in our financial operations and customer service.

We warmly welcome any questions, insights, or constructive feedback you may have regarding the proposed automation and transformation processes. Your input is invaluable as we move forward with this strategic initiative.





*thank you*

# Thank You

We appreciate your time and consideration of this transformative proposal. We look forward to partnering with you to achieve these critical operational efficiencies.