Project: Reduced Repeat Calls by 15%

Project Overview

The customer service process for a leading Australian telecom client faced recurring repeat calls due to process gaps, limited visibility into advisor performance, and lack of data-driven insights. To address these challenges, a structured improvement project was launched using Six Sigma and analytics-driven methodologies.

Key Objectives

- Identify key drivers contributing to repeat customer interactions.
- Improve first-call resolution (FCR) and overall service efficiency.
- Establish real-time performance visibility through KPI dashboards.
- Reduce repeat call volume and enhance customer satisfaction.

Solution Approach

→ Conducted root cause analysis (RCA) across customer service workflows to identify recurring issues.

→ Designed and implemented Excel and Power BI dashboards for real-time SLA and performance tracking.

→ Introduced process control frameworks and feedback loops to address repeat call patterns.

→ Applied Six Sigma techniques to streamline processes and eliminate inefficiencies.

→ Trained advisors on proactive issue resolution, communication effectiveness, and first-call ownership.

Business Impact

- Reduced repeat calls by approximately 15%, improving overall customer experience.
- Enhanced SLA compliance by nearly 20% through proactive monitoring and analytics.
- Cut manual reporting time by 35% with automated dashboards and data feeds.
- Increased process transparency, performance accountability, and stakeholder confidence.

Process Visualization (Illustrative)

Identification via RCA → Data Analysis → Action Implementation → Performance Tracking → Continuous Improvement

Next Steps

- Extend repeat call analysis to other telecom service categories.
- Integrate predictive analytics for call trend forecasting.
- Automate KPI alerts and exception handling using Power BI and workflow tools.
- Establish continuous improvement reviews at the team and process owner levels.

Prepared by: Mangesh C. Bodke | Quality & Process Improvement Consultant