

IMPROVING BANK CALL CENTER OPERATIONS | Exercise 2(C) | Brainstorm and propose solutions

Exercise 2 :

C. Brainstorm and propose solutions for elimination of causes for failure to meet FCR targets.

Brainstorming

>**Brainstorming** is using one's ideas and thoughts to storm a problem with a horde of creative solutions. It's a technique used for idea generation and to spark creativity. Brainstorming involves different techniques aiming to resolve the problem statement.

>**Problem Statement:** CCS(Customer Calling Services) is failing to meet First Call Resolution targets consistently.

>**Target:** To propose solutions for elimination of causes for failure to meet FCR targets.

>Below are some of solutions for potentials causes obtained after brainstorming.

<u>Potential Causes</u>	<u>Solutions for elimination of causes</u>
Proper Manpower	Improve the recruitment process through identifying the right skill, competency needs and mapping with the roles and responsibilities and ensure that right candidates are recruited for the post.
Standard Operating Procedures	Create standard operating procedures and knowledge base based on the industry standards and standard queries received from the customers.
Obsolete technologies	Implement automation and latest technologies available will help effective call handling and thereby achieving high customer satisfaction.
Training	Budgeting for functional and soft skill training will give them motivation to achieve further in the career growth with the company and also thereby curb the high attrition rate.
Maintaining Knowledge base	Maintaining Knowledge base and procedural updates will help the representatives to provide the First call resolution and thereby achieve the set performance level.