**IMPROVING BANK CALL CENTER OPERATIONS | Exercise 2(B)| Determining Potential causes**

Exercise 2:
B. Determine the **potential causes** why CCS(Customer Calling Services ) fails to meet First Call Resolution targets consistently.

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

> **Potential Cause: A potential cause refers to a factor or condition that has the possibility of leading to a particular event, outcome, or phenomenon. In the current scenario potential causes are the Factors that are leading CCS to fail in meeting its targets.**

> **Tools to identify Potential causes: There are several tools that can be used to identify and list out the potential causes and help in performing the root cause analysis of that problem. Some tools are - Pareto charts, 5- WHY  analysis, Ishikawa Fishbone Diagram , Brainstorming, Failure Mode and Effects Analysis (FMEA) and Fault Tree Analysis**

> **We will use Fishbone or Ishikawa diagram to identify the potential causes. This tool helps visually map out potential causes by identifying major categories of factors that could contribute to a problem . It organizes potential causes into categories such as people, process, equipment, materials, methods allowing for a comprehensive analysis.**