Ebook by talkdesk

10 KPIs that Affect CUSTOMER SATISFACTION with Call Center Service

CALL CENTER

About Talkdesk

Talkdesk is easy-to-use, cloud-based call center software that helps growing businesses provide excellent customer service with phone support. Talkdesk makes it possible to have real time, personalized conversations with customers, without hardware, coding or downloads - all that is needed is a computer and an Internet connection. With Talkdesk, companies can have a call center up-and-running in minutes and have access to robust call center functionality including IVR, skills-based routing, call conferencing, comprehensive reporting, all in an intuitive web-based interface. Integrations with top business tools and CRM systems, such as Salesforce, Desk.com and Zendesk, make customer data easily accessible, so agents never have to wade through endless systems to provide superior service.

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INTRODUCTION

In the B2C market, **CUSTOMER SATISFACTION IS CRITICAL**; it can determine the success or failure of a company.

The single most important factor in determining a customer's level of satisfaction with a company is their **INTERACTION WITH THE CALL CENTER** (Anton, 2000). This is because 70% of all customer interactions are handled in call centers (Feinberg et al., 2002).

The call center is usually the **FRONTLINE OF THE CUSTOMER'S EXPERIENCE**, and many times may be the only human interaction with the company. It is therefore imperative that the call center KPIs associated with customer satisfaction should be continuously measured in order to accurately assess the performance of your company.

The link between **CUSTOMER SATISFACTION** and **CALL CENTER EXPERIENCE** has been empirically supported. In a recent survey, 75% of customers stated they would patronize a company based on a great call center experience and 50% said that the last time they stopped doing business with a company was because of poor customer service (Genesys Global Consumer Survey, 2007).

INTRODUCTION

Based on their experience over the phone, each caller has the potential to turn into a loyal customer who may evangelize your company or be turned off and destroy the image of your company. Thus, CALL CENTER METRICS that are correlated with customer satisfaction should be considered first when deciding on which KPIs are critical for your business.

The importance of analyzing KPIs when assessing the **effectiveness and efficiency of call centers is obvious**; however, not all KPIs are as reliable indicators of customer satisfaction as others.

Two recent studies conducted with 512 call centers from 6 different industries (finance, retail, manufacturing, media, communications and healthcare) analyzed the impact of 10 KPIs on customer satisfaction (Feinberg et al., 2002 and Cheong et al., 2011).

Below is the list of KPIs RANKED IN ORDER BY AFFECT (largest to smallest) on customer satisfaction.

1 FIRST CONTACT RESOLUTION

First contact resolution (FCR) is the PERCENTAGE OF CALLS that the agent completely addresses the customer's needs without having to transfer them or call them back.

FCR has the **highest correlation with customer satisfaction** thus is the most important call center KPI.

A high FCR indicates that AGENTS ARE MORE EFFICIENT AND CUSTOMERS ARE MORE SATISFIED and a low FCR is indicative of inefficiencies, poor internal processes or inadequately trained staff.

In order to increase FCR, companies can allocate funds necessary to effectively train agents, invest in knowledge bases and give agent incentives designed to improve FCR.

Additionally, skills based routing and IVR systems will ensure that the most appropriate agent receives the call, thereby **increasing FCR**.

2 PERCENTAGE OF BLOCKED CALLS

This KPI MEASURES THE PERCENTAGE OF CALLERS that received the busy tone when they call.

This is the second most important factor when determining a **customer's level of satisfaction** with a call center and thus should be considered an important KPI to assess.

A company can decrease the percentage of calls blocked by ensuring that they have a call queue system that is sufficient to handle periods of large call volumes.

Additionally, call center software that offers their callers the option to **leave a voicemail** when all agents are busy ensures that they do not ever receive a busy signal or waste time in a lengthy call queue.

3 AVERAGE TIME IN QUEUE

The **average time in queue** is the TOTAL TIME CALLERS WAIT IN CALL QUEUES before an agent responds divided by the total number of calls answered by agents.

This KPI has a **large impact on a customer's satisfaction** with a company's call center and thus should be considered an important KPI to assess.

Companies can reduce the average time in queue by adequately staffing their call center, ensuring that more agents are working during high volume call times and providing their agents effective tools to handle callers waiting in a queue in a timely manner.

Call center software that provides agents with REAL-TIME ANAYLTICS allow them to prioritize the calls they answer from the queue based on length oftime waiting, customer value to the company or other pre-defined rules.

This software will make your **team more efficient and effective**, ensuring that your most valued customers will never wait in a long queue.

4 AFTER CALL WORK TIME

This is the TIME AN AGENT SPENDS COMPLETING A TRANSACTION after the caller has disengaged. Agents will spend time filling out **support tickets, sending information** within the company, and **updating databases**.

Companies can decrease the average after call work time by equipping their agents with tools that will allow for greater efficiency.

Call center software that integrates with your company's CRM, back office solutions and helpdesk will allow your agents to ACCESS AND UPDATE INFORMATION in all your systems from one interface.

This will reduce **average after call work time** and also ensure that your entire team will have **access to comprehensive**, ACCURATE INFORMATION AT ANYTIME.

5 SERVICE LEVEL

Service level is the PERCENTAGE OF CALLS ANSWERED within a specified number of seconds.

Setting an appropriate **target for service level is important** and managers and agents should continuously assess this metric in real-time to ensure that they are meeting their pre-defined goal.

Call center software that visually displays this information in real-time to both agents and managers can INCREASE SERVICE LEVEL by increasing the team's awareness on how they are **performing on this KPI**.

6 AVERAGE ABANDONMENT RATE

This KPI is the PERCENTAGE OF CUSTOMERS WHO HANG UP before reaching an agent. Abandon rates are linked to **how quickly call center agents answer calls** and can be used to identify agents who are not answering calls in a timely manner.

This KPI is closely tied to customer satisfaction because customers who hang up after waiting in a long queue will likely not view that company in a favorable light.

Companies can **decrease average abandonment rates** by providing agents with real-time analytics so they can prioritize the calls they answer from the queue based on length of time waiting. They can also allow the customer the option of LEAVING A VOICEMAIL WHEN ALL AGENTS ARE BUSY.

7 EMPLOYMENT TURNOVER RATE

This KPI is the PERCENTAGE OF AGENTS WHO LEAVE THE CALL CENTER to work elsewhere.

This affects customer satisfaction with the company because call centers with high turnover rates will have less experienced staff that likely provides poorer quality service. It is important that managers **monitor attrition rates and introduce measures** to keep well trained, highly skilled agents on staff.

Managers can **decrease employee turnover rate** and **increase service quality** by ensuring that agents are well trained and closely monitored. Call center software that provides call monitoring, call recording, and call barging can allow managers to effectively monitor their team's quality of customer service provided, ensuring that AGENTS ARE WELL TRAINED AND CUSTOMERS ARE HAPPY.

8 AVERAGE SPEED OF ANSWER

The average speed of answer is the average TIME IT TAKES FOR THE CALL TO BE PICKED UP by the call center's ACD.

Average **speed of answer can be decreased** by ensuring that your company utilizes call center software that has an effective and efficient ACD. Additionally, by ensuring that the algorithm used to route calls to the appropriate agent is updated when necessary is an important step in REDUCING THE AVERAGE SPEED OF ANSWER.

9 AVERAGE HANDLE TIME

This KPI is the ELAPSED TIME from when an agent answers a call until the agent disconnects.

This is a powerful indicator of **call and agent efficiency** as well as level of customer satisfaction. Longer handle times are indicative of an inadequately trained agent, inefficient use of tools or an inefficient system.

The average handle time can be decreased by thoroughly TRAINING AGENTS, ensuring that the call is routed to the most appropriate agent using skills based routing, effective use of call center software that integrates with helpdesks and CRMs and **continuous monitoring for agent inefficiencies**.

10 ADHERENCE TO SCHEDULE

Adherence to schedule is a MEASURE OF INDIVIDUAL PERFORMANCE defined by:

$$\frac{(\text{handling time} + \text{available time})}{(\text{paid hours})}$$

It is a measure of how efficient an agent is in handling calls. This metric can be used to identify inefficiencies and determine **workforce scheduling**.

Adherence to schedule can be maximized by proactively identifying inefficiencies, increasing **agent knowledge base** so that they can more effectively solve problems, and providing integrations with helpdesk and CRM software so that all of the pertinent **information is readily available**.

CONCLUSION

CUSTOMER SATISFACTION IS ESSENTIAL for any B2C company, particularly those where the call center is at the frontline of most customer interactions.

Measuring KPIs that are associated with **customer satisfaction** should be the main objective of any manager looking to OPTIMIZE CALL CENTER EFFECTIVENESS.

It is imperative to ensure each caller has a POSITIVE EXPERIENCE with your company. Each call has revenue potential, every caller can relay their experience with your company on social networks and each interaction has the potential to make your BUSINESS MORE OR LESS PROFITABLE.

You ONLY HAVE ONE CHANCE TO MAKE A FIRST IMPRESSION and in B2C markets, that first impression can make or break your company.

“The first step in exceeding your customer’s expectations is to know those expectations.”

Roy H. Williams

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