Helping Reduce the Cost to Serve

Repeat calls represent the single biggest preventable overhead for operational call centres, but these can be difficult to identify and measure accurately. They also represent a significant cost saving opportunity as they can typically account for 20% of all incoming calls*. Shaving just 3 points off repeat calls in a 400-agent call centre can lead to typical annual savings of £300,000.

Reducing Repeat Calls

But how to spot these calls? Traditional Quality Management systems that use quota based call listening (e.g. 2 calls per agent per week) inevitably mean that too much time is spent listening to perfectly good calls. Spotting the problem calls is like looking for a 'needle in a haystack'.

Rapport helps you identify these 'needles in a haystack', providing your quality teams with files of the very repeat calls that cause customers the most pain and result in the greatest overhead for your business. By feeding these calls directly into your call recording software, the Rapport solution provides you with a highly efficient and targeted approach to call listening that quickly reveals the key underlying reasons for unwanted phone contact.

Fast and simple to set up

Deploying Rapport is easy as it requires no IT integration. This means the first reports can be available within days of engagement, enabling you to progress rapidly towards overhead reduction.

*Measured over a calendar month

Dashboard & Data Store

To help maintain progress, Rapport's browser-based Dashboard & Data Store complements your existing data and analytics tools to provide accurate trended views of Repeat call behaviour whether daily, weekly or monthly and right down to specific telephone line. Rapport's data is based on 100% of call attempts to your organisation. This means you can be confident of identifying when and where in the customer journey repeat calls are generated – and which specific systems, processes or behaviours are at fault.

> "With Rapport's help and focus we reduced average repeat call levels by more than 8% in a key business area."
>
> Head of Operations Support, Legal & General

3 YEAR SAVINGS PER 3 POINT DROP IN REPEAT CALLS

NO. OF INBOUND AGENTS			
100	300	500	1000
£225,000	£675,000	£1,125,000	£2,250,000
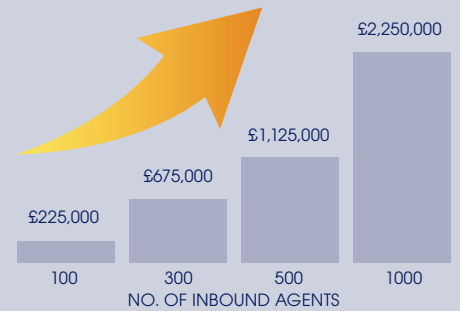
RAPID INSIGHT INTO
100%
OF CUSTOMER CALLS

> "Within the first 6 months Rapport identified a number of opportunities to increase revenues and reduce costs, one of which already implemented will generate an annualised increase in Gross Premiums in the region of £1.2 million with no additional headcount costs."
>
> Head of Insight, Endsleigh

Key Rapport highlights for Reducing the Cost to Serve include:

- Quantifying the scale of repeat calls with advanced repeat call behaviour tools
- Identifying the specific repeat calls that are causing most pain
- Simple deployment, with no IT integration means actionable insights are available within days

For efficient targeting of unwanted repeat calls, Rapport's simple to deploy solution leads to substantial savings and corresponding improvements in customer experience and right 1st time behaviours.