



# Enhancing First Call Resolution in the Utility Industry

## Case Study



BILL GOSLING  
OUTSOURCING

## Case Study

# Enhancing First Call Resolution in the Utility Industry

### Introduction

A leading public utility company headquartered in Chicago and incorporated in Pennsylvania, it is the largest electric parent company in the United States in revenue. It is also the largest regulated electric utility in the nation, serving approximately 10 million customers. Ranked 99th in the Fortune 500, it exemplifies excellence and scale in the utility sector.

### Understanding First Call Resolution (FCR)

First-call resolution (FCR) is a critical performance metric in customer service that measures a company's ability to resolve customer issues, questions, or requests on the first call without needing follow-up or escalation. Achieving high FCR rates is essential for improving customer satisfaction, operational efficiency, and cost reduction.

### Why FCR is Important for Business

**Customer Satisfaction:** Resolving issues on the first call significantly boosts customer satisfaction and loyalty. A high FCR rate means customers leave interactions feeling heard and valued, which fosters long-term relationships and positive brand perception.

**Operational Efficiency:** High FCR rates streamline operations by reducing the volume of repeat calls. This efficiency frees up resources, allowing customer service teams to handle more unique inquiries and improving overall service quality.

**Cost Reduction:** Minimizing repeat calls leads to substantial cost savings. By resolving issues promptly, businesses save on time, workforce expenses, and infrastructure costs, directly impacting the bottom line.

**Employee Morale:** High FCR rates contribute to higher employee satisfaction. Agents are more likely to feel successful and effective in their roles when they can resolve issues quickly and efficiently, leading to lower turnover rates and a more motivated workforce.

*Evaluating the First Call Resolution for 1 year enables companies to improve overall performance levels by up to 30%<sup>1</sup>.*

*With every 1% improvement in FCR, you reduce your operating costs by 1%<sup>2</sup>.*

## Few General FCR Rate Benchmarks



**Extraordinary Customer Service: 80%+**



**Robust Performance: 70-79%**



**Average: 60-69%**



**Needs Enhancement: Under 60%**

[Source](#)

## Features of Effective FCR

**Comprehensive Training:** Investing in thorough training ensures agents are well-equipped to handle a wide range of issues, enhancing their ability to resolve problems on the first call.

**Advanced Technology:** Utilizing robust CRM systems and advanced call centre technology supports agents in delivering efficient and effective resolutions, improving FCR rates.

**Clear Policies and Procedures:** Establishing clear guidelines empowers agents to make decisions and resolve issues during the first call. This clarity reduces delays and escalations, promoting quicker resolutions.

**Regular Monitoring and Feedback:** Continuously monitoring FCR rates and providing feedback to agents fosters continuous improvement. This ongoing assessment helps identify areas for further training and support.

## Benefits of High FCR Rates

**Enhanced Customer Experience:** Quick and effective issue resolution leads to higher customer satisfaction and loyalty, as customers appreciate the prompt service.

**Increased Efficiency:** Reducing the need for multiple interactions allows agents to manage more unique calls, improving the overall efficiency of the customer service operation.

**Cost Savings:** Significant cost reductions are achieved by decreasing the need for additional resources to handle repeat calls, contributing to a more favourable financial outcome.

**Better Resource Allocation:** High FCR rates free up resources to focus on more complex or high-value customer interactions, enabling the business to deliver higher quality service where it matters most.

By prioritizing FCR, businesses can achieve a competitive edge, ensuring that customer service operations are both efficient and effective, ultimately leading to improved financial performance and stronger customer relationships.

## Project Summary

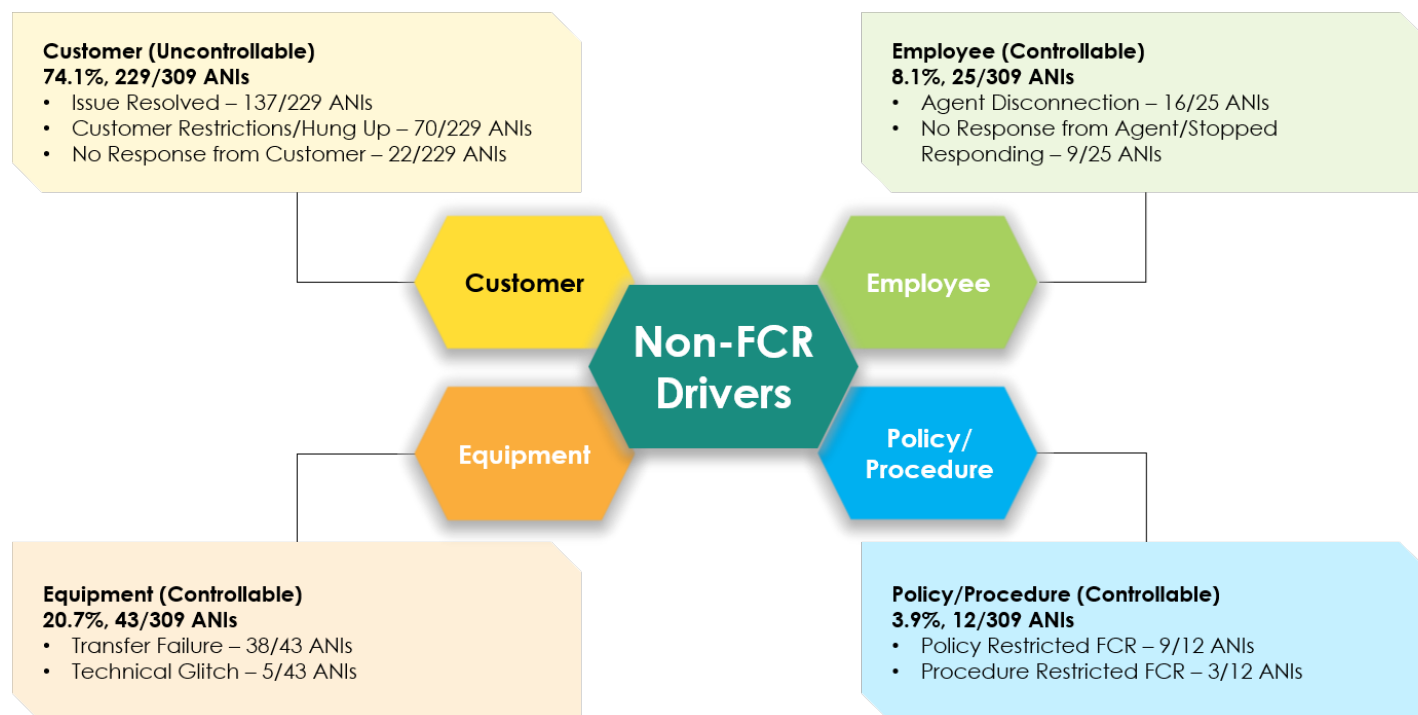
This project analyzed the reasons for Non-First-Call Resolution (non-FCR) calls within the utility industry. The analysis identified controllable and uncontrollable factors leading to repeat calls and recommended actionable solutions to improve FCR rates.

## Analysis Overview

- Total \*ANIs Evaluated: 309
- Total Calls Evaluated: 800
- Call Types Covered: 6

\*ANI (Automatic Number Identification)

## Primary and Sub-Primary Drivers of Non-FCR



## Findings

### Primary Drivers of Non-FCR

#### a. Customer (Uncontrollable) - 74.1%, 229/309 ANIs

- Issue Resolved: 137 cases
- Customer Restrictions/Hung Up: 70 cases
- No Response from Customer: 22 cases

#### b. Equipment (Controllable) - 20.7%, 43/309 ANIs

- Transfer Failure: 38 cases
- Technical Glitch: 5 cases

#### c. Policy/Procedure (Controllable) - 3.9%, 12/309 ANIs

- Policy Restricted FCR: 9 cases
- Procedure Restricted FCR: 3 cases

#### d. Employee (Controllable) - 8.1%, 25/309 ANIs

- Agent Disconnection: 16 cases
- No Response from Agent/Stopped Responding: 9 cases

# Recommendations

## Technical Improvements



- Resolve the technical issues causing transfer failures to reduce Non-FCR equipment-related cases.

## Policy Enhancements



- Implement proper education, follow-ups, self-help guides, and commitment to realistic timelines to manage policy-restricted Non-FCR cases.

## Employee Training



- Enhance training programs for agents to prevent unjustified disconnections and ensure better communication during calls.

## ROI and Cost Efficiency Gains

### Customer Issues

- Identifications: 229
- Primary Reason: Customer Issue Resolved (59.8% 137/229 ANIs)

### Equipment Issues

- Identifications: 43
- Primary Reason: Call dropped while transferring the call (88.4% 38/43 ANIs)

### Employee Issues

- Identifications: 25
- Primary Reason: The agent disconnected the call unjustifiably (64.0% 16/25 ANIs)

## Policy/Procedure Issues

- Identifications: 30
- Primary Reason: Company policy restricted FCR (75.0% 9/12 ANIs)

---

*The **Estimated Annual Savings** were ~\$200K based on the recommendations provided and actions taken on controllable factors (low-hanging fruit).*

---

## Conclusion

Analyzing Non-FCR calls has revealed significant opportunities to improve first-call resolution rates within the utility industry. Utility companies can enhance customer satisfaction and operational efficiency by addressing controllable and uncontrollable factors.

# Curious to learn more?

## We're at your service!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!



**BILL GOSLING**  
OUTSOURCING

Making Lives Better, One Connection at a Time.

Bill Gosling Outsourcing,  
55 Mulcaster Street,  
Suite 600 Barrie,  
ON, L4M 0J4, Canada.



[www.billgosling.com](http://www.billgosling.com)

