



Driving down repeat contact

Peter Massey

Short Version 0.3

29th March 2022



“How do we stop doing dumb things
to our customers and our people ?”

**Stupid
Factory**

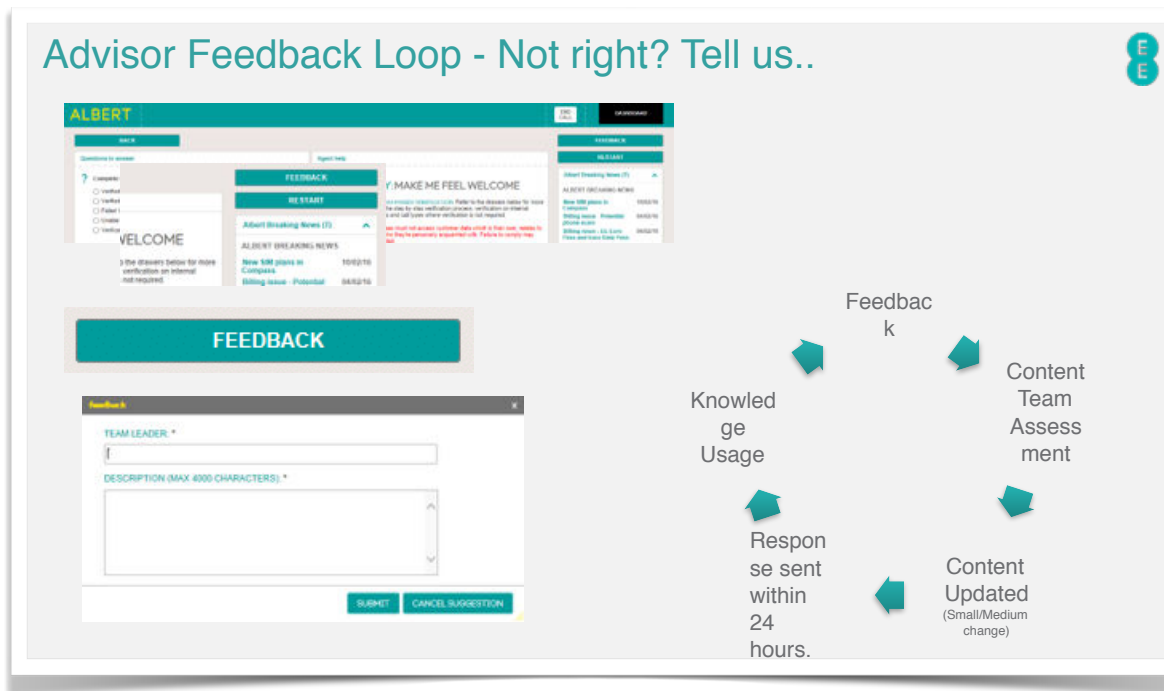
Repeat contacts are not new !

42 emails, countless phone calls,
one cancelled order



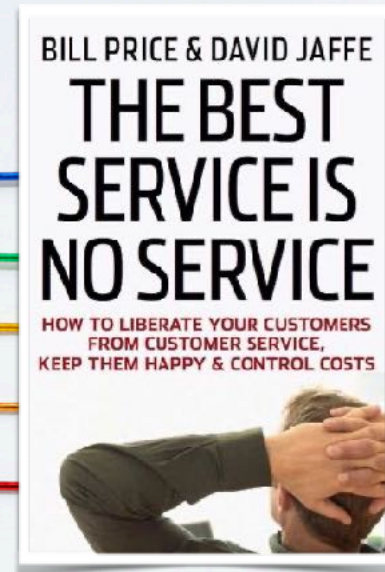
Think phone or tech not car !

- First 30 day / First billing cycle
 - FAQ are different
 - contact rate vs later contact rate
- **Knowledgebase ready before launch**
- User forums monitored and information re-used



Repeat contact is part of wider contact elimination, not a separate subject

budd



Why do I contact you at all ?



Value	Company	<p>Simplify 16.7%</p> <table border="1"> <tr><td>My handset is not working</td><td>5.6%</td></tr> <tr><td>Want to cancel my contract</td><td>5.4%</td></tr> <tr><td>Want to return my handset</td><td>2.6%</td></tr> <tr><td>I can't make a call/can't receive a call</td><td>2.0%</td></tr> <tr><td>Can't access browser.</td><td>1.2%</td></tr> </table>	My handset is not working	5.6%	Want to cancel my contract	5.4%	Want to return my handset	2.6%	I can't make a call/can't receive a call	2.0%	Can't access browser.	1.2%	<p>Leverage Opportunity 38.4%</p> <table border="1"> <tr><td>Want to change my price plan</td><td>9.0%</td></tr> <tr><td>Want to use my phone overseas</td><td>6.0%</td></tr> <tr><td>Want to transfer my number</td><td>5.2%</td></tr> <tr><td>Want to buy - new contract/service/add-on/extra text</td><td>3.8%</td></tr> <tr><td>Want to unlock handset</td><td>2.4%</td></tr> <tr><td>Change option to pay</td><td>2.4%</td></tr> <tr><td>Have lost my handset</td><td>2.2%</td></tr> <tr><td>Want to activate/deactivate voicemail</td><td>1.8%</td></tr> <tr><td>Want to change to PayG</td><td>1.4%</td></tr> <tr><td>Want to change my phone #</td><td>1.2%</td></tr> <tr><td>Want my deposit/refund</td><td>1.0%</td></tr> <tr><td>Want to bar this incoming phone #</td><td>0.4%</td></tr> </table>	Want to change my price plan	9.0%	Want to use my phone overseas	6.0%	Want to transfer my number	5.2%	Want to buy - new contract/service/add-on/extra text	3.8%	Want to unlock handset	2.4%	Change option to pay	2.4%	Have lost my handset	2.2%	Want to activate/deactivate voicemail	1.8%	Want to change to PayG	1.4%	Want to change my phone #	1.2%	Want my deposit/refund	1.0%	Want to bar this incoming phone #	0.4%
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For which of these contact reasons do I have to contact you repeatedly ?



What drove customers to call 5 times or more

Reason Code	5 or more calls
My handset does not work	14%
Change upgrade phone or offer	12%
My services do not work	9%
Upgrade-Query	7%
How do I use my handset to ζ	6%
Credit limit Breach Payment	5%
Phone not collected for repair	5%
Exchange for different mobile	3%
I need a network unlock code	3%

- 23% of customers called to say “My XX does not work”
- 19% called to “Change upgrade phone or offer..” or with an “Upgrade Query”
- And another 6% called to ask “How do I use my handset to..”
- And another 5% called to say that their phone was not collected for repair

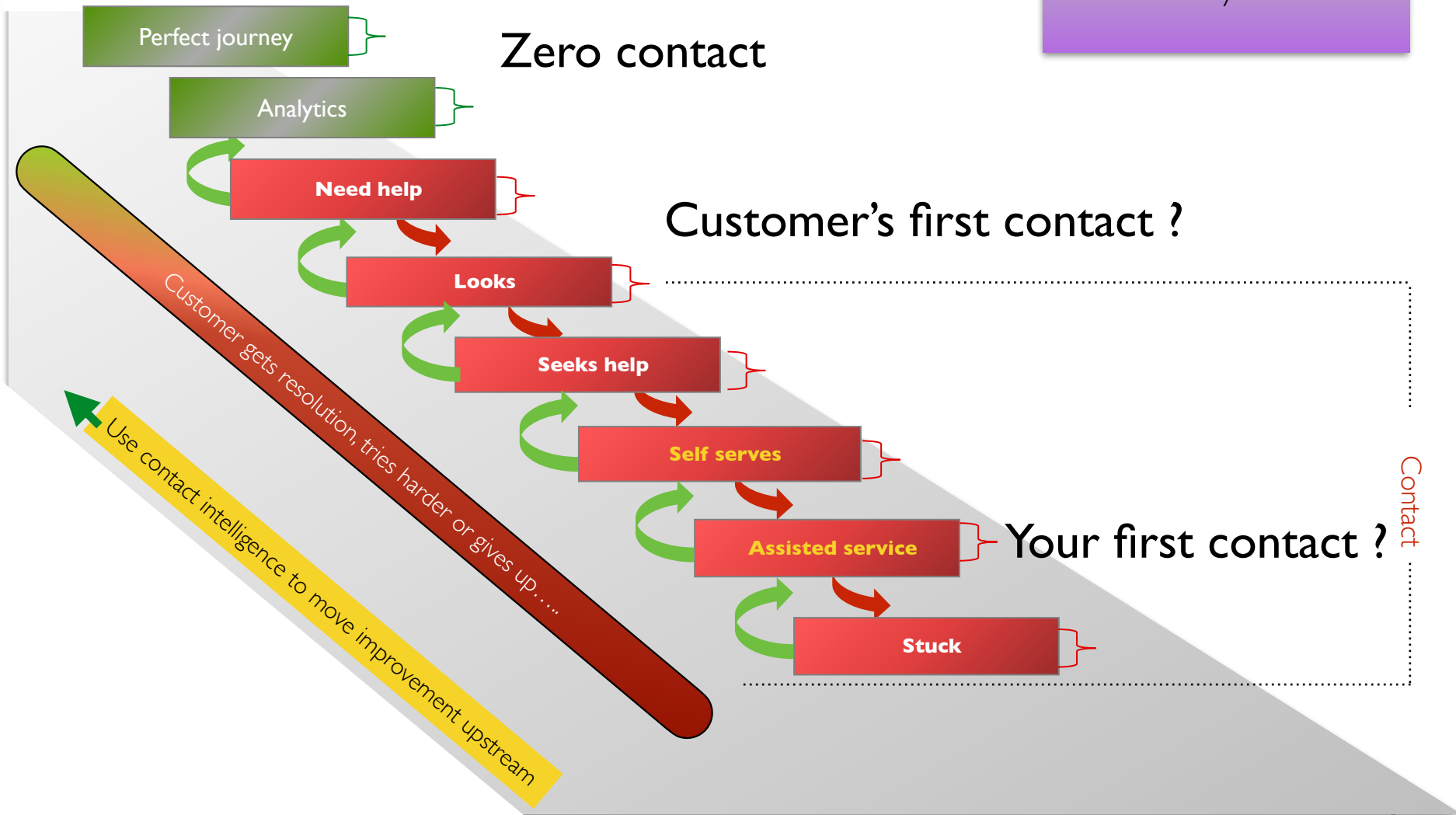


And NPS, cost, revenue so you prioritise the most impactful contact reasons

Zero contact is the aim



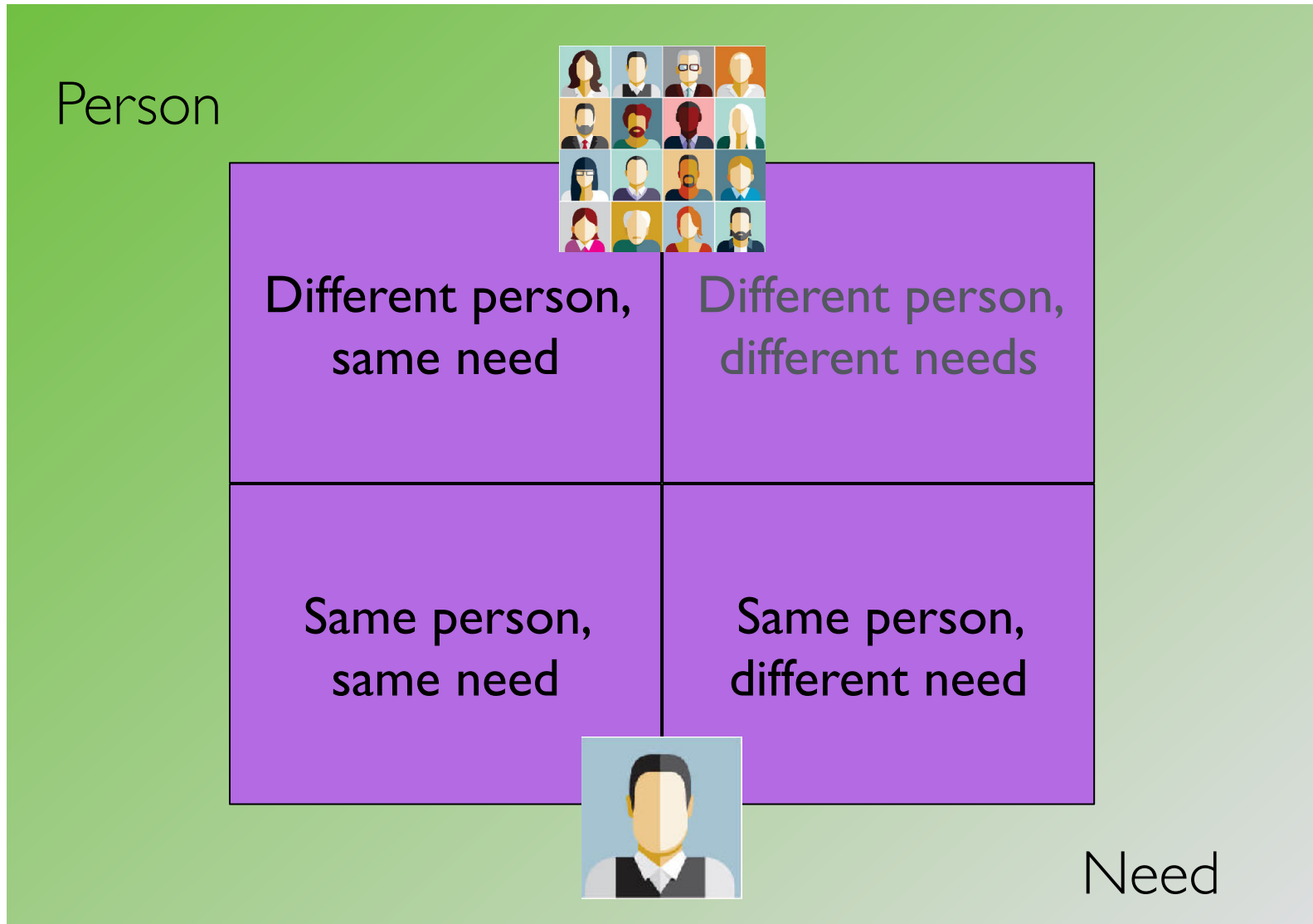
The "Stairway To Heaven"



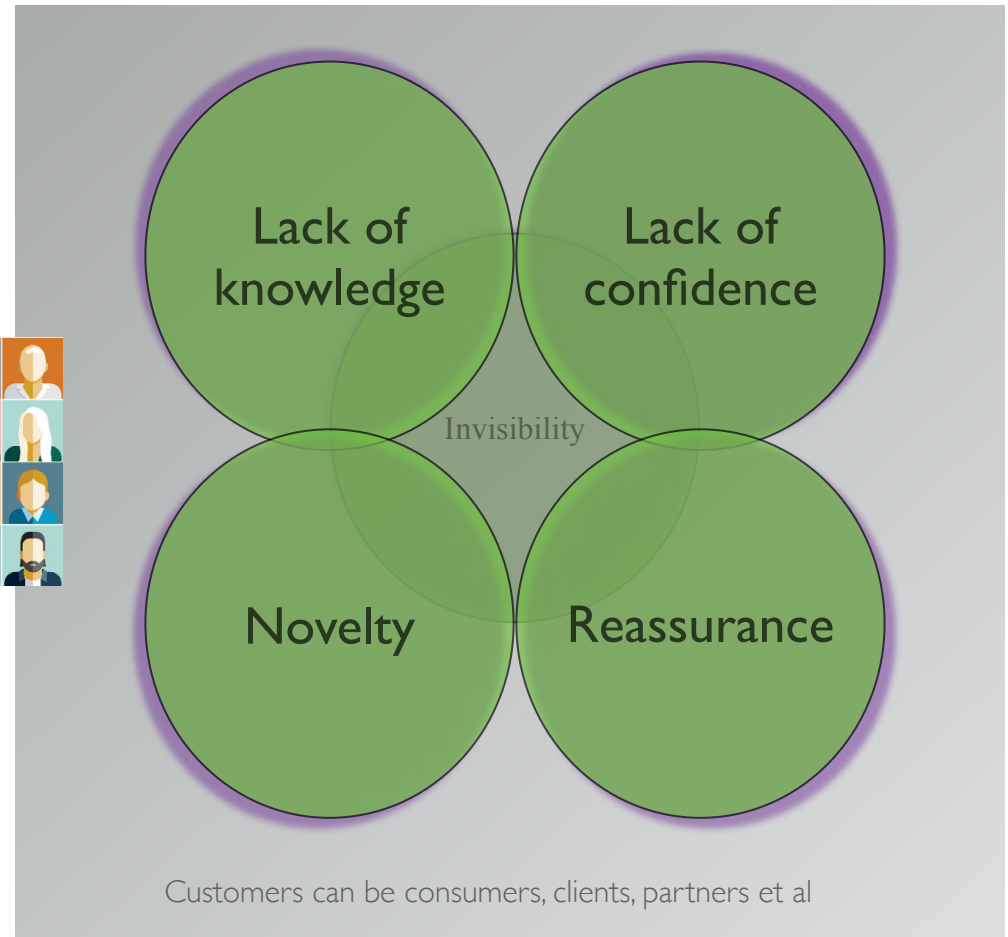
5 more tips when looking at repeat calls



What kinds of repeat contact do you have?



Motivations will vary according to need/intent, personal profile and timing



And remember !

- boredom/fandom
- mobile phone signals !

“Snowballs” rolling down hill & gathering size

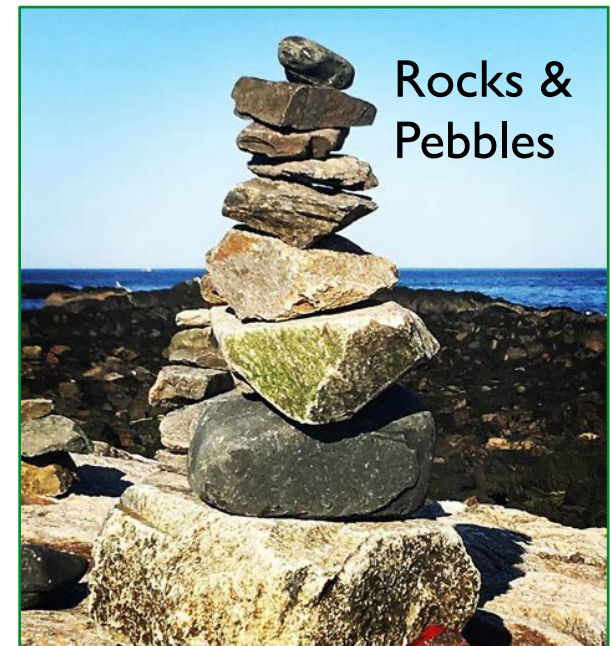


- Spot the snowballs
 - Melt the snowball
 - Who created the snowball
 - Who can prevent it in future ?
-
- Measure ratio of snowballs **melted to created**
 - by department, person, team, site, vendor etc

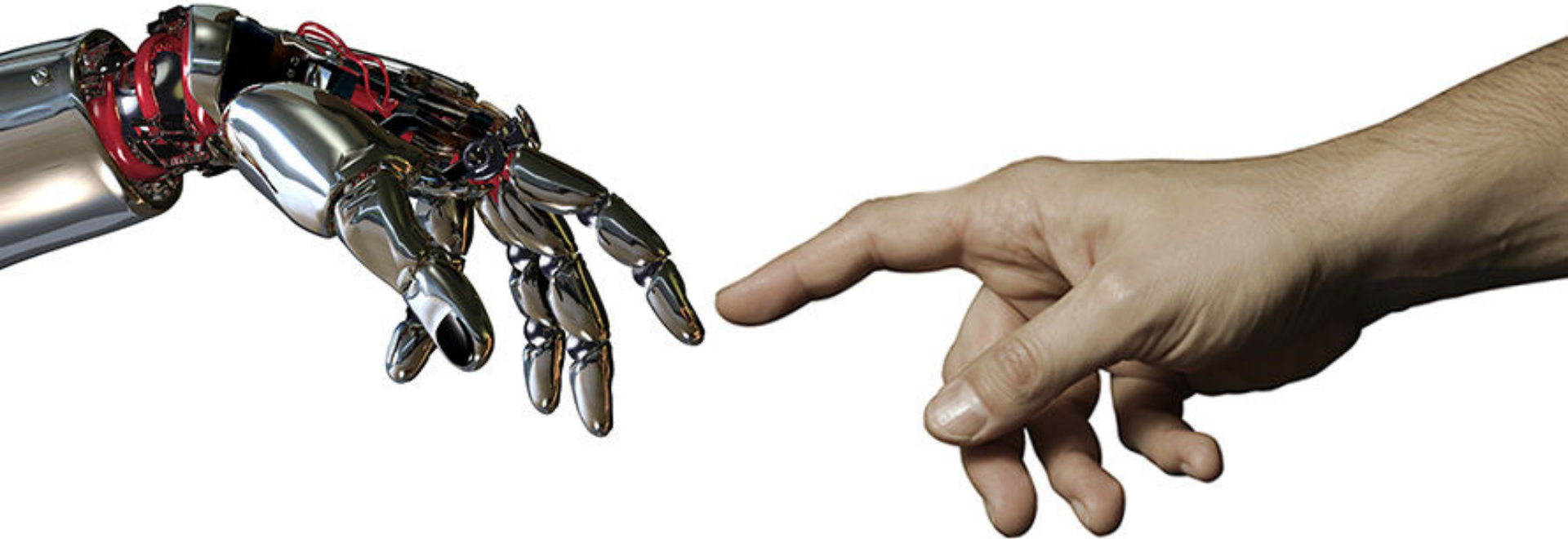


Your operational model can drive repeat contacts

- Technology or human triage
- Universal agent or specialised groups
- Specialise by.... product or segment split
- Specialise after complexity split
 - pebbles = most frequent intent & easily trained
 - rocks = complex, so skill is required
 - quality of the knowledgebase dictates the split
 - more confidence for staff & customers



Optimisation teams, tools & analytics



The best companies drive to zero contact

June 7th - pre-order the handbook on Amazon now

