

**SUPPORT METRIC OF THE MONTH**

<b>FIRST CONTACT RESOLUTION RATE</b>			
<b>Definition</b>	Issue resolved to customer's satisfaction in just one session.		
<b>Significance</b>	<ul style="list-style-type: none"> <li>• Immediate resolution helps sustain customer loyalty and trust.</li> <li>• Support function spared resource drain of ongoing case.</li> </ul>		
<b>Composite Benchmark</b>  <b>45.7%*</b>	<b>Product Complexity</b>	<b>Industry</b>	<b>Company Size</b>
	72.3 Standard	60.3 Consumer	
	57.6 Moderate	49.8 Enterprise Hardware	48.2 > \$1 Billion
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			44.3 < \$1 Billion
	39.4 Enterprise Software		
	36.9 High		
<b>Best Practices</b>	<ul style="list-style-type: none"> <li>• Call/case distribution system immediately directs inquiry to most qualified support representative.</li> <li>• Knowledge base and job tools available in real time.</li> <li>• Reps fluent in product knowledge and technical acumen.</li> <li>• Relationship management skills training equips reps to:               <ul style="list-style-type: none"> <li>- put customer at ease</li> <li>- defuse negative emotions</li> <li>- get to the heart of the issue</li> <li>- play a leadership role in problem solving</li> <li>- inspire confidence in the solution</li> </ul> </li> </ul>		
<b>Potential Pitfalls</b>	Customer relationship may suffer from attempting to force resolution in one session when an issue would benefit from a recess where additional resources or intelligence can be brought to bear.		

\* Highlights from the SSPA member benchmarking study, the most robust data set in the industry.

**About the SSPA Support Staff Excellence Program**

The Support Staff Excellence Program reinforces product knowledge and technical acumen with the relationship management skills that service and support representatives require to ensure total customer satisfaction.

Certification-driven, and developed in partnership with support staff best practices authority, Impact Learning Systems, the program delivers an industry-recognized standard of performance that may be merchandized to both internal and external audiences.