

Abandonment Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Abandonment Rate

Definition & Measurement Details



What is Abandonment Rate?

The number of callers who hang up before speaking to a Call Center representative (does not include calls resolved within IVR/VRU system) divided by the total number of incoming calls over the same period of time, as a percentage. Abandoned calls include all calls that enter an agent queue but are abandoned (i.e., the caller hangs up) before speaking to a Call Center representative.

Why should this KPI be measured?

This KPI is closely related of the level of service provided by a Call Center, and also speaks to the quality of the Call Center's forecasting and staffing practices. A high value for this metric indicates that the Average Speed of Answer for the

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of calls received over a certain period of time in which the caller hangs up before speaking to a call center representative, and (2) the total number of calls offered to the Call Center

ABRIDGED CONTENT
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Abandonment Rate

Benchmarks & Characteristics of High Performers



Abandonment Rate

(Number of Calls Where Caller Hangs Up Before Speaking to a Representative/Total Number of Inbound Calls Offered)



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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