Average Handle Time

Benchmarks, Definition & Measurement Details
Average Handle Time
Definition & Measurement Details

What is Average Handle Time?
The average number of seconds required to handle a single call within the call center (includes inbound and outbound calls), including any after-call work and/or hold time that is required.

Why should this KPI be measured?
This KPI measures the productivity and efficiency of call center representatives and call handling practices. A high value for this metric can indicate poor in-call processes for account verification or problem definition, a lack of representative training or poor call routing procedures, all of which can lead to bloated average handle times and sub-par customer satisfaction. Excessive hold times and unnecessary after-call work exacerbate the issue and prevent representatives from moving on to other calls.

How is this KPI calculated?
Two values are used to calculate this KPI: (1) the total number of seconds a call center representative spent handling customer calls over a certain period of time, and (2) the total number of calls handled by call center representatives over the same period of time. Include both inbound and outbound calls in this calculation (although data for these call types should be segmented to allow for additional analysis). Include hold times, transfers and any after-call work performed in this calculation. Do not include calls resolved within the IVR/VRU system in this calculation. A call that is transferred from the original representative to another representative should be considered a separate call.

ABRIDGED CONTENT
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Average Handle Time

Benchmarks & Characteristics of High Performers

Average Handle Time

(Number of Seconds Spent Handling Customer Calls / Total Number of Calls Handled) * 100

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.

Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer (online FAQs, etc.)
- Agents cross-trained to handle and resolve multiple call types
- KPIs are well-defined, tracked and tied to agent performance reviews

Sample Size: XX
KPI Type: XX
Unit: XX
Is High or Low Best?: XX

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Average Handle Time
Benchmarks & “Long Tail” Analysis

**Average Handle Time**
(Number of Seconds Spent Handling Customer Calls / Total Number of Calls Handled) * 100

How to read this chart: This chart plots all values within the observed population for this KPI. This chart can be useful in analyzing the upper and lower boundaries (i.e., minimum/maximum values) and the amount of the population that falls above/below the average for the KPI, among other things.
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