

# Average Hold Time

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Average Hold Time

## Definition & Measurement Details



### What is Average Hold Time?

The average number of seconds that a customer is forced to wait on hold during the course of a single call, as well as between transfers, over a certain period of time. This number does not include the time required to initially answer the call (i.e., speed of answer), or the time the customer spends in the IVR/VRU menu.

### Why should this KPI be measured?

This KPI measures the quality of service provided by a Call Center and the efficiency of call handling practices. While, sometimes, a caller must be placed on hold so that the representative can retrieve information

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total number of seconds that customers wait on hold during the course of a call during a period of time, and (2) the number of calls handled by

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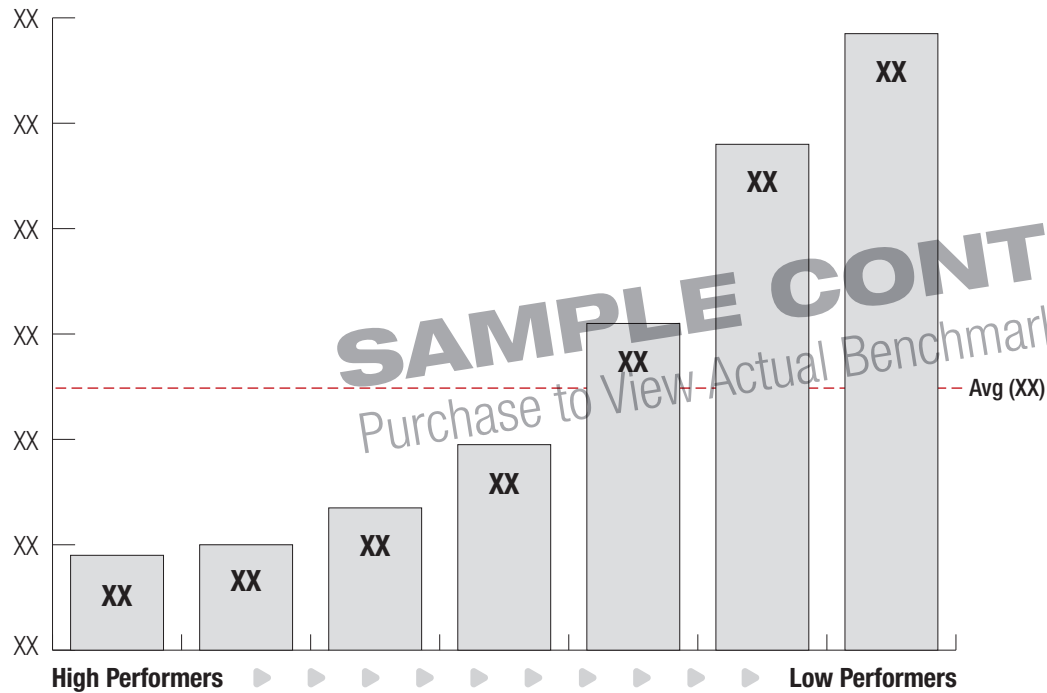
# Average Hold Time

Benchmarks & Characteristics of High Performers



## Average Hold Time

(Number of Seconds Customers Spend on Hold / Total Number of Calls Handled) \* 100



### 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.

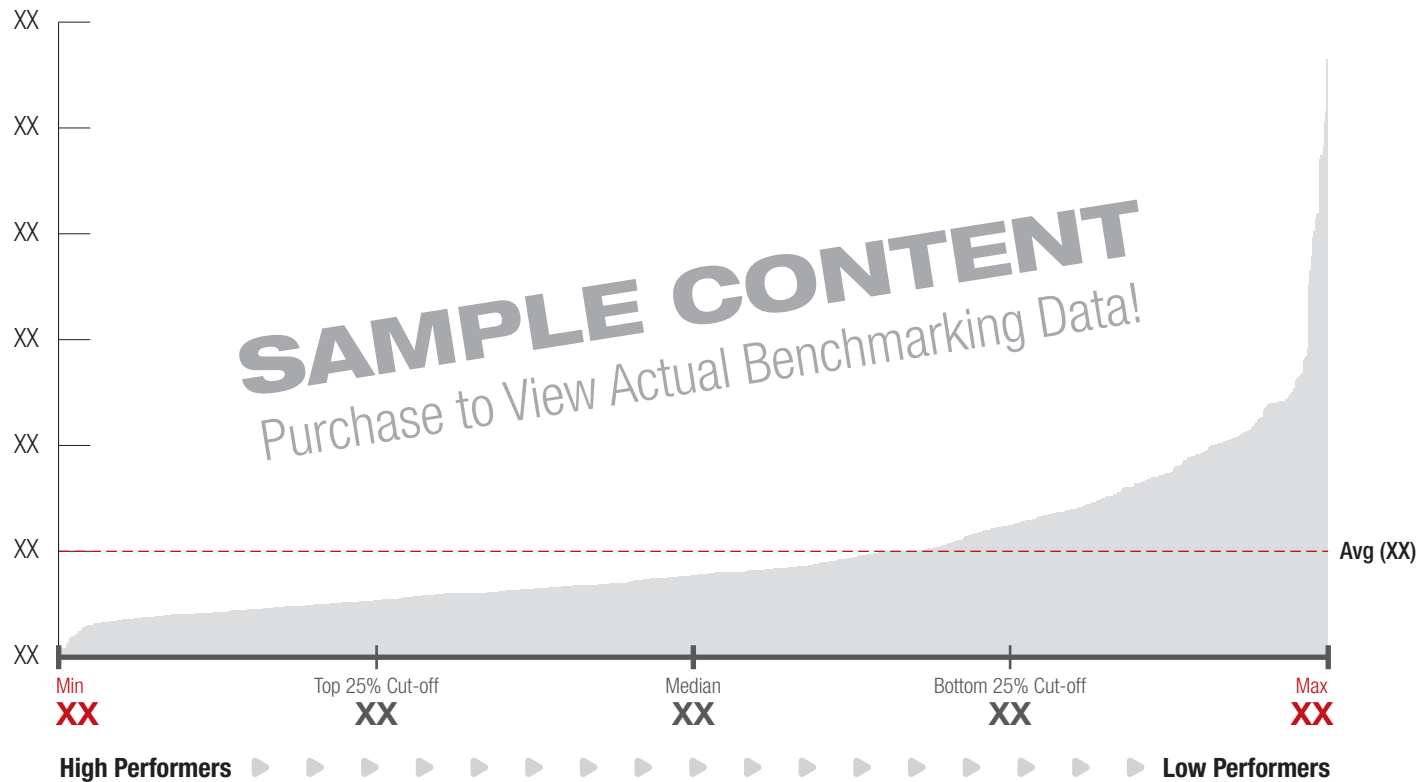
# Average Hold Time

Benchmarks & "Long Tail" Analysis



## Average Hold Time

(Number of Seconds Customers Spend on Hold / 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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