

# Average Speed of Answer

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Average Speed of Answer

## Definition & Measurement Details



### What is Average Speed of Answer?

The average amount of time (in seconds) a caller must wait before a Call Center representative answers the phone. This number includes the time required to initially answer the call (i.e., speed of answer) after it has been routed to a live representative. Does not include 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. A high value for this metric indicates that the Call Center is not staffed appropriately to handle

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total number of seconds a caller must wait before a call center representative answers the phone, and (2) the total number of call center representatives

**ABRIDGED CONTENT**  
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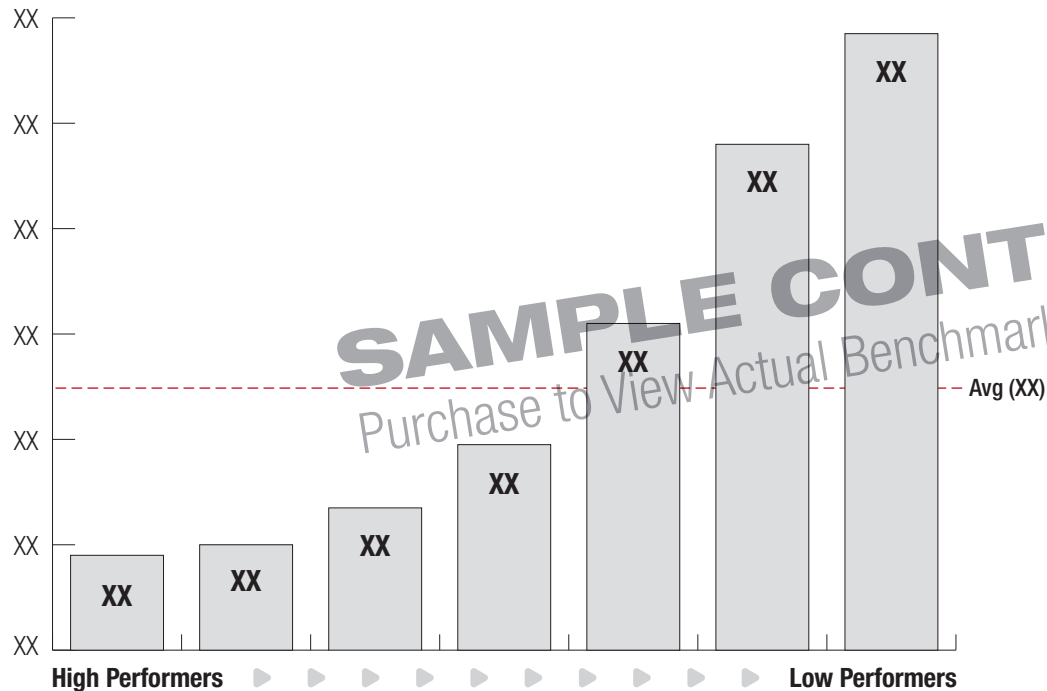
# Average Speed of Answer

Benchmarks & Characteristics of High Performers



## Average Speed of Answer

(Number of Seconds Customer Waits for Representative to Answer / 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.



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