

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
- Proactive customer support
- High customer satisfaction
- High employee engagement
- High customer loyalty
- High customer retention
- High customer repeat purchase rate
- High customer lifetime value
- High customer net promoter score
- High customer advocacy

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.

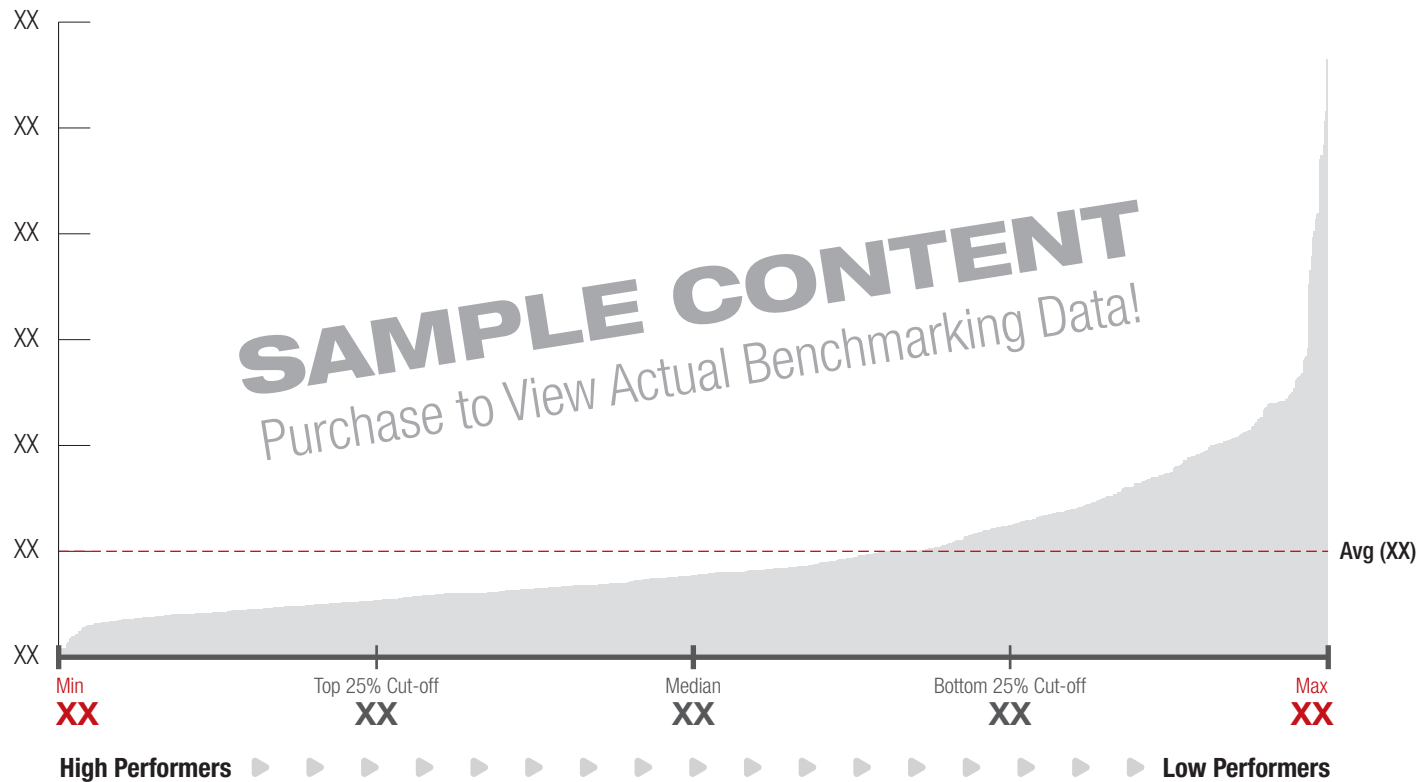
Average Speed of Answer

Benchmarks & "Long Tail" Analysis



Average Speed of Answer

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

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888