

Average Talk Time

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Average Talk Time

Definition & Measurement Details



What is Average Talk Time?

The average amount of talk time (i.e., agent on the phone engaged with caller) required to handle a single incoming customer call. This number does not include after-call work, hold time, or time that the customer spends in the IVR/VRU menu prior to speaking to a representative.

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 over-inclined processes for account verification or problem

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of seconds a call center representative spent on the phone talking to customers, and (2) the total number of customer calls handled by

ABRIDGED CONTENT
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Average Talk Time

Benchmarks & Characteristics of High Performers



Average Talk Time

(Number of Seconds Representatives Spend Engaged with Caller / 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.

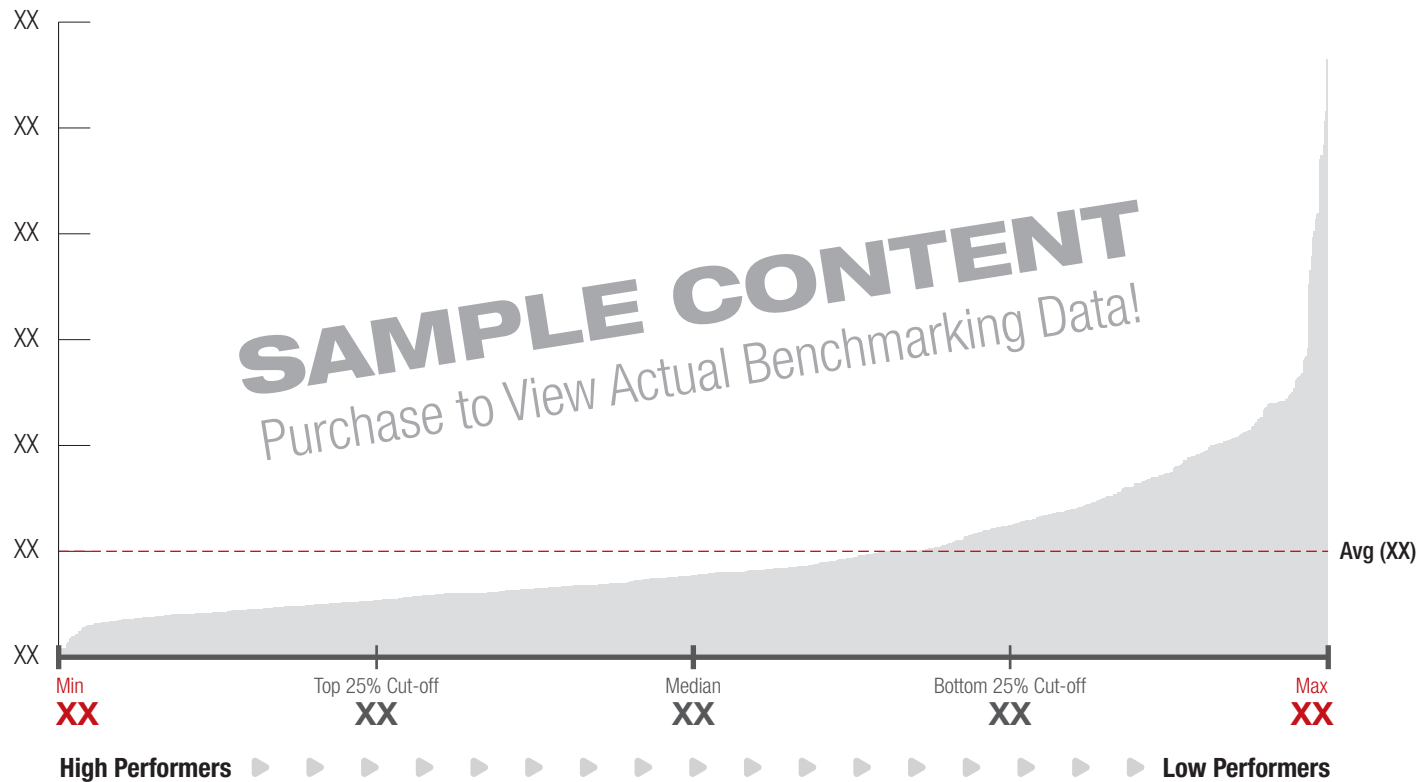
Average Talk Time

Benchmarks & "Long Tail" Analysis



Average Talk Time

(Number of Seconds Representatives Spend Engaged with Caller / 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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