Average Talk Time

Benchmarks, Definition & Measurement Details
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 poor in-call processes for account verification or problem definition, as well as inadequate representative training, which can lead to bloated average handle times and sub-par customer satisfaction. Poor customer service and low satisfaction are direct causes of customer attrition.

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 calls that call center representatives handled over the same period of time. Include both inbound and outbound calls in this calculation. Do not include hold times, transfers or any after-call work performed in this calculation. Do not include calls resolved within the IVR/VRU system in this calculation. Do not include hold times or after-call work in this calculation.
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 (online FAQs, etc.)
• Agents cross-trained to handle and resolve multiple call types
• KPIs are well-defined, tracked and tied to agent performance reviews

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.

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

Sample Content: Purchase to View Actual Benchmarking Data!
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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