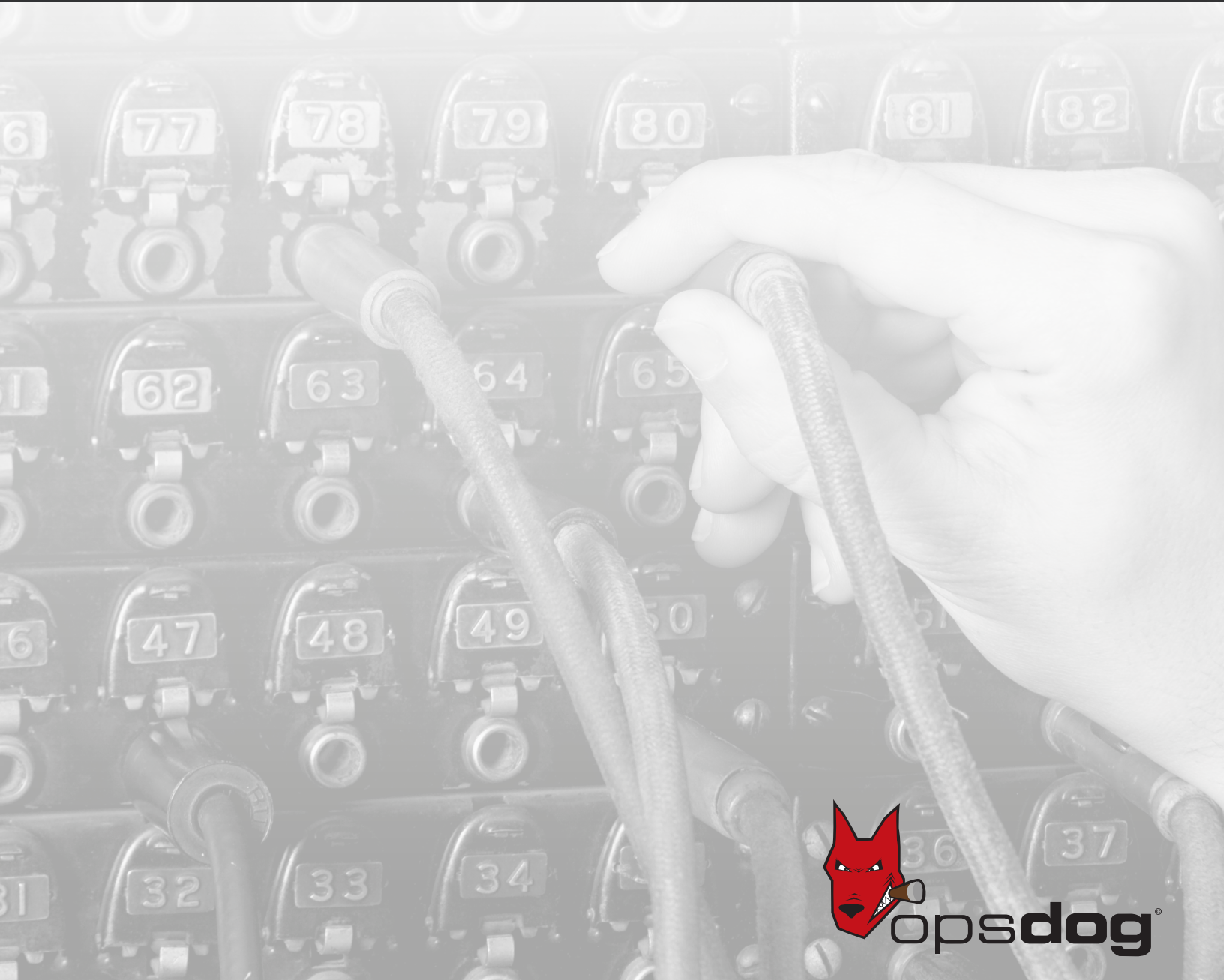




# KPI ENCYCLOPEDIA

A Comprehensive Collection of KPI Definitions for

## CALL CENTERS



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Call Center KPI Encyclopedia

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# Call Processing & Issue Resolution

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## Call Centers

Call Centers

**Call Processing & Issue Resolution**

Workforce Management

Call Center Training & Coaching

Call Center Technical Support

IVR/VRU Development & Maintenance

*The Call Processing (Inbound/Outbound) and Issue Resolution function handles calls received and calls made in the Call Center, routing them to the appropriate department or subject matter expert for resolution. For inbound calls, basic information about the customer is collected and the call reason is identified so that the issue can be resolved. For outbound calls, Call Centers can act as a gateway for contacting customers to collect information about their level of satisfaction, provide transaction details, connect with prospective customers (sales) or aid in fundraising. This function's main purpose is to resolve customer or client issues (technical problems, account errors or questions, complaints, disputes, etc.) efficiently while also providing top notch customer service.*

# Call Processing & Issue Resolution

KPI Encyclopedia

## Cost

- **Unit Cost: Calls Handled** – The total incurred Call Center expense divided by the total number of calls handled (inbound, outbound or both) over a certain period of time.
- **Unit Cost: One Minute of Inbound Handle Time** – The total incurred Call Center expense divided by the total number of minutes spent on inbound talk time over a given period of time.

## Headcount

- **Email and Chat Contacts per Email and Chat Representative** – The number of email and online chat contacts made over a given period of time, divided by the number of Contact Center representatives focused on fielding these contact types.

## Productivity

- **Average Handle Time (AHT)** – The average number of seconds required to handle a single incoming customer call, including any after-call work that is required.
- **Average Handle Time by Call Reason** – The average number of seconds required to handle a customer call, segmented by call reason, or disposition.
- **Average Handle Time: After-Call Work** – The average number of seconds required to perform after-call work after a single call is completed over a certain period of time.
- **Average Handle Time: Call Closing** – The average number of seconds required to perform call closing activities during the course of a single call over a certain period of time.
- **Average Handle Time: Call Opening** – The average number of seconds required to perform call opening activities (greeting customer) during the course of a single call over a certain period of time.
- **Average Handle Time: Call Reason ID** – The average number of seconds required to identify the reason for the customer's call during the course of a single call over a certain period of time.
- **Average Handle Time: Call Resolution** – The average number of seconds required to resolve the customer's issue during the course of a single call over a certain period of time.

## Productivity (Cont.)

- **Average Handle Time: Call Wrap Up** – The average amount of time required to perform call wrap up, or call closing, activities during a single call over a certain period of time. This call phase is sometimes referred to as 'wrap time.'
- **Average Handle Time (Inbound and Outbound)** – The average amount of time required to handle a single incoming or outgoing customer call, including any after-call work that is required.
- **Average Handle Time: Customer Authentication** – The average number of seconds required to verify the customer's identity during the course of a single call over a certain period of time.
- **Average Outbound Call Duration** – The average length of a phone call (in seconds) from the time that the customer picks up the phone until the call is completed (does not include after-call work).
- **Average Talk Time** – The average number of seconds required to handle a single incoming customer call. This does not include after-call work.
- **Average Talk Time (Outbound External)** – The average amount of time required to handle a single outgoing call made by a Call Center representative to a source outside their company. This does not include after-call work.
- **Average Talk Time (Outbound Internal)** – The average amount of time required to handle a single outgoing call made by a Call Center representative to a source inside their company. This does not include after-call work.
- **Average Time between Customer Interactions** – Average number of seconds elapsed between interactions with customers (email, call, live, chat, etc.).
- **Calls Handled per IT Help Desk Employee** – Average number of calls regarding issues that need to be resolved divided by the number of IT help desk employees, over a given time period.
- **Calls Handled per Representative** – The average number of calls handled (inbound and outbound) by Contact Center representatives divided by the total number of Contact Center representatives working for the company over a certain period of time.
- **Contacts per Call Center Representative** – Number of calls, e-mails and chat requests handled divided by the total number of Call Center employees over a given time period (hourly/monthly/yearly).



# Call Processing & Issue Resolution (Cont.)

KPI Encyclopedia

## Productivity (Cont.)

- **Outbound Calls per Representative** – The average number of outbound of calls made by a representative over a defined period of time (daily/weekly/monthly).
- **Total E-mails and Chats per Chat/E-mail Employee**– Number of e-mails and chats (Online Queries) divided by the number of chat/email employees.
- **Total Handle Time** – The total time required to handle a single customer call, or a group of calls. Time can be segmented by call stage (hold time, talk time, after-call work, etc.).
- **Total Handle Time: After-Call Work** – The total amount of time required to perform after-call work after a single call is completed, or over a certain period of time.
- **Total Handle Time: Call Closing** – The total amount of time required to perform call closing activities during the course of a single call, or over a certain period of time.
- **Total Handle Time: Call Opening** – The total amount of time required to perform call opening activities (greeting customer) during the course of a single call, or over a certain period of time.
- **Total Handle Time: Call Reason ID** – The total amount of time required to identify the reason for the customer's

## Productivity (Cont.)

- **Outbound Calls (Internal)** – The number of outgoing calls made by a Call Center representative to a source inside the company, such as another department, over a defined period of time.

## Quality

- **Account Classification** – Yes/no metric indicating the use of a defined system to determine the priority level of the account as defined by the company.
- **Blockage Rate** – The number of incoming calls that could not be answered because of high call volumes or technology failures divided by the total number of calls coming in or technology failures occurring over the same period of time, as a percentage.
- **Call Arrival Rate Tracking** – A yes/no metric indicating that the arrival of calls throughout a set period of time (e.g., hour, day, week, month) is tracked.
- **Call Forecasting Granularity** – A yes/no metric indicating whether incoming call volumes are forecasted at 30 minute intervals to create staffing models.
- **Call Reason Breakdown** – A breakdown of calls, handled by Call Center representatives, focused on the

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