

Call Center Shrinkage

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Call Center Shrinkage

Definition & Measurement Details



What is Call Center Shrinkage?

The amount of time that call center representatives spend off the phone and unavailable to accept calls as a percentage of the total scheduled work time over the same period of time.

Why should this KPI be measured?

This KPI measures the portion of time that call center representatives are not performing scheduled work activities. A high value can indicate poor workforce planning, inefficient operating procedures, management's

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the amount of time (in hours) that call center representatives spend off the phone and unavailable to accept calls, and (2) the amount of time they spend

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Call Center Shrinkage

Benchmarks & Characteristics of High Performers



Call Center Shrinkage

(Amount of Time Representatives are Unavailable to Answer Calls / Total Amount of Time Representatives are Scheduled to Work) * 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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