

Cost per Call

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Cost per Call

Definition & Measurement Details



What is Cost per Call?

The total expense incurred by a call center (labor and other overhead) divided by the total number of calls handled (inbound and outbound) by call center representatives over the same period of time.

Why should this KPI be measured?

This KPI measures the average fully loaded cost to handle a single call within the Call Center. A high value for this metric could indicate that the Call Center is spending inefficiently and/or that wages and overhead have

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total expense incurred by the Call Center, and (2) the total number of calls handled by call center representatives. The formula is: $\text{Cost per Call} = \frac{\text{Total Expense}}{\text{Total Calls Handled}}$

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