

IVR/VRU Containment Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



IVR/VRU Containment Rate

Definition & Measurement Details



What is IVR/VRU Containment Rate?

The number of incoming calls that are handled completely by the IVR/VRU system without assistance from a live representative divided by the total number of incoming calls over the same period of time, as a percentage.

Why should this KPI be measured?

This KPI measures the effectiveness and usability of the call center's Interactive Voice Response (IVR), or Voice Response Unit (VRU) system. A high rate of calls handled and resolved entirely by these systems reduces

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of inbound customer calls that are handled completely within the IVR or VRU system, and (2) the total number of calls handled through the IVR or VRU

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IVR/VRU Containment Rate

Benchmarks & Characteristics of High Performers



IVR/VRU Containment Rate

(Number of Calls Resolved within IVR or VRU System / Total Number of Inbound Calls) * 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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