

# Call Center

*Benchmarks, KPI Definitions & Measurement Details*



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# Table of Contents

The OpsDog Call Center Benchmarking Report



<b>Call Processing &amp; Issue Resolution KPIs</b>	<b>4</b>
Abandonment Rate	5
Average Speed of Answer	8
Service Level (Speed of Answer)	11
Average Hold Time	14
Hold Time as a Percentage of Total Handle Time	17
Average Talk Time	20
Talk Time as a Percentage of Total Handle Time	23
Average Handle Time	26
Average Handle Time: After-Call Work	29
After-Call Work as a Percentage of Total Handle Time	32
Calls Handled per Representative	35
Cost per Call	37
First Call Resolution Rate	39
<b>Workforce Management KPIs</b>	<b>41</b>
Call Center Forecast Accuracy	42
Call Center Shrinkage	45
Call Center Shrinkage Due to Absences	48
Call Center Shrinkage Due to Breaks	51
Call Center Shrinkage Due to Coaching	54
Call Center Shrinkage Due to Meetings	57
Call Center Shrinkage Due to Offline Activities	60
Call Center Shrinkage Due to Training	63
Call Center Shrinkage Due to Vacation	66
Call Center Span of Control	69
Occupancy Rate	71
Schedule Adherence	74
<b>IVR/VRU Development &amp; Maintenance KPIs</b>	<b>77</b>
IVR/VRU Containment Rate	78

# Benchmarking Report Terms & Conditions

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# Report Details & Methodology

## The OpsDog Call Center Benchmarking Report



More than **15,500 KPI values** (i.e., data points) were analyzed to produce benchmarks for the **26 KPIs** included in this report.<sup>1</sup>

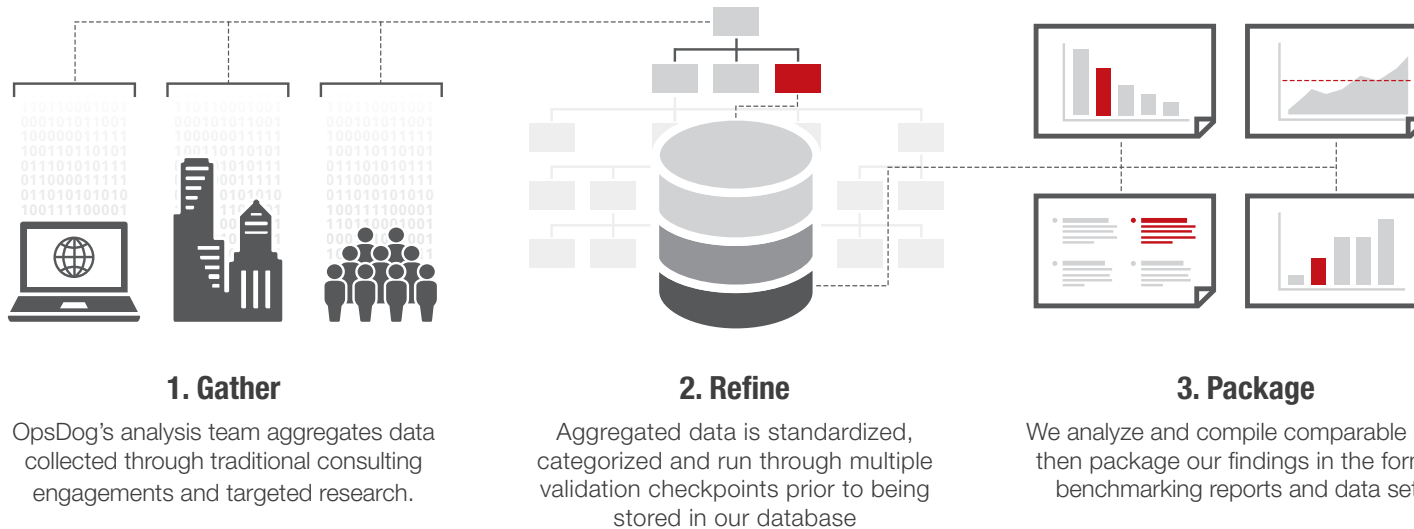
**Data Range:** 2012-2017

**Region(s) Included:** United States, Canada, India

**Industries Included:** Banking, Insurance, Technology & Communications Operations, Health Insurance, Utilities Services Operations

*The benchmarks included in this report were found to be comparable across companies of varying sizes (i.e., number of employees, total revenue) and industry segments. Benchmarks with notable differences across industries include industry average call-outs.*

### Methodology: Data Collection & Validation



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#### Note:

<sup>1</sup> The sample size of the observed data varies for each KPI.

# Call Processing & Issue Resolution

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## Call Center

### Call Processing & Issue Resolution

Call Center Technical Support\*

Call Center Training & Coaching\*

Workforce Management

IVR/VRU Development & Maintenance

*\* This section is not included in this document.*

— *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.*

# First Call Resolution Rate

## Definition & Measurement Details



### What is First Call Resolution Rate?

The number of inbound calls that are resolved by call center representatives on the first contact without the need for transfer or subsequent contacts as a percentage of the total number of inbound calls handled by call center representatives over the same period of time.

### Why should this KPI be measured?

This KPI measures the ability of call center representatives to resolve issues upon first contact. A low value for this KPI can result in poor customer satisfaction and excessive handle times. Common root causes

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of inbound calls that are resolved by call center representatives on the first contact, and (2) the total number of inbound calls handled over the same period.

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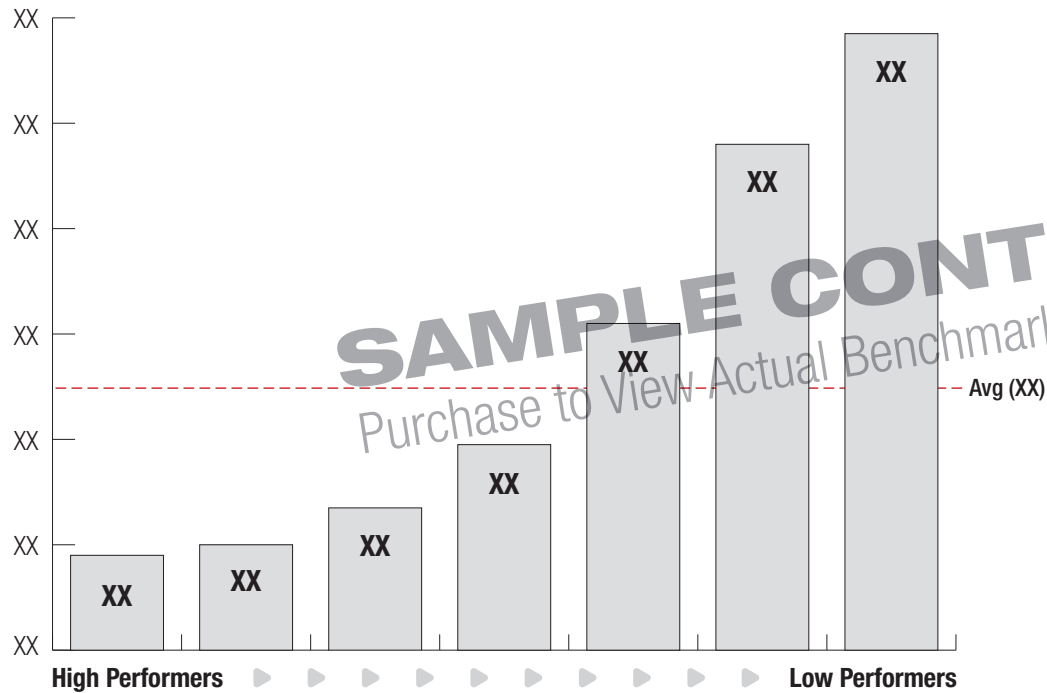
# First Call Resolution Rate

Benchmarks & Characteristics of High Performers



## First Call Resolution Rate

(Number of Calls that are Resolved on First Contact / 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

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.