Call Center

Benchmarks, KPI Definitions & Measurement Details

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The OpsDog Call Center Benchmarking Report

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

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

1. Gather

OpsDog's analysis team aggregates data collected through traditional consulting engagements and targeted research.

2. Refine

Aggregated data is standardized, categorized and run through multiple validation checkpoints prior to being stored in our database

3. Package

We analyze and compile comparable data, then package our findings in the form of benchmarking reports and data sets.

Looking for customized research and analysis? Contact our research team. P: 844.650.2888 E. info@opsdog.com

Note:
[1] The sample size of the observed data varies for each KPI.

Call Processing & Issue Resolution

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.

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

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

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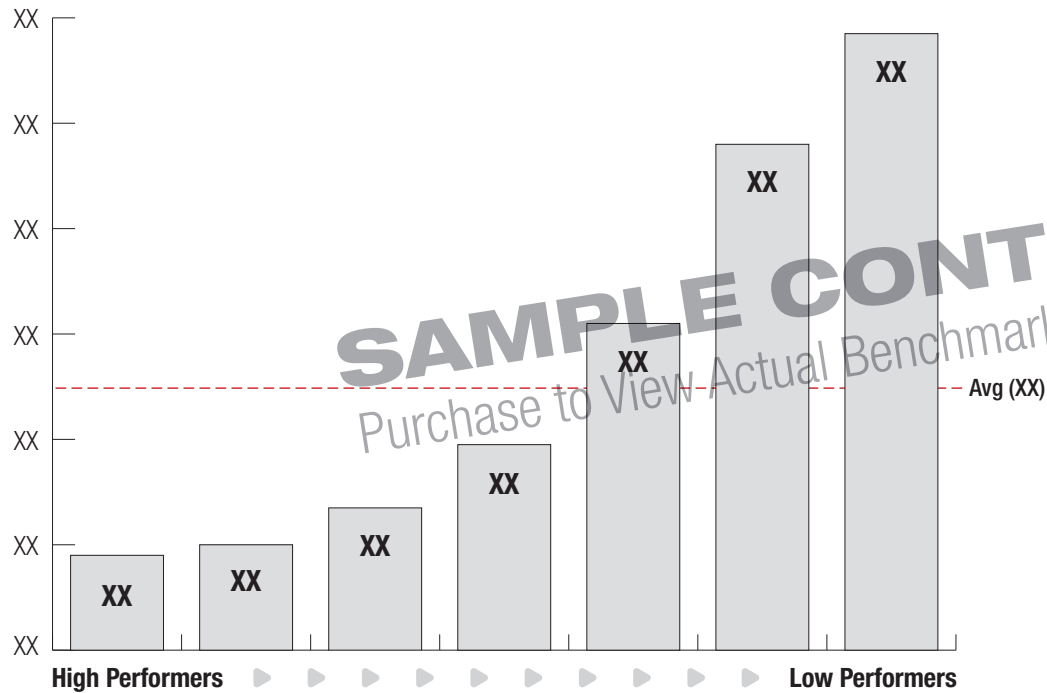Purchase to View Full Definition & Measurement Details!

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*

SAMPLE CONTENT
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High Performers ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ Low Performers

Avg (XX)

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.