

# Customer Service

*Benchmarks, KPI Definitions & Measurement Details*

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The OpsDog Customer Service Benchmarking Report



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# Report Details & Methodology

The OpsDog Customer Service Benchmarking Report



More than **6,500 KPI values** (i.e., data points) were analyzed to produce benchmarks for the **19 KPIs** included in this report.<sup>1</sup>

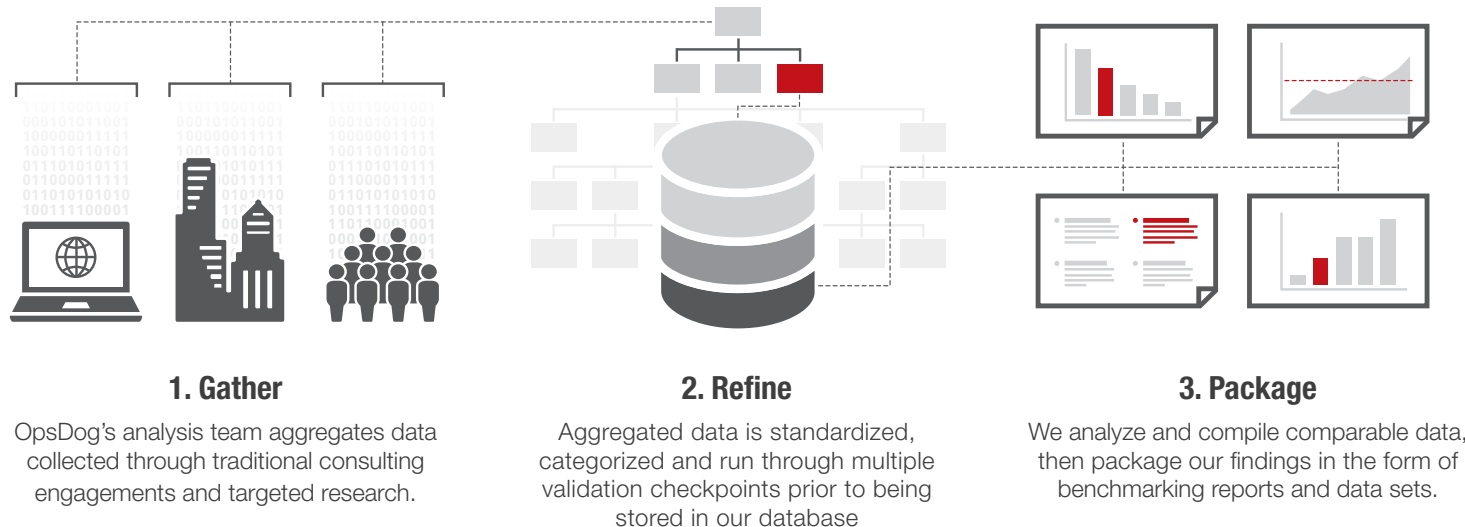
**Data Range:** 2012-2017

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

**Industries Included:** Banking, Insurance, Technology & Communications Operations, Consumer Packaged Goods Operations, Diversified Retailers, Industrial Products & Appliances

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



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

### Note:

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

# Call Center

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## Customer Service

### Call Center

Distribution

Order Management

Sales & Operations Planning

--- A Call Center (also sometimes called a Contact Center or Customer Service Center) is a central location for communication with customers (internal or external) through multiple channels (email, phone, live chat). Call Centers rely heavily on technology and automation (use of customer database and IVR/VRU) to run efficiently and to provide the highest levels of customer service. Inbound communications can include customer order processing, customer complaints, questions about accounts and technical support. Outbound Call Centers cover functions such as marketing products or services to new and existing customers, and collecting on delinquent accounts. At large companies, internal Call Centers may provide technical support, HR administration support and/or sales support services to employees.

# 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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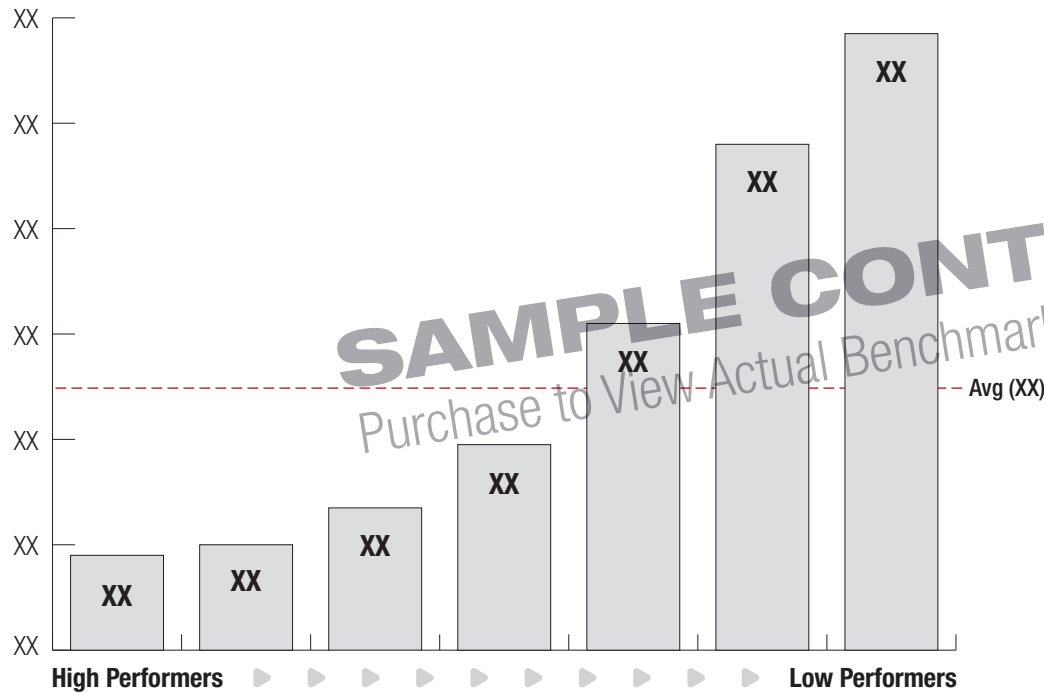
# First Call Resolution Rate

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.