Customer Service

Benchmarks, KPI Definitions & Measurement Details

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The OpsDog Customer Service Benchmarking Report

OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888

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

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

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 Center

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.

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 greater 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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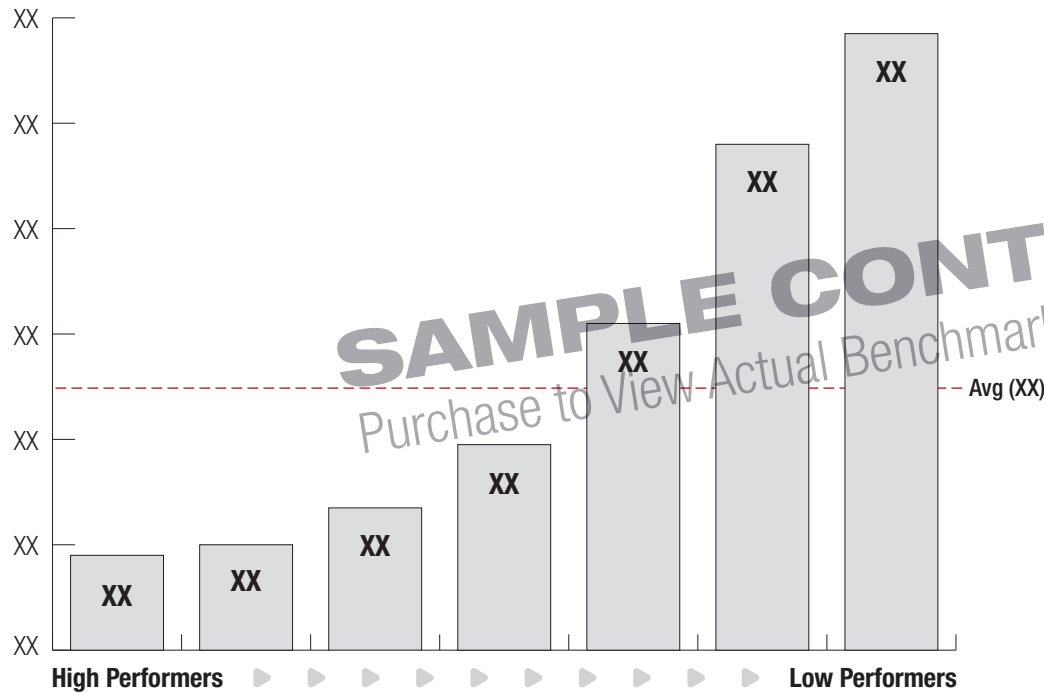Purchase to View Full Definition & Measurement Details!

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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Avg (XX)

High Performers ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ Low Performers

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.