

SAMPLE REPORT

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Call Center Benchmark

Outsourced Call Centers

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MetricNet's instantly downloadable Call Center benchmarks provide valuable industry data that your organization can use to begin improving performance right away!

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BENCHMARKING OVERVIEW

Benchmarking Overview

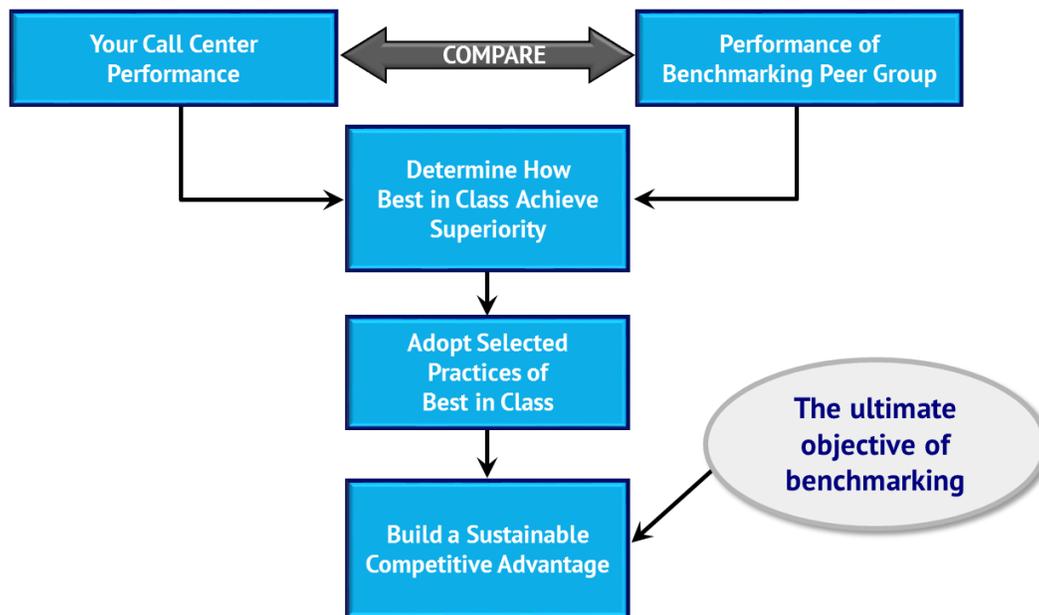
Benchmarking is a well-established tool for measuring and improving Call Center performance. Effective benchmarking enables you to quantify your Call Center's performance, compare your Call Center to others in your industry, identify negative performance gaps, and define the actions necessary to close the gaps.

A Price Benchmark is often undertaken by an organization that is contemplating outsourcing, and wishes to negotiate the best possible terms and conditions for their outsource contract, or by an organization that has already outsourced, and wishes to measure how their service provider is performing, possibly with an eye towards negotiating a more favorable contract.

The power of benchmarking for outsourced Call Centers is that it enables an organization to objectively determine the value of the service provided by the current provider. Armed with this information, the organization has the option of negotiating a more favorable price/quality value proposition with the current provider, possibly moving the business to a provider with a more favorable pricing structure, or even insourcing the service to an economically favorable location such as India.

The Basic Benchmarking Approach

Although benchmarking is a rigorous, analytical process, it is fairly straightforward. The basic approach is illustrated below.



The first critical step in benchmarking is to measure your Call Center’s performance. The important metrics, or Key Performance Indicators (KPIs), for your Call Center fall into six categories:

- 1) **Price** metrics, such as Price per Contact
- 2) **Productivity** metrics, such as Agent Utilization
- 3) **Service Level** metrics, such as Average Speed of Answer
- 4) **Quality** metrics, such as Customer Satisfaction
- 5) **Agent** metrics, such as Agent Job Satisfaction
- 6) **Contact Handling** metrics, such as Contact Handle Time

This benchmark report explains each KPI, how it is measured, and how it is connected with other KPIs.

But the true potential of KPIs can be unlocked only when they are used holistically, not just to measure your performance, but also to:

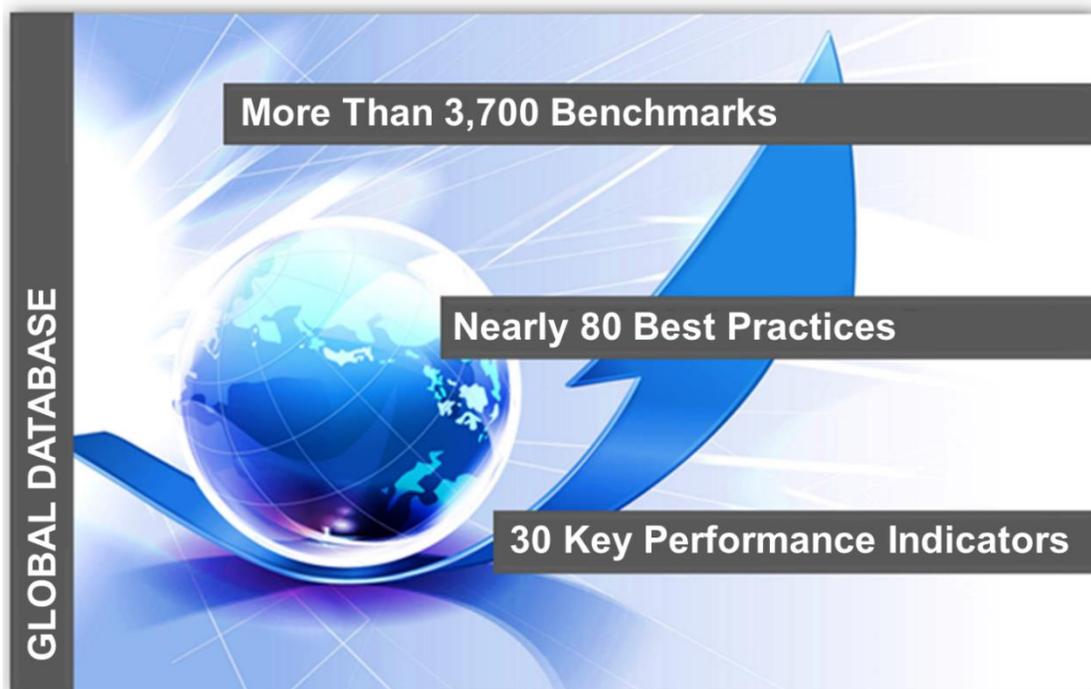
- ✓ Track and trend your performance over time
- ✓ Benchmark your performance vs. industry peers
- ✓ Identify strengths and weaknesses in your Call Center
- ✓ Diagnose the underlying drivers of performance gaps
- ✓ Negotiate better service or pricing from service providers

In other words, once you've measured your performance, benchmarking involves comparing your performance to others and asking questions such as, "How did they achieve a higher level of customer satisfaction? How did they get to a lower price per contact? How did they drive customer loyalty by virtue of the Call Center?"

Once you've answered those questions, you're in a position to either identify the best service provider to contract with, or negotiate terms with your current service provider that will lead to superior performance. With this basic approach, your Call Center can build a service-based competitive advantage through benchmarking!

Achieving World-Class Performance

To build a sustainable competitive advantage, your goal must be World-Class Performance. That’s where we can help you. MetricNet’s benchmarking database is global. We have completed more than 3,700 benchmarks. Through them, we have identified nearly 80 industry best practices and 30 Key Performance Indicators (KPIs) that organizations around the world are using to achieve World-Class Performance.



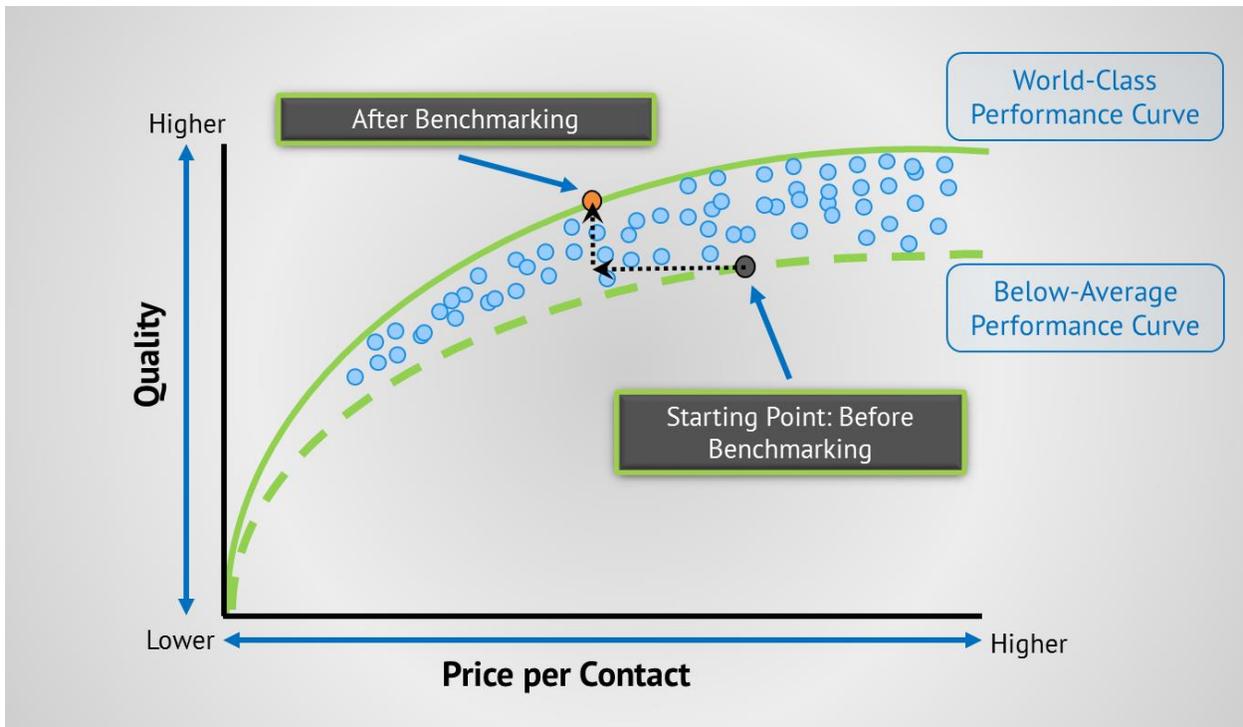
World-Class Call Centers have a number of characteristics in common:

- ✓ They consistently exceed customer expectations – regardless of transaction type
 - This produces high levels of Customer Satisfaction
 - Their Call Quality is consistently high
- ✓ They manage business value at or above average industry levels
 - Their Price per Contact is below average
 - If applicable, they generate revenue above average industry levels (telemarketing, telesales, debt collections)

- ✔ They follow industry best practices
 - Industry best practices are defined and documented
 - They effectively apply those best practices
- ✔ They add value with every transaction
 - They produce a positive customer experience
 - They improve customer loyalty
 - They create positive brand awareness

There's another way that we can describe what it means to obtain World-Class Performance through benchmarking. Graphically, it looks like the image below:

The Goal of Benchmarking: Lower Price *and* Higher Quality



On this chart, we're showing two dimensions. The X-axis is price per contact and the Y-axis is quality (as measured by customer satisfaction). We've taken some representative data points from our database and placed them on this chart.

The first thing you'll notice is that there's a cause-and-effect relationship between price and quality. Some organizations are driven by the need to minimize price. When that's the case, your price will drive your quality. Other organizations are driven by quality. In that case, quality will drive price.

The second thing you'll notice is that it's a non-linear relationship—as quality increases, the price will increase disproportionately. At some point, it probably doesn't make sense to pursue any further quality because quality is not free!

The point of this chart is to reinforce what it means to obtain World-Class Performance. It means that you take the limited resources you have and deploy them in the most effective way. If you do that, you will land on the upper curve, the World-Class curve. If your Call Center performs below average, you'll be on the lower curve.

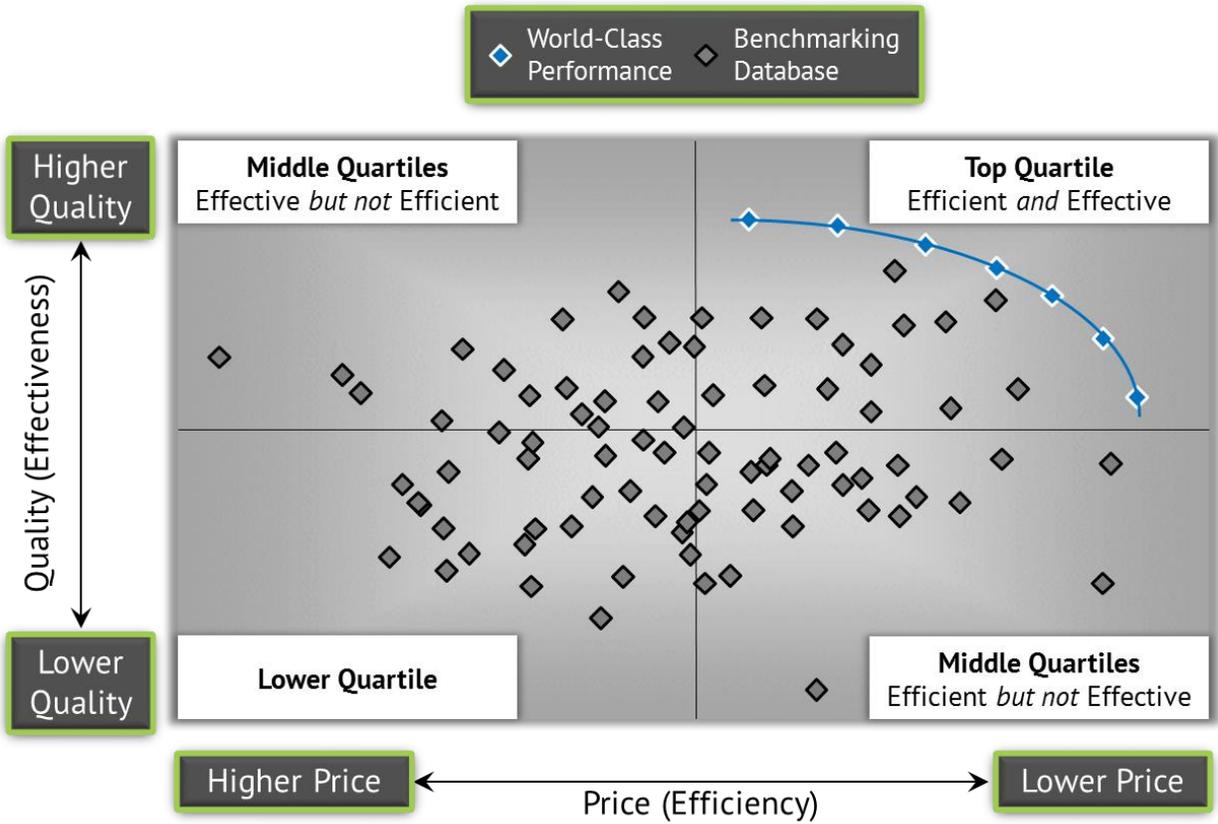
Being World-Class is a relative concept. It's not about hitting a particular target on any one metric. It is about deploying your resources as effectively as you possibly can.

Price vs. Quality for Call Centers

Think about it this way. On the two-dimensional chart below, we again show price per contact on the X-axis (except that low price is now on the right, instead of the left) and customer satisfaction (quality) on the Y-axis. Where you want to be is on the upper-right World-Class Performance curve shown by the blue diamonds.

The blue diamonds represent Call Centers with optimized performance. As you can see in the chart, some of them are optimized at a very low price and a slightly above-average customer-satisfaction level. Others have optimized at a slightly better-than-average price and a very high customer-satisfaction level. The goal is to be in the upper-right-hand quadrant where you are both efficient (low price) and effective (high quality).

The World-Class Performance Curve: Optimizing Efficiency *and* Effectiveness





HOW TO USE THIS BENCHMARK REPORT

How to Use this Benchmark Report

Here is the four-step benchmarking process to obtain optimized Call Center performance with this report:

Step 1: Collect your Call Center’s performance data.

Thorough, accurate data collection is the cornerstone of successful benchmarking. This is also the most time-consuming step in benchmarking. But you need accurate data in order to identify the performance gaps in your Call Center.

Ideally, your Call Center will have data that measures performance for each of the 21 KPIs that we include in this benchmarking report, the ones listed below:

Call Center Benchmarking Metrics

<div style="background-color: #333; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Price</div> <ul style="list-style-type: none"> ✓ Price per Contact ✓ Price per Minute of Handle Time 	<div style="background-color: #333; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Productivity</div> <ul style="list-style-type: none"> ✓ Agent Utilization ✓ Inbound Contacts per Agent per Month ✓ Agents as a % of Total Call Center Headcount 	<div style="background-color: #333; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Service Level</div> <ul style="list-style-type: none"> ✓ Average Speed of Answer (ASA) ✓ % of Calls Answered in 30 Seconds ✓ Call Abandonment Rate
<div style="background-color: #333; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Quality</div> <ul style="list-style-type: none"> ✓ Customer Satisfaction ✓ Net First Contact Resolution Rate ✓ Call Quality 	<div style="background-color: #333; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Agent</div> <ul style="list-style-type: none"> ✓ Annual Agent Turnover ✓ Daily Agent Absenteeism ✓ Agent Occupancy ✓ Agent Schedule Adherence ✓ New Agent Training Hours ✓ Annual Agent Training Hours ✓ Agent Tenure ✓ Agent Job Satisfaction 	<div style="background-color: #333; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Contact Handling</div> <ul style="list-style-type: none"> ✓ Inbound Contact Handle Time ✓ IVR Containment Rate

If your Call Center does not measure all 21 KPIs, you can still benefit from benchmarking the KPIs for which you can get data. At a minimum, you'll want to benchmark six of the most important metrics, the ones we use in our Call Center Scorecard (see page [23](#) below), or some similar substitutes. And for the KPIs that your Call Center doesn't measure, you can still use this report to benchmark the levels at which your Call Center ought to be performing.

We have defined each KPI in the Detailed Benchmarking Data section below (starting at page [35](#)). You can refer to these definitions as you collect your data to ensure an apples-to-apples benchmarking comparison in Step 2.

You may also find it helpful, if possible, to review the collected data with key personnel at your service provider who understand the Call Center's operations. They can often provide context for the data and spot potential anomalies or inaccuracies.

Step 2: Compare your performance to others.

We provide several methods to compare your performance data with industry peers. The four primary methods are these:

- 1) A **Benchmarking KPI Performance Summary** (page [18](#)), which lists the industry peer group's average, minimum, median, and maximum performance levels for each KPI.
- 2) **Quartile Rankings** (page [20](#)), so you can map which quartile your Call Center performs in for each KPI.
- 3) A **Call Center Scorecard** (page [23](#)), which provides a more holistic, balanced measure of your Call Center's overall performance compared to the industry peer group.
- 4) **Detailed Benchmarking Data** (starting on page [35](#)), which shows bar charts of the performance level for each Call Center in the peer group, for each individual KPI.

Step 3: Develop strategies for improved performance.

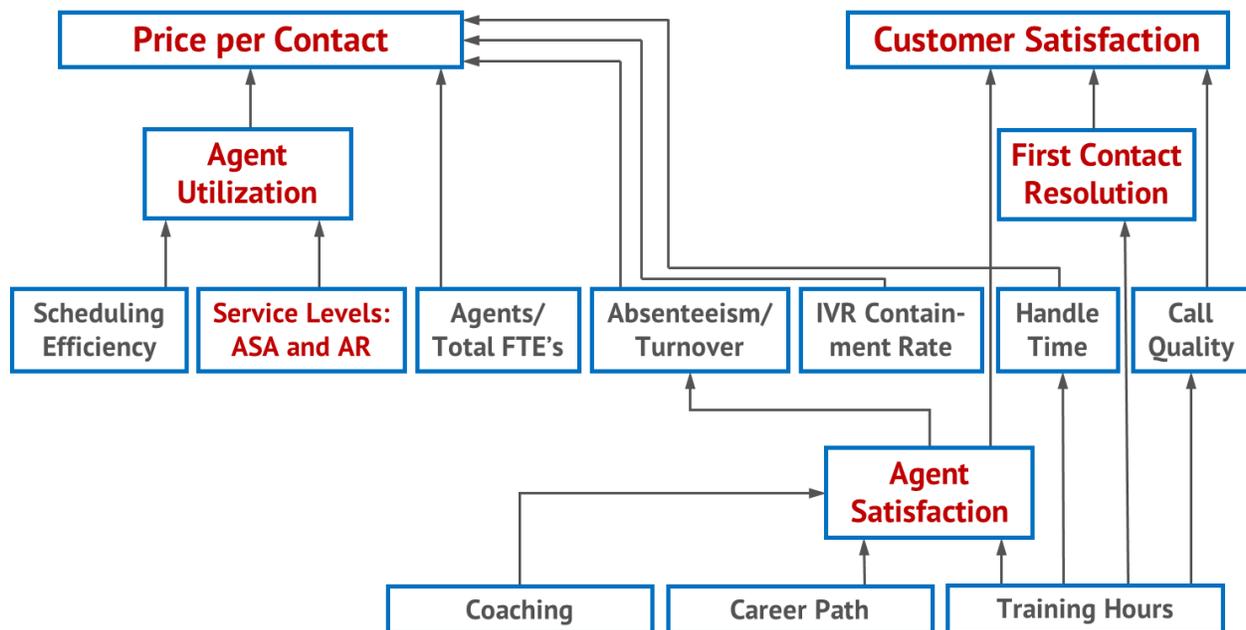
Without an action plan to obtain better performance, benchmarking is a pointless exercise. Ironically, this is one of the simplest steps in the benchmarking process, but it adds the most value.

The true potential of measuring and benchmarking your KPIs can be unlocked only when you use them to diagnose and understand the underlying drivers of your Call Center’s performance. Then you can use that diagnosis to strategically negotiate the best possible terms and conditions for your outsource contract or a more favorable contract with your service provider.

The key to using KPIs diagnostically is to understand their cause-and-effect relationships. You can think of these relationships as a linkage where all of the KPIs are interconnected. When one KPI moves up or down, other KPIs move with it. Understanding this linkage is enormously powerful because it shows you the levers that can be pulled to increase performance.

The diagram below illustrates some of the most important linkage between Call Center KPIs. The detailed benchmarking data in this report (starting on page 35) also lists key correlations for each KPI.

Major KPI Cause-and-Effect Relationships



We call Price per Contact and Customer Satisfaction the foundation metrics. Nearly everything a Call Center does can be viewed through the lens of price and quality. This insight is crucial because it greatly simplifies decision-making for a Call Center. Any performance gain that does not have the long-term effect of improving customer satisfaction, reducing price, or both, is simply not worth seeking. (Sales effectiveness may also be foundational for a revenue-generating Call Center, but this report does not benchmark sales metrics.)

The foundation metrics, however, cannot be directly controlled. Instead, they are controlled by other KPIs, the ones we call underlying drivers. As you can see from the diagram above, some top examples of underlying drivers are Agent Utilization, First Contact Resolution Rate, and Agent Job Satisfaction. These underlying drivers directly impact the foundation metrics—any improvement on the driver metrics will cause corresponding improvements in price, quality, or both.

By understanding the underlying drivers for price and quality, you can use your benchmarked KPIs diagnostically. If your Customer Satisfaction is low, for example, simply isolate the primary underlying drivers of Customer Satisfaction on which your Call Center's performance was low compared to the benchmark. Then you can plan for addressing these shortcomings with your service provider.

To help understand why your Call Center is performing at the level it is, you can identify the industry best practices that determine performance on the crucial metrics that you isolated. MetricNet has identified nearly 80 industry best practices for Call Centers. Call Centers that follow these best practices will have better overall performance levels.

In identifying the areas where performance should improve, it's important to emphasize your Call Center's balanced score (see page [23](#)). This shows you a more holistic view of your Call Center's performance and helps you avoid fixating on just part of the picture.

Step 4: Implement, and monitor results.

Once you've benchmarked your Call Center's performance, and diagnosed the key drivers of its efficiency and effectiveness, you're in a better position to

negotiate with a service provider. Additionally, to ensure ongoing positive performance, some of MetricNet’s clients have negotiated a clause in their contracts that requires periodic benchmarking and appropriate adjustments to price or service levels based upon the benchmarking results.

Also, during the term of your contract, it is helpful to regularly monitor your Call Center’s performance for changes. One of the easiest and best ways of monitoring is to update your Call Center scorecard (see page [23](#)) every month or every quarter, and trend the changes in your score over time.



KPI STATISTICS: SUMMARY AND QUARTILES

KPI Statistics: Summary and Quartiles

Benchmarking Performance Summary

The table on the next page summarizes this report's benchmarking data. It shows the benchmarking peer group's average, minimum, median, and maximum performance levels for each Key Performance Indicator (KPI).

On the left of the table you see the six categories of metrics, followed by 21 KPIs that you can use to benchmark your Call Center. To compare your Call Center's performance with that of this peer group, simply copy the table into a spreadsheet and add a column with your data for each KPI that you measure.

It's important to look at this data holistically. No single metric comes even close to telling the whole story. For example, if your price is high, that's not necessarily a bad thing—particularly if it comes with good quality and service levels. By contrast, if your price is low, that may not be a good thing if it comes with low Customer Satisfaction, low First Contact Resolution Rate, and the like.

Metric Type	Key Performance Indicator (KPI)	Peer Group Statistics			
		Average	Min	Median	Max
Cost	Price per Contact	\$20.62	\$0.26	\$14.88	\$71.06
	Price per Minute of Handle Time	\$2.79	\$0.12	\$2.17	\$8.74
Productivity	Agent Utilization	48.5%	26.3%	50.3%	71.9%
	Inbound Contacts per Agent per Month	383	54	313	1,240
	Agents as a % of Total Call Center Headcount	49.8%	41.0%	49.5%	59.2%
Service Level	Average Speed of Answer (seconds)	57	12	59	121
	% of Calls Answered in 30 Seconds	44.7%	11.5%	42.0%	92.1%
	Call Abandonment Rate	8.3%	0.8%	8.6%	18.4%
Quality	Customer Satisfaction	46.3%	19.5%	38.7%	90.4%
	Net First Contact Resolution Rate	43.9%	4.1%	40.7%	95.2%
	Call Quality	51.2%	3.8%	57.3%	94.1%
Agent	Annual Agent Turnover	41.7%	8.9%	38.4%	91.8%
	Daily Agent Absenteeism	8.4%	1.5%	7.7%	18.6%
	Agent Occupancy	50.7%	36.5%	49.9%	67.0%
	Agent Schedule Adherence	50.2%	42.0%	50.4%	56.6%
	New Agent Training Hours	107	2	96	375
	Annual Agent Training Hours	22	0	15	122
	Agent Tenure (months)	33.8	10.3	31.5	77.5
	Agent Job Satisfaction	50.9%	37.8%	50.6%	65.8%
Contact Handling	Inbound Contact Handle Time (all contacts) (minutes)	8.48	0.03	7.50	19.05
	IVR Containment Rate	6.3%	0.0%	1.3%	28.7%

Quartile Rankings for Each KPI

Quartiles are another simple way to present the benchmarking data. For each metric, the best-performing Call Centers fall into the first quartile; the worst performers fall into the fourth quartile.

For example, the Call Centers that perform in the top 25% on the first metric have a Price per Contact that ranges between \$0.26 (the best) and \$6.88 (the 75th percentile). The bottom 25% of Call Centers for that metric range between \$26.48 and \$71.06 per contact.

Price Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Price per Contact	\$0.26	\$6.88	\$14.88	\$26.48
	\$6.88	\$14.88	\$26.48	\$71.06
Price per Minute of Handle Time	\$0.12	\$0.92	\$2.17	\$4.27
	\$0.92	\$2.17	\$4.27	\$8.74

Productivity Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Agent Utilization	71.9%	59.6%	50.3%	36.2%
	59.6%	50.3%	36.2%	26.3%
Inbound Contacts per Agent per Month	1240	504	313	206
	504	313	206	54
Agents as a % of Total Call Center Headcount	59.2%	52.7%	49.5%	46.4%
	52.7%	49.5%	46.4%	41.0%

Service Level Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Average Speed of Answer (seconds)	12	35	59	74
	35	59	74	121
% of Calls Answered in 30 Seconds	92.1%	57.7%	42.0%	31.9%
	57.7%	42.0%	31.9%	11.5%
Call Abandonment Rate	0.8%	4.8%	8.6%	10.6%
	4.8%	8.6%	10.6%	18.4%

Quality Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Customer Satisfaction	90.4% 65.8%	65.8% 38.7%	38.7% 27.4%	27.4% 19.5%
Net First Contact Resolution Rate	95.2% 58.1%	58.1% 40.7%	40.7% 30.1%	30.1% 4.1%
Call Quality	94.1% 66.3%	66.3% 57.3%	57.3% 29.8%	29.8% 3.8%

Agent Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Annual Agent Turnover	8.9% 29.6%	29.6% 38.4%	38.4% 52.8%	52.8% 91.8%
Daily Agent Absenteeism	1.5% 5.6%	5.6% 7.7%	7.7% 9.6%	9.6% 18.6%
Agent Occupancy	67.0% 55.4%	55.4% 49.9%	49.9% 45.8%	45.8% 36.5%
Agent Schedule Adherence	56.6% 52.9%	52.9% 50.4%	50.4% 48.0%	48.0% 42.0%
New Agent Training Hours	375 128	128 96	96 69	69 2
Annual Agent Training Hours	122 29	29 15	15 3	3 0
Agent Tenure (months)	77.5 41.0	41.0 31.5	31.5 20.2	20.2 10.3
Agent Job Satisfaction	65.8% 57.1%	57.1% 50.6%	50.6% 45.3%	45.3% 37.8%

Contact Handling Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Inbound Contact Handle Time (all contacts) (minutes)	0.03 3.74	3.74 7.50	7.50 12.98	12.98 19.05
IVR Containment Rate	28.7% 10.2%	10.2% 1.3%	1.3% 0.0%	0.0% 0.0%



BENCHMARKING SCORECARD AND RANKINGS

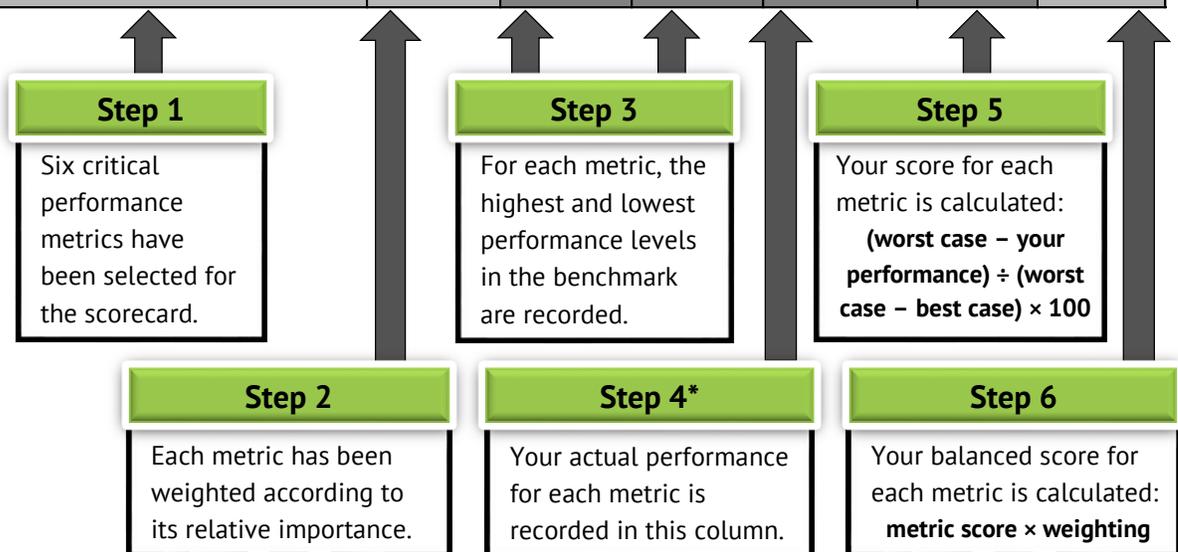
Benchmarking Scorecard and Rankings

The Call Center Scorecard: An Overview

The Call Center scorecard produces a single, holistic measure of Call Center performance. It combines six critical price, quality, productivity, agent, and service-level KPIs into one overall performance indicator – the Balanced Score. Your score will range between zero and 100%. You can compare it directly with the Balanced Scores of other Call Centers in the benchmark.

This is what the scorecard looks like, and how it is calculated:

Key Performance Indicator (KPI)	KPI Weighting	Performance Range		Your Performance	KPI Score	Balanced Score
		Worst Case	Best Case			
Price per Minute of Handle Time	25.0%	\$8.74	\$0.12	\$2.79	69.0%	17.3%
Customer Satisfaction	25.0%	19.5%	90.4%	46.3%	37.9%	9.5%
Agent Utilization	15.0%	26.3%	71.9%	48.5%	48.7%	7.3%
Net First Contact Resolution Rate	15.0%	4.1%	95.2%	43.9%	43.6%	6.5%
Agent Job Satisfaction	10.0%	37.8%	65.8%	50.9%	46.7%	4.7%
Average Speed of Answer (seconds)	10.0%	121	12	57	58.8%	5.9%
Total	100.0%	n/a	n/a	n/a	n/a	51.1%



*Benchmark averages have been used in the “Your Performance” column to illustrate how the scorecard is calculated.

The six KPIs we selected for the scorecard are the metrics that are of highest importance for most Call Centers:

- ✓ Price per Minute of Handle Time (price is one of the foundation metrics)
- ✓ Customer Satisfaction (the other foundation metric)
- ✓ Agent Utilization (the primary driver of price)
- ✓ Net First Contact Resolution Rate (the primary driver of Customer Satisfaction)
- ✓ Agent Job Satisfaction (a key secondary driver of both price and quality)
- ✓ Average Speed of Answer (the top service-level indicator)

The weighting percentage we assigned to each KPI is based on that KPI's relative importance in the scorecard. For example, you can see that we gave the greatest weight to Price per Minute and Customer Satisfaction (25% each), since those are foundation metrics.

A Call Center's Balanced Score will always range between 0% and 100%. If your performance is the worst on each of the six KPIs, compared to the industry peer group for this benchmark report, your score will be 0%. If your performance is the best on each KPI, your score will be 100%.

When we run this algorithm for literally hundreds of Call Centers worldwide, the average Balanced Score is approximately 59%. If your score is above about 70%, you're in the top quartile; between about 60% and 70%, you're in the second quartile; between about 51% and 60%, in the third; and below 51%, in the bottom quartile.

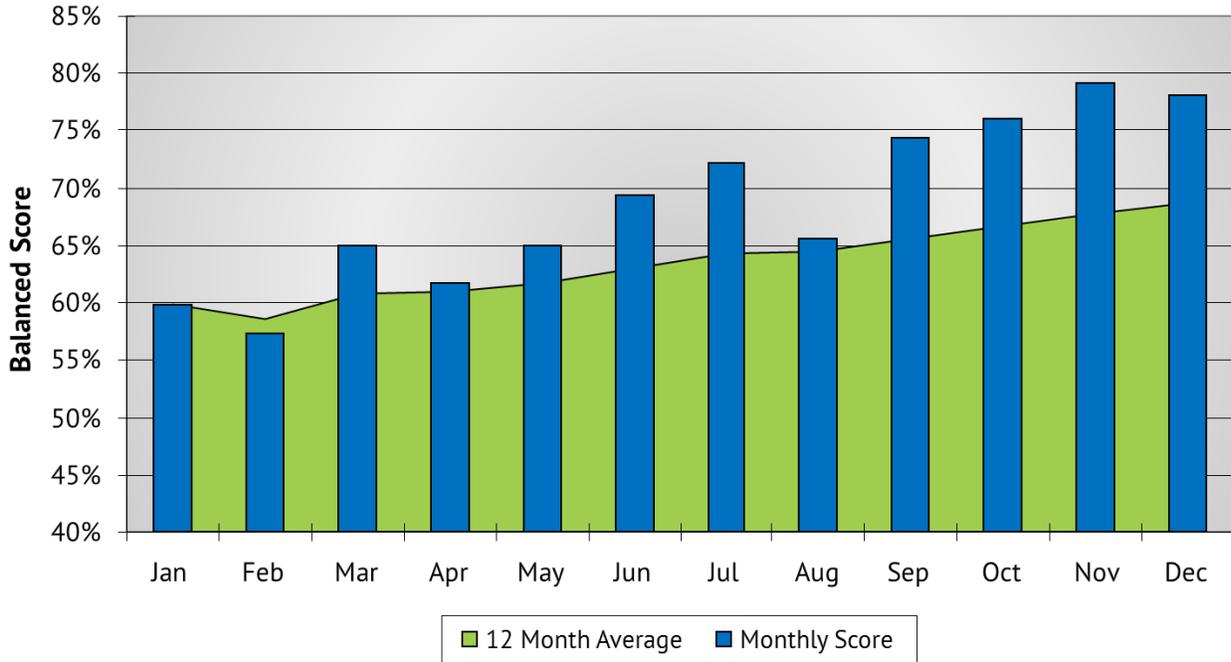
Tracking Your Balanced Score

By calculating your overall score for every month or every quarter, you can track and trend its performance over time.

Consider this real data from a few years ago. One of MetricNet's clients simply updated their scorecard every month, as shown in the chart below. The blue bars in the chart represent the monthly Balanced Scores, while the green background represents the 12 month trailing trend in scorecard performance.

You can see that over the course of one year they managed to improve their performance substantially.

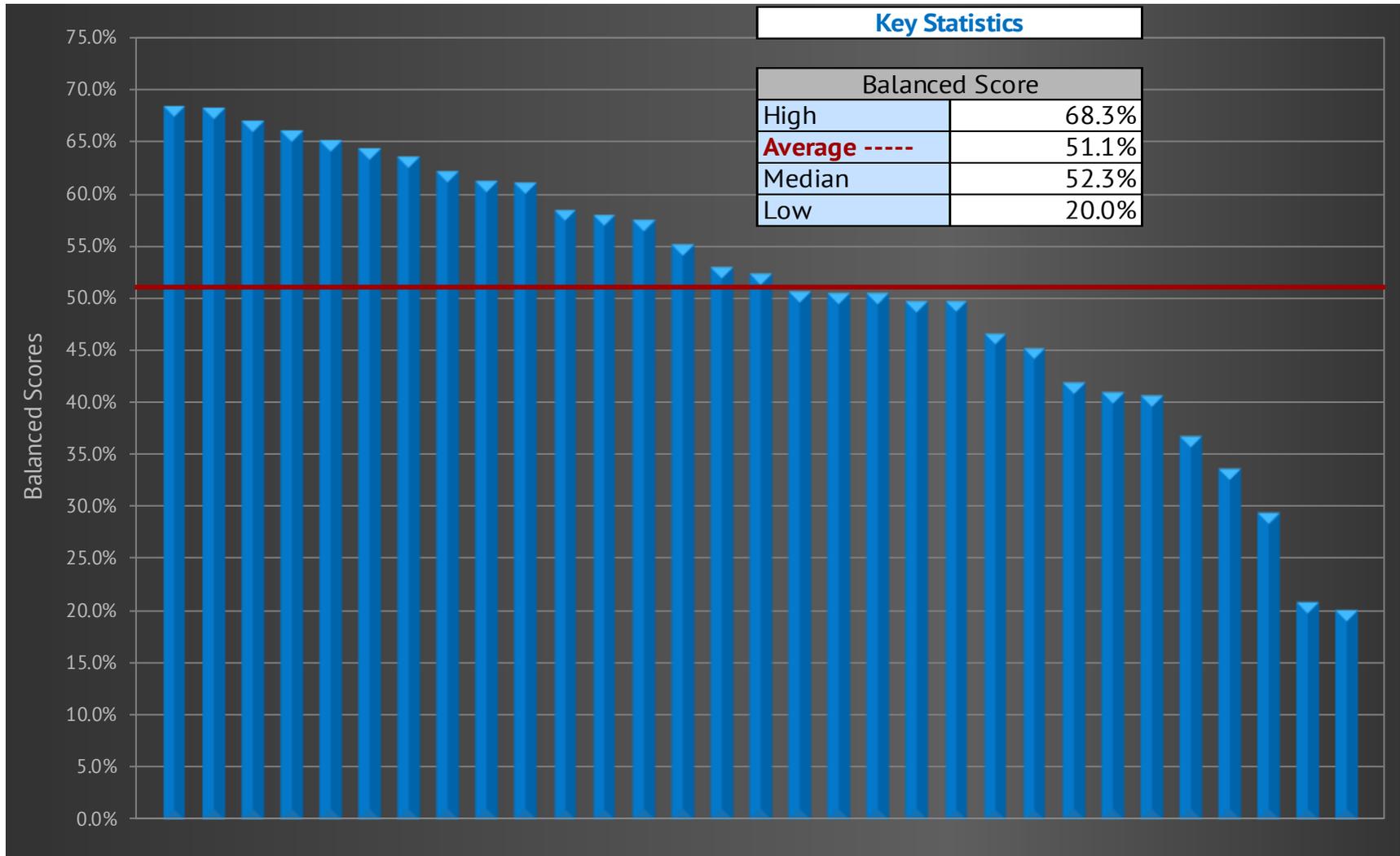
Balanced Score Trend



Benchmarking the Balanced Score

The Balanced Score is the single most useful performance indicator for comparing Call Center performance. The chart on the next page graphs the Balanced Scores for all Call Centers included in this report’s benchmark data. The red line shows the average overall performance level.

Benchmarking the Balanced Score (continued)



Benchmarking the Balanced Score (continued)

The next two pages list the Balanced Score for each Call Center in the benchmark. They also list each Call Center's performance for each of the six KPIs used to calculate the Balanced Score. The data records are listed in rank order, from the best Balanced Score (record #9) to the worst (record #2). If you want to see what any other Call Center's score looks like compared to yours, you can use this list.

Rankings by Balanced Score								
Overall Ranking	Benchmark Data Record Number	Price per Minute of Handle Time	Customer Satisfaction	Agent Utilization	Net First Contact Resolution Rate	Agent Job Satisfaction	Average Speed of Answer (seconds)	Total Balanced Score
1	9	\$0.85	66.5%	66.0%	35.3%	49.1%	49	68.3%
2	16	\$2.32	90.4%	48.7%	40.7%	50.6%	50	68.1%
3	14	\$4.34	76.5%	50.3%	53.2%	60.1%	12	66.8%
4	30	\$0.26	38.7%	55.2%	62.1%	65.8%	61	65.9%
5	17	\$2.00	28.4%	67.7%	95.2%	52.5%	29	65.0%
6	24	\$1.70	51.8%	71.9%	16.4%	56.8%	28	64.1%
7	6	\$3.74	89.7%	38.7%	80.5%	45.1%	67	63.5%
8	13	\$0.98	76.4%	35.2%	37.8%	57.7%	79	62.0%
9	22	\$0.51	43.4%	63.4%	38.4%	45.4%	31	61.1%
10	1	\$3.46	72.0%	64.2%	45.9%	43.7%	59	61.0%
11	23	\$1.67	58.6%	65.9%	38.8%	52.5%	121	58.3%
12	7	\$0.52	23.0%	55.2%	47.9%	57.4%	22	57.9%
13	21	\$0.76	22.4%	55.2%	89.7%	52.4%	73	57.4%
14	10	\$1.06	30.5%	44.1%	45.6%	58.3%	25	55.0%
15	19	\$1.66	46.7%	55.6%	37.8%	56.0%	109	52.9%
16	27	\$2.44	31.2%	55.9%	60.6%	52.3%	59	52.3%
17	29	\$5.84	76.0%	31.2%	74.7%	41.8%	39	50.5%
18	12	\$0.20	35.6%	34.8%	45.0%	57.5%	84	50.4%
19	8	\$2.17	24.5%	64.6%	47.5%	50.8%	65	50.3%
20	31	\$4.85	87.3%	39.3%	33.0%	37.8%	62	49.6%
21	11	\$2.55	57.6%	56.8%	4.4%	41.8%	48	49.6%
22	28	\$0.12	19.5%	38.6%	4.1%	64.7%	36	46.5%
23	18	\$4.45	65.0%	27.6%	28.3%	50.6%	38	45.1%
24	3	\$1.81	20.1%	32.6%	55.5%	58.6%	83	41.8%
25	15	\$4.19	33.3%	38.2%	65.4%	49.5%	71	40.8%

Rankings by Balanced Score (continued)								
Overall Ranking	Benchmark Data Record Number	Price per Minute of Handle Time	Customer Satisfaction	Agent Utilization	Net First Contact Resolution Rate	Agent Job Satisfaction	Average Speed of Answer (seconds)	Total Balanced Score
26	26	\$0.26	40.0%	32.9%	12.8%	43.0%	86	40.5%
27	25	\$3.72	24.3%	37.2%	73.8%	47.3%	100	36.6%
28	20	\$6.40	21.7%	62.3%	18.0%	48.6%	34	33.5%
29	5	\$4.66	27.0%	26.3%	20.8%	49.6%	35	29.3%
30	4	\$8.31	27.7%	53.8%	18.6%	40.4%	75	20.7%
31	2	\$8.74	30.8%	34.8%	31.8%	39.8%	34	20.0%
Key Statistics	Average	\$2.79	46.3%	48.5%	43.9%	50.9%	57	51.1%
	Max	\$8.74	90.4%	71.9%	95.2%	65.8%	121	68.3%
	Min	\$0.12	19.5%	26.3%	4.1%	37.8%	12	20.0%
	Median	\$2.17	38.7%	50.3%	40.7%	50.6%	59	52.3%

Benchmarking the Balanced Score (continued)

The next two pages show the rankings for each KPI in the scorecard. The column for each KPI has the performance levels listed in rank order, from best (top row) to worst (bottom row). This is the same data you saw in the previous list. But in this list it is not tied together by individual Call Center data records. Instead, each KPI is ranked on its own. This allows you to look at your performance for any given metric on the scorecard and see how you stack up against other outsourced Call Centers in your geographical region.

Rankings of Each KPI							
KPI Ranking	Price per Minute of Handle Time	Customer Satisfaction	Agent Utilization	Net First Contact Resolution Rate	Agent Job Satisfaction	Average Speed of Answer (seconds)	Total Balanced Score
1	\$0.12	90.4%	71.9%	95.2%	65.8%	12	68.3%
2	\$0.20	89.7%	67.7%	89.7%	64.7%	22	68.1%
3	\$0.26	87.3%	66.0%	80.5%	60.1%	25	66.8%
4	\$0.26	76.5%	65.9%	74.7%	58.6%	28	65.9%
5	\$0.51	76.4%	64.6%	73.8%	58.3%	29	65.0%
6	\$0.52	76.0%	64.2%	65.4%	57.7%	31	64.1%
7	\$0.76	72.0%	63.4%	62.1%	57.5%	34	63.5%
8	\$0.85	66.5%	62.3%	60.6%	57.4%	34	62.0%
9	\$0.98	65.0%	56.8%	55.5%	56.8%	35	61.1%
10	\$1.06	58.6%	55.9%	53.2%	56.0%	36	61.0%
11	\$1.66	57.6%	55.6%	47.9%	52.5%	38	58.3%
12	\$1.67	51.8%	55.2%	47.5%	52.5%	39	57.9%
13	\$1.70	46.7%	55.2%	45.9%	52.4%	48	57.4%
14	\$1.81	43.4%	55.2%	45.6%	52.3%	49	55.0%
15	\$2.00	40.0%	53.8%	45.0%	50.8%	50	52.9%
16	\$2.17	38.7%	50.3%	40.7%	50.6%	59	52.3%
17	\$2.32	35.6%	48.7%	38.8%	50.6%	59	50.5%
18	\$2.44	33.3%	44.1%	38.4%	49.6%	61	50.4%
19	\$2.55	31.2%	39.3%	37.8%	49.5%	62	50.3%
20	\$3.46	30.8%	38.7%	37.8%	49.1%	65	49.6%
21	\$3.72	30.5%	38.6%	35.3%	48.6%	67	49.6%
22	\$3.74	28.4%	38.2%	33.0%	47.3%	71	46.5%
23	\$4.19	27.7%	37.2%	31.8%	45.4%	73	45.1%
24	\$4.34	27.0%	35.2%	28.3%	45.1%	75	41.8%
25	\$4.45	24.5%	34.8%	20.8%	43.7%	79	40.8%

Rankings of Each KPI (continued)							
KPI Ranking	Price per Minute of Handle Time	Customer Satisfaction	Agent Utilization	Net First Contact Resolution Rate	Agent Job Satisfaction	Average Speed of Answer (seconds)	Total Balanced Score
26	\$4.66	24.3%	34.8%	18.6%	43.0%	83	40.5%
27	\$4.85	23.0%	32.9%	18.0%	41.8%	84	36.6%
28	\$5.84	22.4%	32.6%	16.4%	41.8%	86	33.5%
29	\$6.40	21.7%	31.2%	12.8%	40.4%	100	29.3%
30	\$8.31	20.1%	27.6%	4.4%	39.8%	109	20.7%
31	\$8.74	19.5%	26.3%	4.1%	37.8%	121	20.0%
Average	\$2.79	46.3%	48.5%	43.9%	50.9%	57	51.1%
Max	\$8.74	90.4%	71.9%	95.2%	65.8%	121	68.3%
Min	\$0.12	19.5%	26.3%	4.1%	37.8%	12	20.0%
Median	\$2.17	38.7%	50.3%	40.7%	50.6%	59	52.3%

Benchmarking the Balanced Score (continued)

For a graphical benchmark of each individual metric in the scorecard, see the following section of this report. It contains charts for all 21 KPIs, including the six scorecard KPIs. The red line in each chart represents the average performance within the benchmark peer group, for you to compare against your own Call Center's performance. You can jump to the charts for the six scorecard KPIs using these links (each of those charts has links above it that you can use to return to this page or to jump to the next scorecard-KPI chart):

- ✓ [Price per Minute of Handle Time](#)
- ✓ [Customer Satisfaction](#)
- ✓ [Agent Utilization](#)
- ✓ [Net First Contact Resolution Rate](#)
- ✓ [Agent Job Satisfaction](#)
- ✓ [Average Speed of Answer](#)

We always organize these charts from left to right so that good performance is on the left and bad performance is on the right. In some cases, such as price, you'll notice an ascending distribution because lower numbers are better. In other cases such as customer satisfaction, you will see a descending distribution because higher numbers are better.



DETAILED BENCHMARKING DATA

Detailed Benchmarking Data

Price Metrics

Price per Contact

Definition: Price per Inbound Contact is the amount paid to the service provider for each inbound contact handled. It is typically calculated by dividing the annual fee paid to the service provider by the annual inbound contact volume. Contact volume includes inbound contacts from all sources: live voice, voicemail, email, web chat, fax, etc.

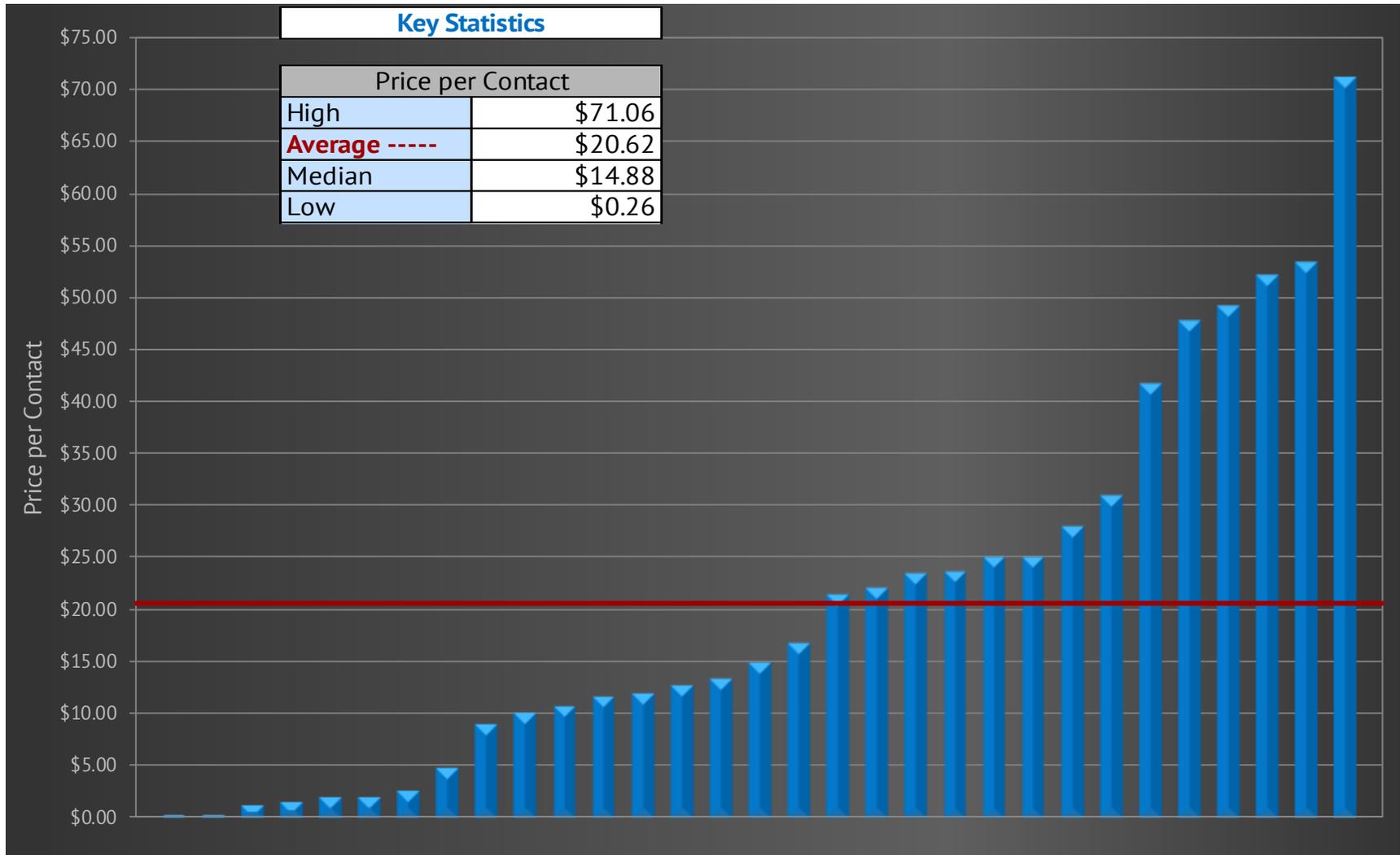
$$\text{Price per Contact} = \frac{\text{(Total annual fee paid to service provider)}}{\text{(Annual inbound contact volume)}}$$

Why it's important: Price per Contact is one of the most important Call Center metrics. It is a measure of contract efficiency and effectiveness with your service provider. A higher-than-average Price per Contact is not necessarily a bad thing, particularly if accompanied by higher-than-average quality levels. Conversely, a low Price per Contact is not necessarily good, particularly if the low price is achieved by sacrificing Call Quality or service levels. Every outsourced Call Center should track and trend Price per Contact on an ongoing basis.

Key correlations: Price per Contact is strongly correlated with the following metrics:

- ✓ Agent Utilization
- ✓ Net First Contact Resolution Rate
- ✓ Inbound Contact Handle Time
- ✓ IVR Containment Rate
- ✓ Average Speed of Answer

Price per Contact (continued)



Price Metrics (continued)

Price per Minute of Handle Time

Definition: Price per Minute of Handle Time is simply the Price per Contact divided by the average Inbound Contact Handle Time. The average Inbound Contact Handle Time includes all inbound contacts: live voice, voicemail, email, web chat, fax, etc.

$$\text{Price per Minute of Handle Time} = \frac{(\text{Price per Contact})}{(\text{Avg. Inbound Contact Handle Time})}$$

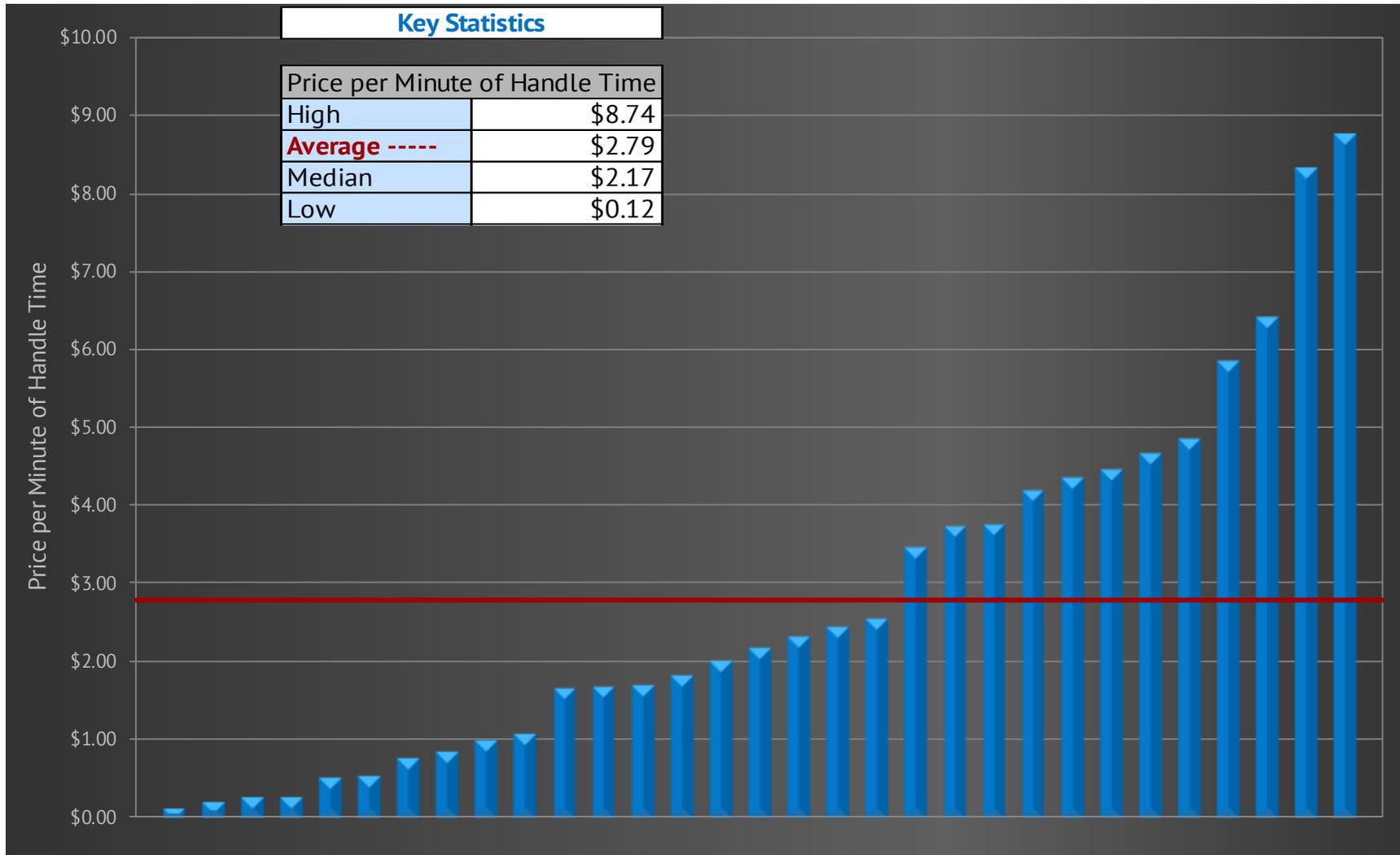
Why it's Important: Unlike Price per Contact, which does not take into account the Contact Handle Time or call complexity, Price per Minute of Handle Time measures the per-minute price paid to your service provider for providing customer service. It enables a more direct comparison of price between Call Centers because it is independent of the types of contacts that come into the Call Center and the complexity of those contacts.

Key correlations: Price per Minute of Handle Time is strongly correlated with the following metrics:

- ✓ Agent Utilization
- ✓ Net First Contact Resolution Rate
- ✓ IVR Containment Rate
- ✓ Average Speed of Answer

Price per Minute of Handle Time (continued)

[return to page 33](#) | [next scorecard KPI](#)



Productivity Metrics

Agent Utilization

Definition: Agent Utilization is the average time that an agent spends handling both inbound and outbound contacts per month, divided by the number of work hours in a given month. (See the more thorough definition on page 41.)

$$\text{Agent Utilization} = \frac{(\text{Total contact handling time per month})}{(\text{Number of work hours per month})}$$

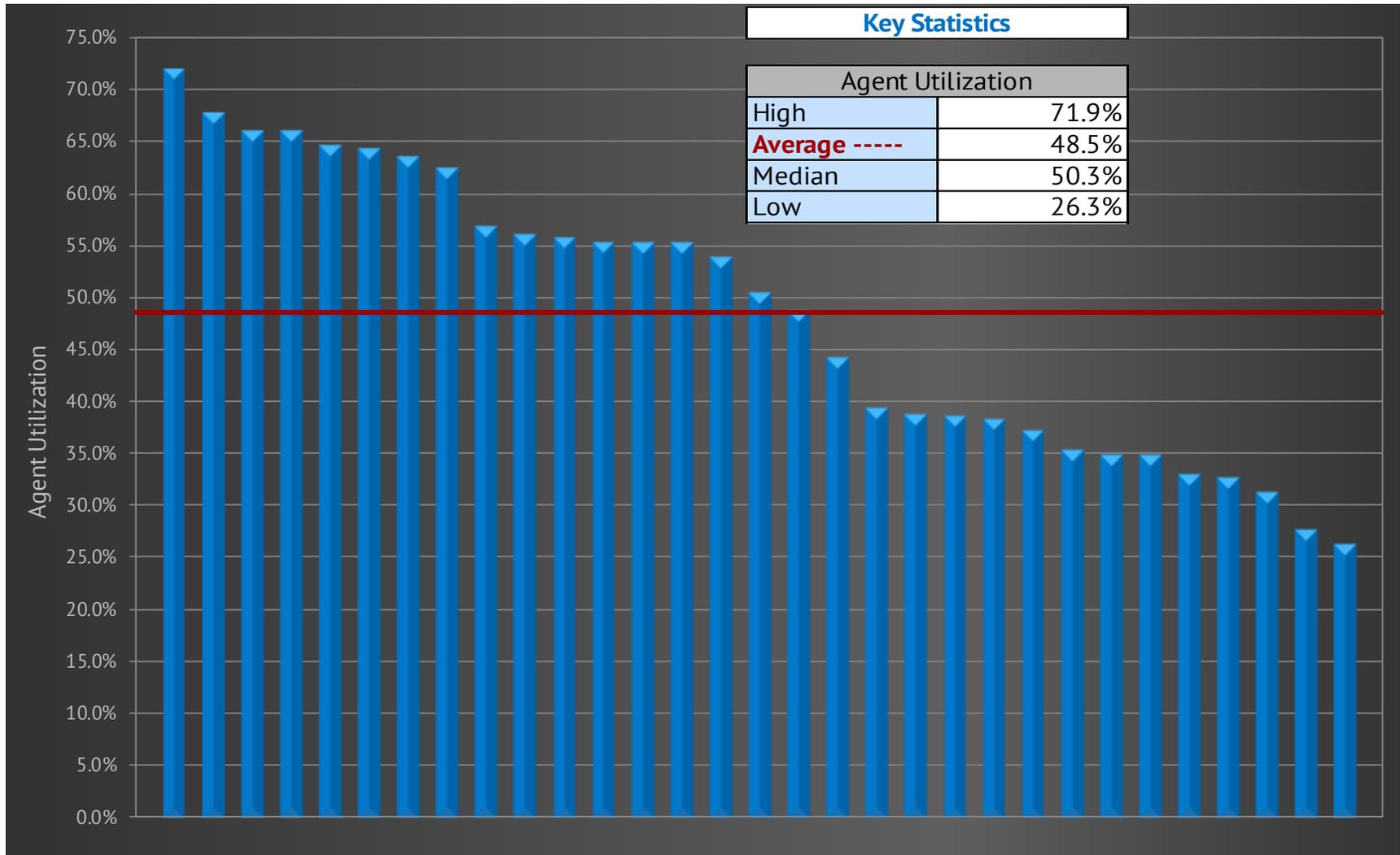
Why it's important: Agent Utilization is the single most important indicator of agent productivity. It measures the percentage of time that the average agent is in “work mode,” and is independent of Contact Handle Time or call complexity.

Key correlations: Agent Utilization is strongly correlated with the following metrics:

- ✓ Inbound Contacts per Agent per Month
- ✓ Price per Contact
- ✓ Price per Minute of Handle Time
- ✓ Agent Occupancy
- ✓ Average Speed of Answer

Agent Utilization (continued)

[return to page 33](#) | [next scorecard KPI](#)



Agent Utilization Defined

- ✔ Agent Utilization is a measure of the actual time that agents spend providing direct customer service in a month, divided by the agents' total time at work during the month.
- ✔ It takes into account both inbound and outbound contacts handled by the agents, and includes all contact types: live voice, voicemail, email, web chat, fax, etc.
- ✔ But the calculation for Agent Utilization does not make adjustments for sick days, holidays, training time, project time, or idle time.
- ✔ By calculating Agent Utilization in this way, all Call Centers worldwide are measured in exactly the same way, and can therefore be directly compared for benchmarking purposes.

$$\text{Agent Utilization} = \frac{((\text{Average number of inbound contacts handled by an agent in a month}) \times (\text{Average inbound handle time in minutes}) + (\text{Average number of outbound contacts handled by an agent in a month}) \times (\text{Average outbound handle time in minutes}))}{(\text{Average number of days worked in a month}) \times (\text{Number of work hours in a day}) \times (60 \text{ minutes/hour})}$$

Example: Call Center Agent Utilization

- ✔ Inbound Contacts per Agent per Month = 375
- ✔ Outbound Contacts per Agent per Month = 225
- ✔ Average Inbound Contact Handle Time = 10 minutes
- ✔ Average Outbound Contact Handle Time = 5 minutes

$$\text{Agent Utilization} = \frac{((375 \text{ inbound contacts handled per month}) \times (10 \text{ minutes}) + (225 \text{ outbound contacts per month}) \times (5 \text{ minutes}))}{(21.5 \text{ work days per month}) \times (7.5 \text{ work hours per day}) \times (60 \text{ minutes/hour})} = 50.4\% \text{ Agent Utilization}$$

Productivity Metrics (continued)

Inbound Contacts per Agent per Month

Definition: Inbound Contacts per Agent per Month is the average monthly inbound contact volume divided by the average Full Time Equivalent (FTE) agent headcount. Contact volume includes contacts from all sources: live voice, voicemail, email, web chat, fax, etc. Agent headcount is the average FTE number of employees and contractors handling customer contacts.

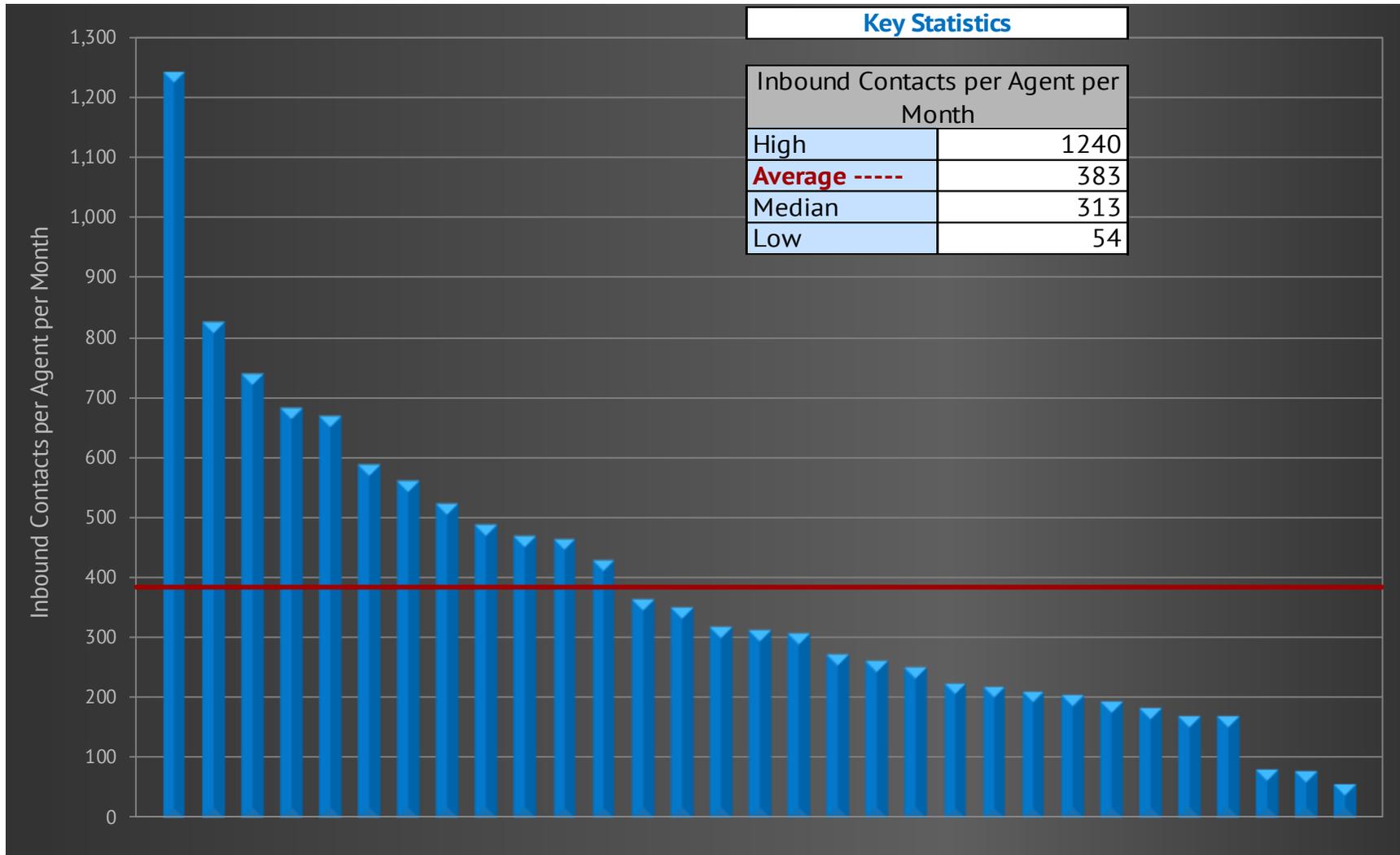
$$\text{Inbound Contacts per Agent per Month} = \frac{(\text{Avg. inbound contacts per month})}{(\text{Avg. FTE agent headcount})}$$

Why it's important: Inbound Contacts per Agent per Month is an important indicator of agent productivity. A low number could indicate low Agent Utilization, poor scheduling efficiency or schedule adherence, or a higher-than-average Contact Handle Time. Conversely, a high number of inbound contacts per agent may indicate high Agent Utilization, good scheduling efficiency and schedule adherence, or a lower-than-average Contact Handle Time. Every Call Center should track and trend this metric on a monthly basis.

Key correlations: Inbound Contacts per Agent per Month is strongly correlated with the following metrics:

- ✓ Agent Utilization
- ✓ Inbound Contact Handle Time
- ✓ Price per Contact
- ✓ Price per Minute of Handle Time
- ✓ Agent Occupancy
- ✓ Average Speed of Answer

Inbound Contacts per Agent per Month (continued)



Productivity Metrics (continued)

Agents as a % of Total Call Center Headcount

Definition: This metric is the average Full Time Equivalent (FTE) agent headcount divided by the average total Call Center FTE headcount. It is expressed as a percentage, and represents the percentage of total Call Center personnel who are engaged in direct customer service activities. Headcount includes both employees and contractors.

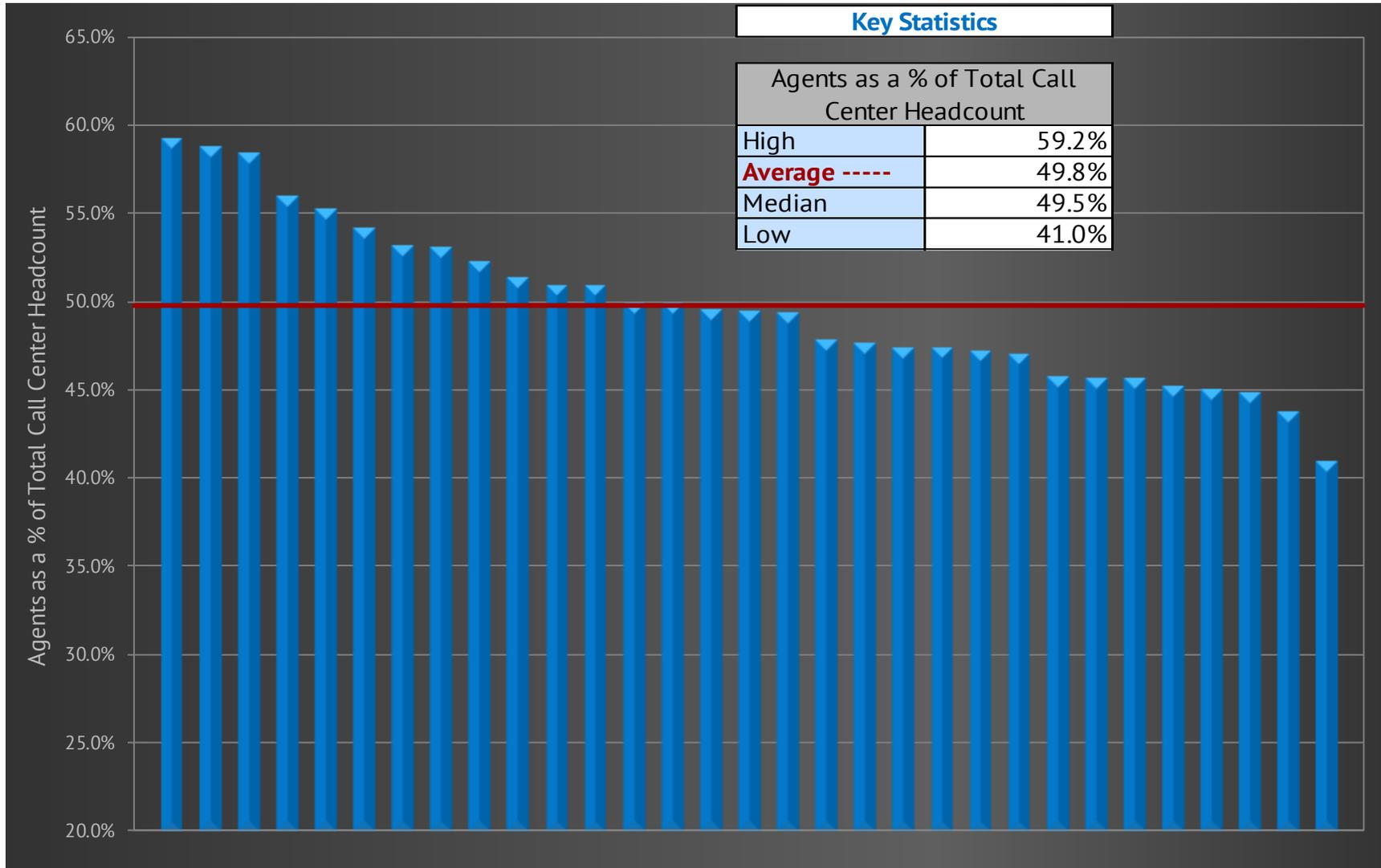
$$\text{Agents as a \% of Total Call Center Headcount} = \frac{(\text{Avg. FTE agent headcount})}{(\text{Avg. total Call Center headcount})}$$

Why it's important: The agent headcount as a percentage of total Call Center headcount is an important measure of management and overhead efficiency. Since non-agents include both management and non-management personnel (such as supervisors and team leads, QA/QC, trainers, etc.), this metric is not a pure measure of management span of control. But it is a more useful metric than management span of control because the denominator of this ratio takes into account *all* personnel that are not directly engaged in customer service activities.

Key correlations: Agents as a % of Total Call Center Headcount is strongly correlated with the following metrics:

- ✓ Price per Contact
- ✓ Price per Minute of Handle Time

Agents as a % of Total Call Center Headcount (continued)



Service Level Metrics

Average Speed of Answer (ASA)

Definition: Average Speed of Answer (ASA) is the total wait time that callers are in queue, divided by the number of calls handled. This includes calls handled by an Interactive Voice Response (IVR) system, as well as calls handled by live agents. Most Automatic Call Distributor (ACD) systems measure this number.

$$\text{Average Speed of Answer} = \frac{(\text{Total initial wait time of all callers})}{(\text{Number of inbound calls handled})}$$

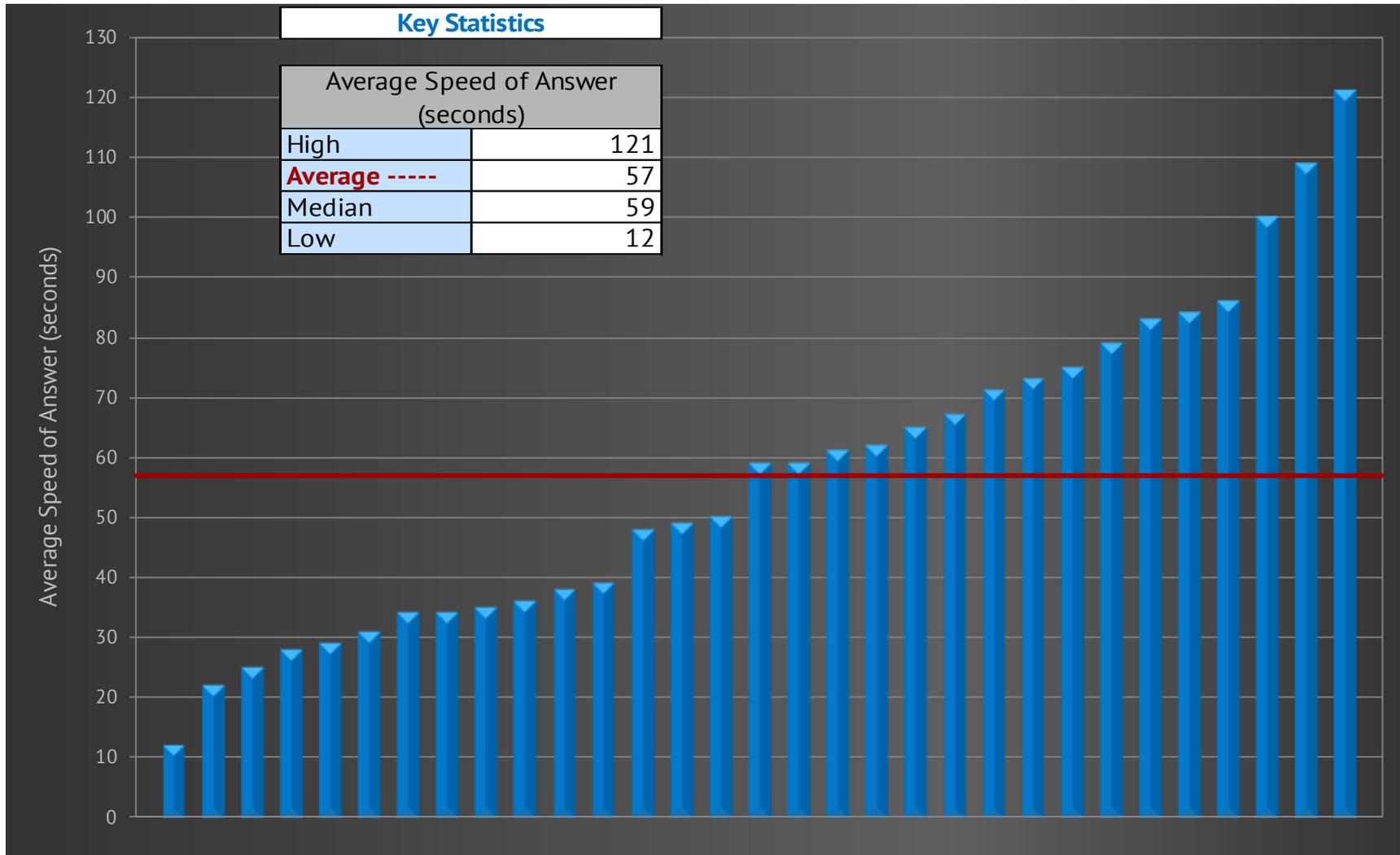
Why it's important: ASA is a common service-level metric in the Call Center industry. It indicates how responsive a Call Center is to incoming calls. Since most Call Centers have an ASA service-level target, the ASA is tracked to ensure service-level compliance.

Key correlations: Average Speed of Answer is strongly correlated with the following metrics:

- ✓ Call Abandonment Rate
- ✓ % of Calls Answered in 30 Seconds
- ✓ Agent Utilization

Average Speed of Answer (ASA) (continued)

[return to page 33 \(list of scorecard KPIs\)](#)



Service Level Metrics (continued)

% of Calls Answered in 30 Seconds

Definition: This metric is fairly self-explanatory. It is the percentage of all inbound calls that are answered by a live agent within 30 seconds. For Call Centers that don't track this exact metric, but track a similar metric such as % of Calls Answered in 60 Seconds, MetricNet uses a conversion formula to calculate the equivalent percentage of calls answered within 30 seconds.

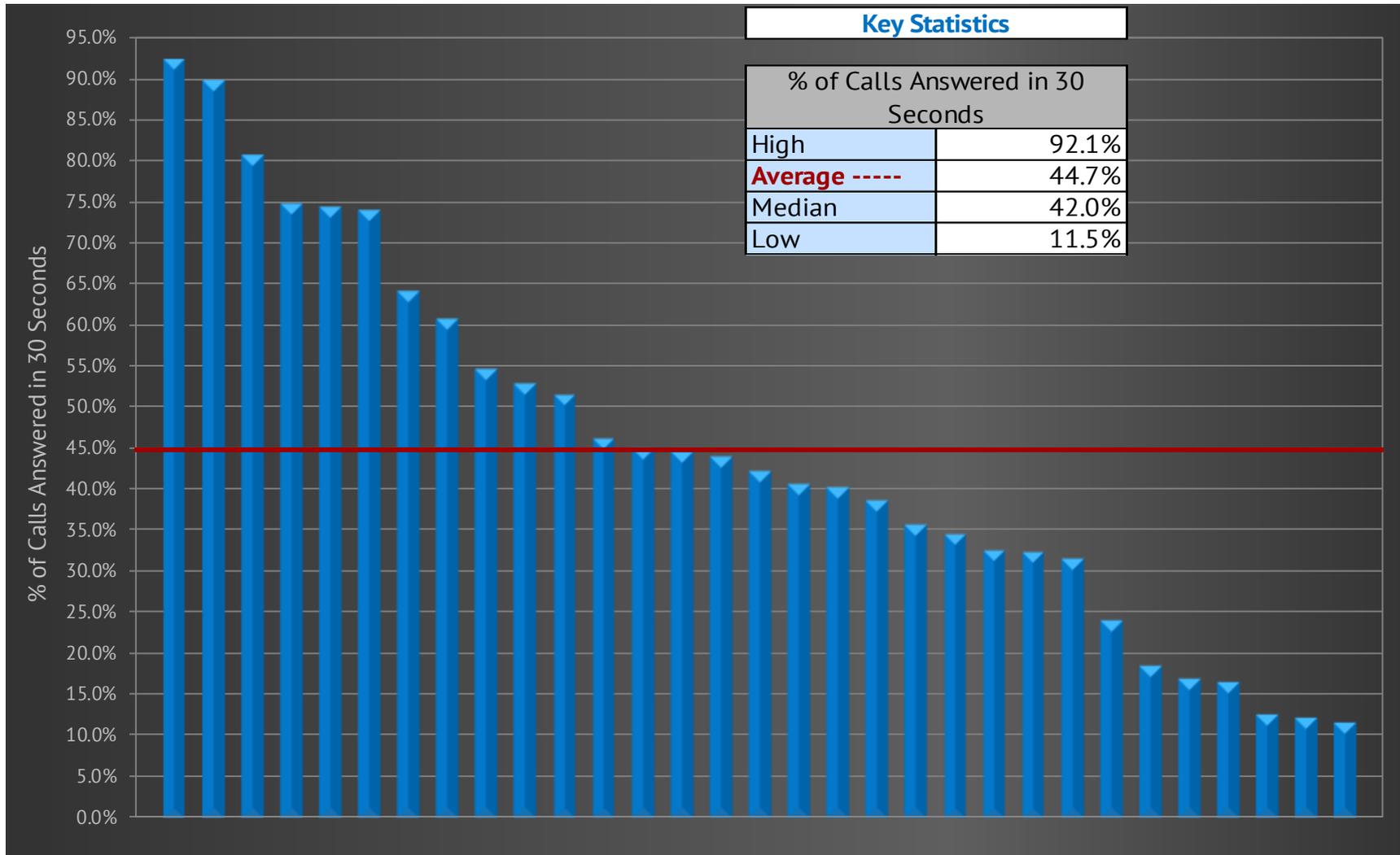
$$\% \text{ of Calls Answered in 30 Seconds} = \frac{(\text{Inbound calls answered in 30 seconds})}{(\text{Total inbound calls})}$$

Why it's important: % of Calls Answered in 30 Seconds is a common service-level metric in the Call Center industry. It indicates how responsive a Call Center is to incoming calls. Many Call Centers have a service-level target for % of Calls Answered in 30 Seconds, so the metric is tracked to ensure service-level compliance.

Key correlations: % of Calls Answered in 30 Seconds is strongly correlated with the following metrics:

- ✓ Average Speed of Answer
- ✓ Call Abandonment Rate
- ✓ Agent Utilization

% of Calls Answered in 30 Seconds (continued)



Service Level Metrics (continued)

Call Abandonment Rate

Definition: Call Abandonment Rate is the percentage of calls that were connected to the ACD, but were disconnected by the caller before reaching an agent or before completing a process within the IVR.

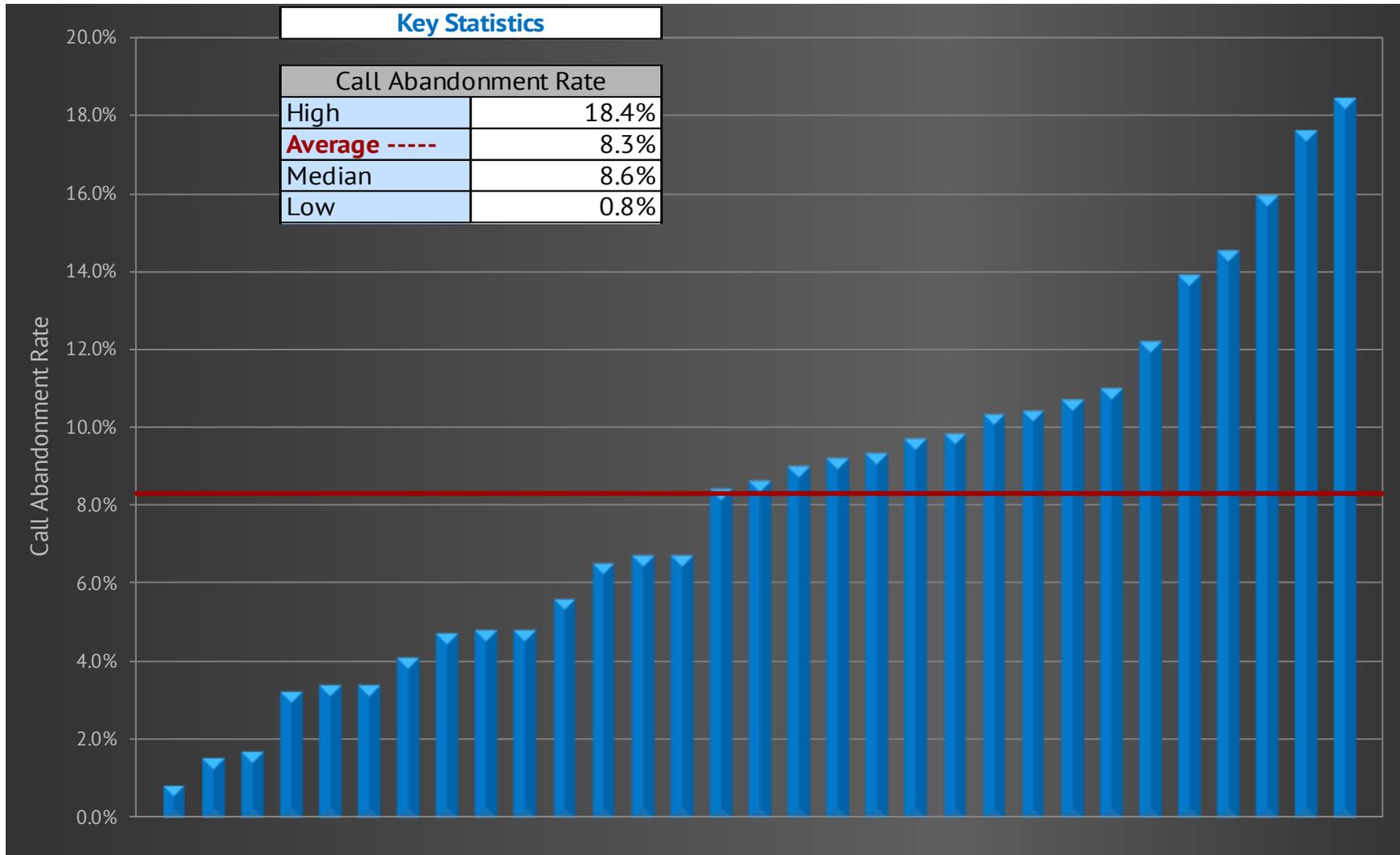
$$\text{Call Abandonment Rate} = \frac{(\text{Calls abandoned by caller})}{(\text{Total inbound calls})}$$

Why it's important: Call Abandonment Rate is a common service-level metric in the Call Center industry. An abandoned call indicates that a caller gave up and hung up the phone before receiving service from a live agent or from the IVR. Since most Call Centers have an abandonment-rate service-level target, the Call Abandonment Rate is tracked to ensure service-level compliance.

Key correlations: Call Abandonment Rate is strongly correlated with the following metrics:

- ✓ Average Speed of Answer
- ✓ % of Calls Answered in 30 Seconds
- ✓ Agent Utilization

Call Abandonment Rate (continued)



Quality Metrics

Customer Satisfaction

Definition: Customer Satisfaction is the percentage of customers who are either satisfied or very satisfied with their Call Center experience. This metric can be captured in a numbers of ways, including automatic after-call IVR surveys, follow-up outbound (live-agent) calls, email surveys, postal surveys, etc.

$$\text{Customer Satisfaction} = \frac{(\text{Number of satisfied or very satisfied customers})}{(\text{Number of customers surveyed})}$$

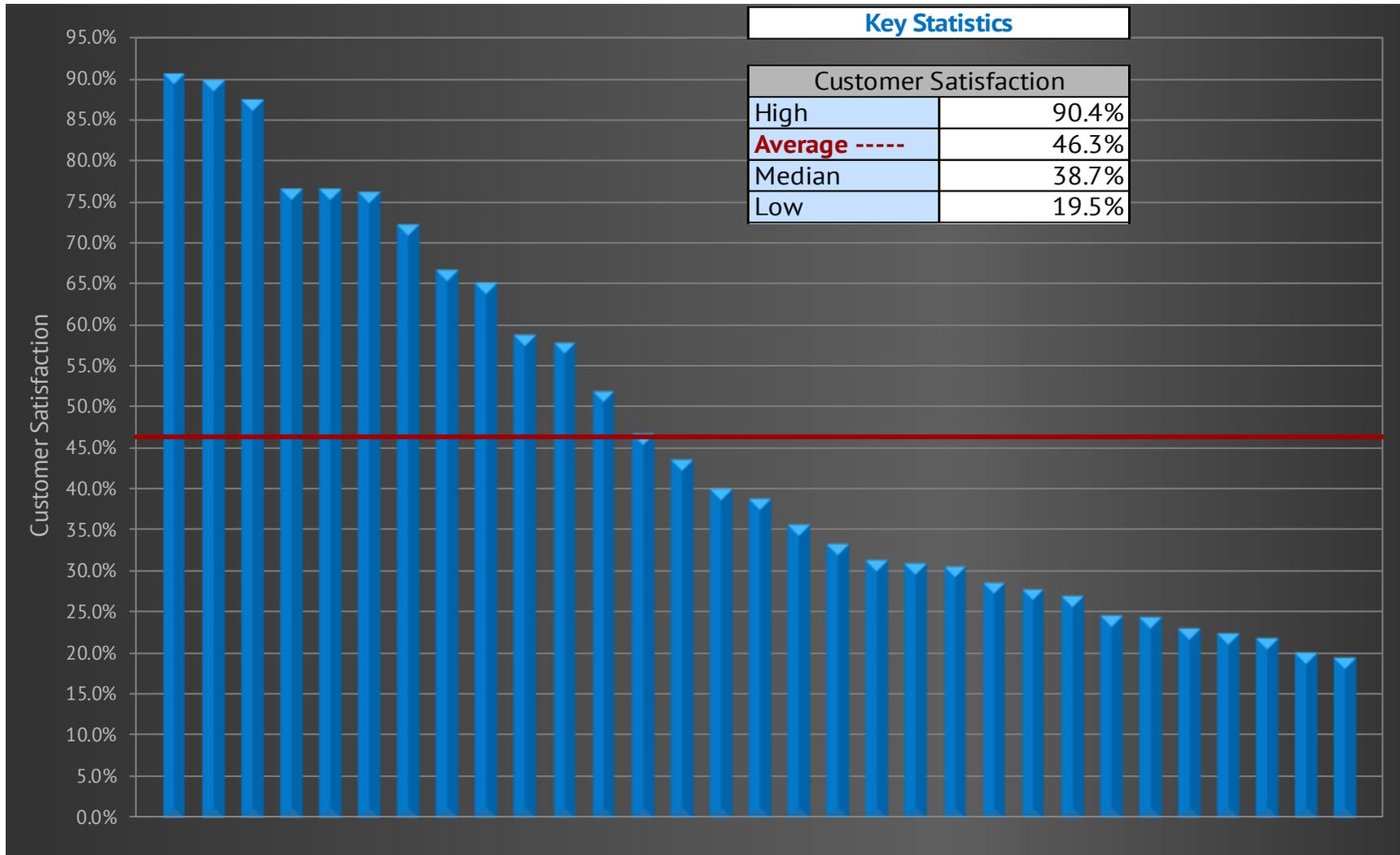
Why it's important: Customer Satisfaction is the single most important measure of Call Center quality. Any successful Call Center will have consistently high Customer Satisfaction ratings. Some are under the impression that a low Price per Contact may justify a lower level of Customer Satisfaction. But this is not true. MetricNet's research shows that even Call Centers with a very low Price per Contact can achieve consistently high Customer Satisfaction ratings.

Key correlations: Customer Satisfaction is strongly correlated with the following metrics:

- ✓ Net First Contact Resolution Rate
- ✓ Call Quality

Customer Satisfaction (continued)

[return to page 33](#) | [next scorecard KPI](#)



Quality Metrics (continued)

Net First Contact Resolution Rate

Definition: Net First Contact Resolution (FCR) applies only to live (telephone) contacts. It is a percentage, equal to the number of inbound calls that are resolved on the first interaction with the customer, divided by all calls that are potentially resolvable on first contact. Calls that involve a customer callback, or are otherwise unresolved on the first contact for any reason, do not qualify for Net First Contact Resolution. Calls that *cannot* be resolved on first contact, such as a product break/fix, are not included in the denominator of Net First Contact Resolution Rate. Some Call Centers include email in their FCR Rate by considering an email resolved on first contact if the customer receives a resolution within a certain time of submitting the email.

$$\text{Net First Contact Resolution Rate} = \frac{\text{(Calls actually resolved on first contact)}}{\text{(Calls resolvable on first contact)}}$$

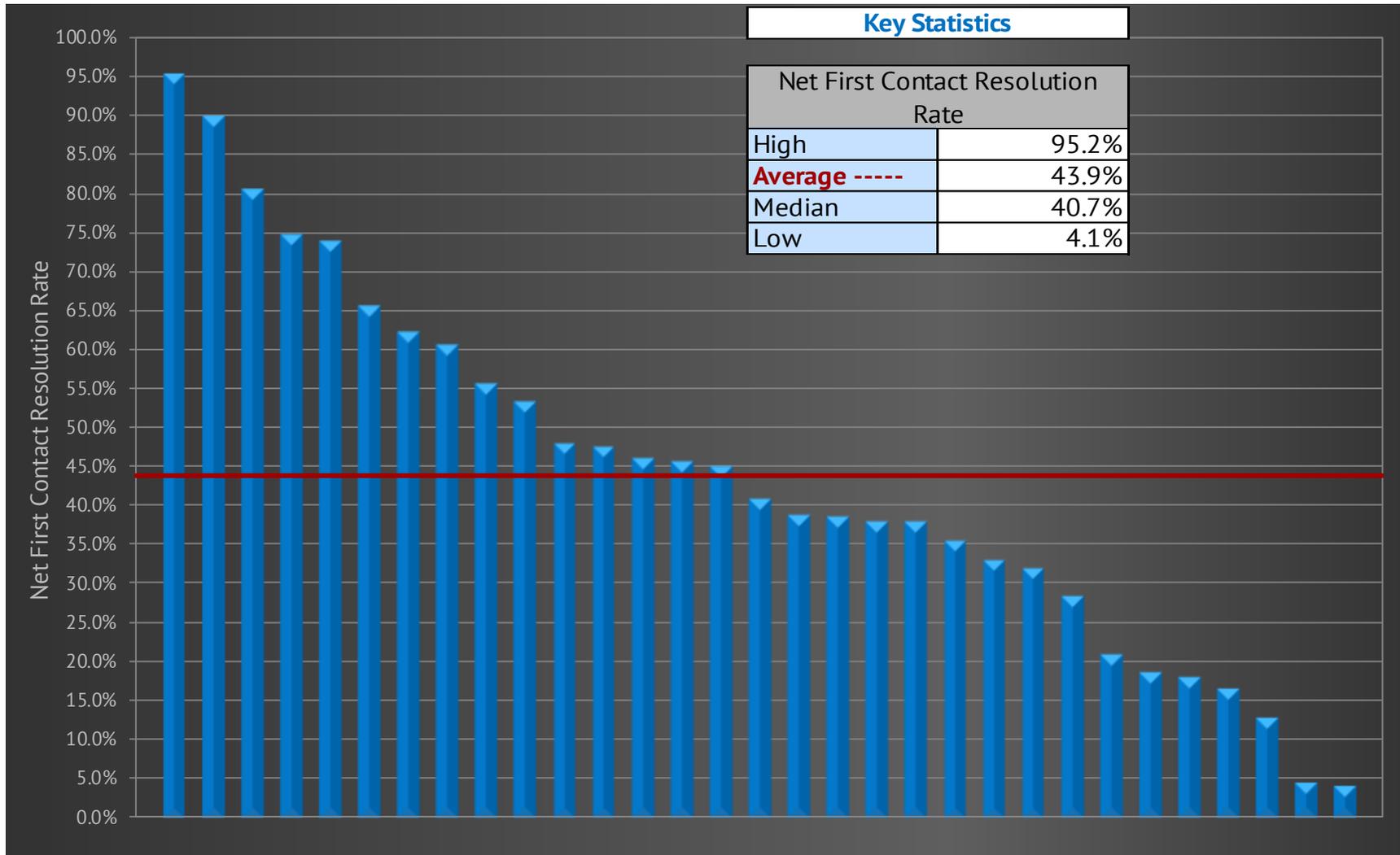
Why it's important: Net First Contact Resolution is the single biggest driver of Customer Satisfaction. A high Net FCR Rate is almost always associated with high levels of Customer Satisfaction. Call Centers that emphasize training (i.e., high training hours for new and veteran agents) generally enjoy a higher-than-average Net FCR Rate.

Key correlations: Net First Contact Resolution Rate is strongly correlated with the following metrics:

- ✓ Customer Satisfaction
- ✓ New Agent Training Hours
- ✓ Annual Agent Training Hours
- ✓ Inbound Contact Handle Time
- ✓ Inbound Contacts per Agent per Month

Net First Contact Resolution Rate (continued)

[return to page 33](#) | [next scorecard KPI](#)



Quality Metrics (continued)

Call Quality

Definition: Although there is no consistent methodology for measuring Call Quality in the Call Center industry, most Call Centers have developed their own scoring system for grading the quality of a call. Most will measure call quality on a scale of zero to 100%, and evaluate such things as agent courtesy, professionalism, empathy, timeliness of resolution, quality of resolution, adherence to the script, etc.

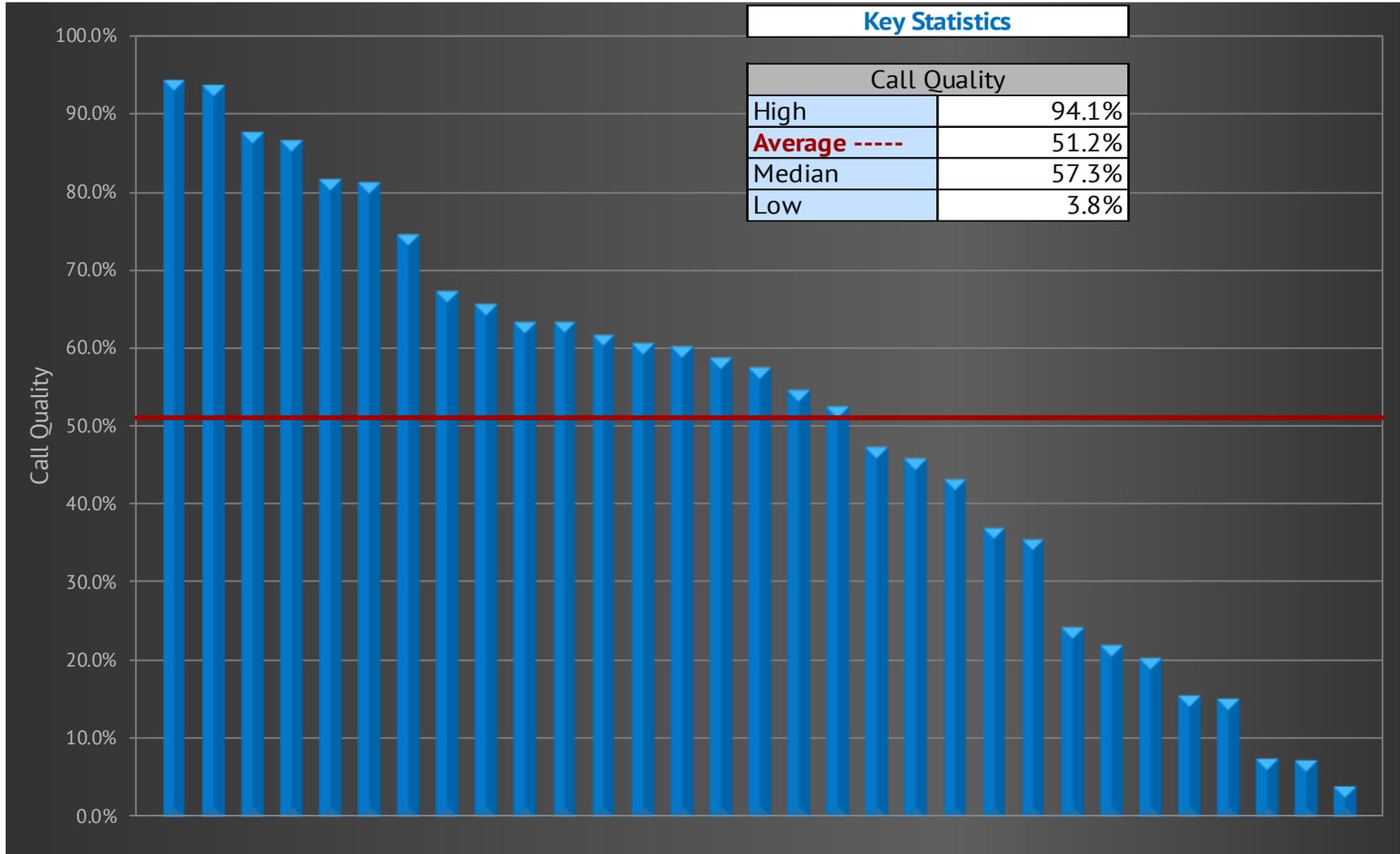
Call Quality = A score based on the agent's helpfulness, efficiency, courtesy, etc.

Why it's important: Call Quality is the foundation of Customer Satisfaction. Good Call Quality takes into account agent knowledge and expertise, call efficiency (i.e., Call Handle Time), and agent courtesy and professionalism. Unless Call Quality is consistently high, it is difficult to achieve consistently high levels of Customer Satisfaction. When measured properly, Call Quality and Customer Satisfaction should track fairly closely.

Key correlations: Call Quality is strongly correlated with the following metrics:

- ✓ Customer Satisfaction
- ✓ Net First Contact Resolution Rate
- ✓ New Agent Training Hours
- ✓ Annual Agent Training Hours

Call Quality (continued)



Agent Metrics

Annual Agent Turnover

Definition: Annual Agent Turnover is the average percentage of agents that leave the Call Center, for any reason (voluntarily or involuntarily), in a year.

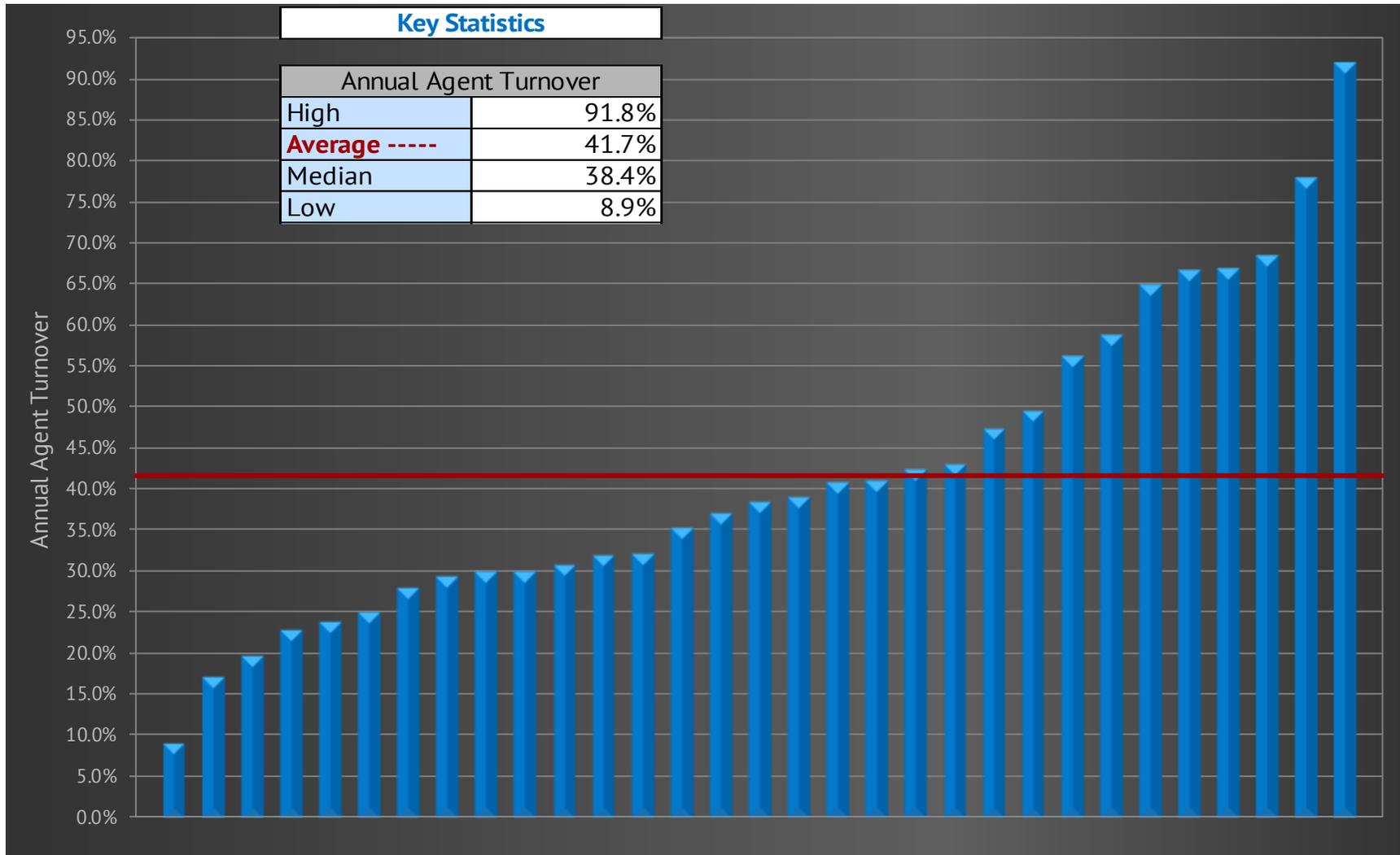
$$\text{Annual Agent Turnover} = \frac{(\text{Avg. number of agents that leave per year})}{(\text{Avg. total agent headcount})}$$

Why it's important: Agent turnover is costly. Each time an agent leaves the Call Center, a new agent needs to be hired to replace the outgoing agent. This results in costly recruiting, hiring, and training expenses. Additionally, it is typically several weeks or even months before an agent is fully productive, so there is lost productivity associated with agent turnover as well. High agent turnover is generally associated with low agent morale in a Call Center.

Key correlations: Annual Agent Turnover is strongly correlated with the following metrics:

- ✓ Daily Agent Absenteeism
- ✓ Annual Agent Training Hours
- ✓ Customer Satisfaction
- ✓ Net First Contact Resolution Rate
- ✓ Price per Contact
- ✓ Agent Job Satisfaction

Annual Agent Turnover (continued)



Agent Metrics (continued)

Daily Agent Absenteeism

Definition: Daily Agent Absenteeism is the average percentage of agents with an unexcused absence on any given day. It is calculated by dividing the average number of unexcused absent agents per day by the average total number of agents per day that are scheduled to be at work.

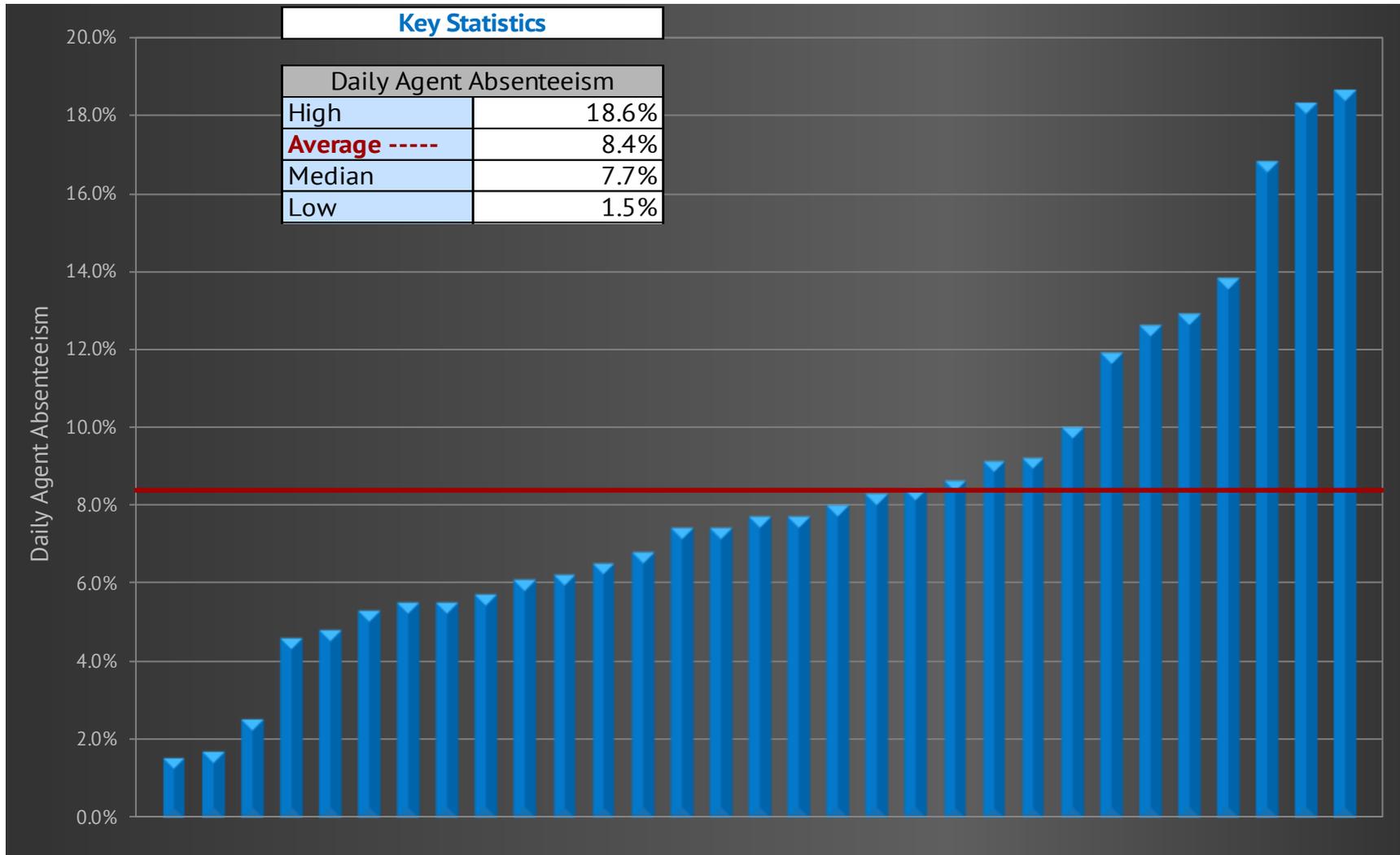
$$\text{Daily Agent Absenteeism} = \frac{(\text{Avg. number of unexcused absent agents per day})}{(\text{Avg. number of agents scheduled to work per day})}$$

Why it's important: High Agent Absenteeism is problematic because it makes it difficult for a Call Center to schedule resources efficiently. High absenteeism can severely harm a Call Center's operating performance and increase the likelihood that service-level targets will be missed. A Call Center's Average Speed of Answer and Call Abandonment Rate typically suffer when absenteeism is high. Also, chronically high absenteeism is often a sign of low agent morale.

Key correlations: Daily Agent Absenteeism is strongly correlated with the following metrics:

- ✓ Annual Agent Turnover
- ✓ Agent Job Satisfaction
- ✓ Agent Utilization
- ✓ Price per Contact
- ✓ Contacts per Agent per Month

Daily Agent Absenteeism (continued)



Agent Metrics (continued)

Agent Occupancy

Definition: Agent Occupancy is a percentage, equal to the amount of time that an agent is in his or her seat and connected to the ACD and either engaged in a call or ready to answer a call, divided by the agent’s total number of hours at work (excluding break time and lunch time).

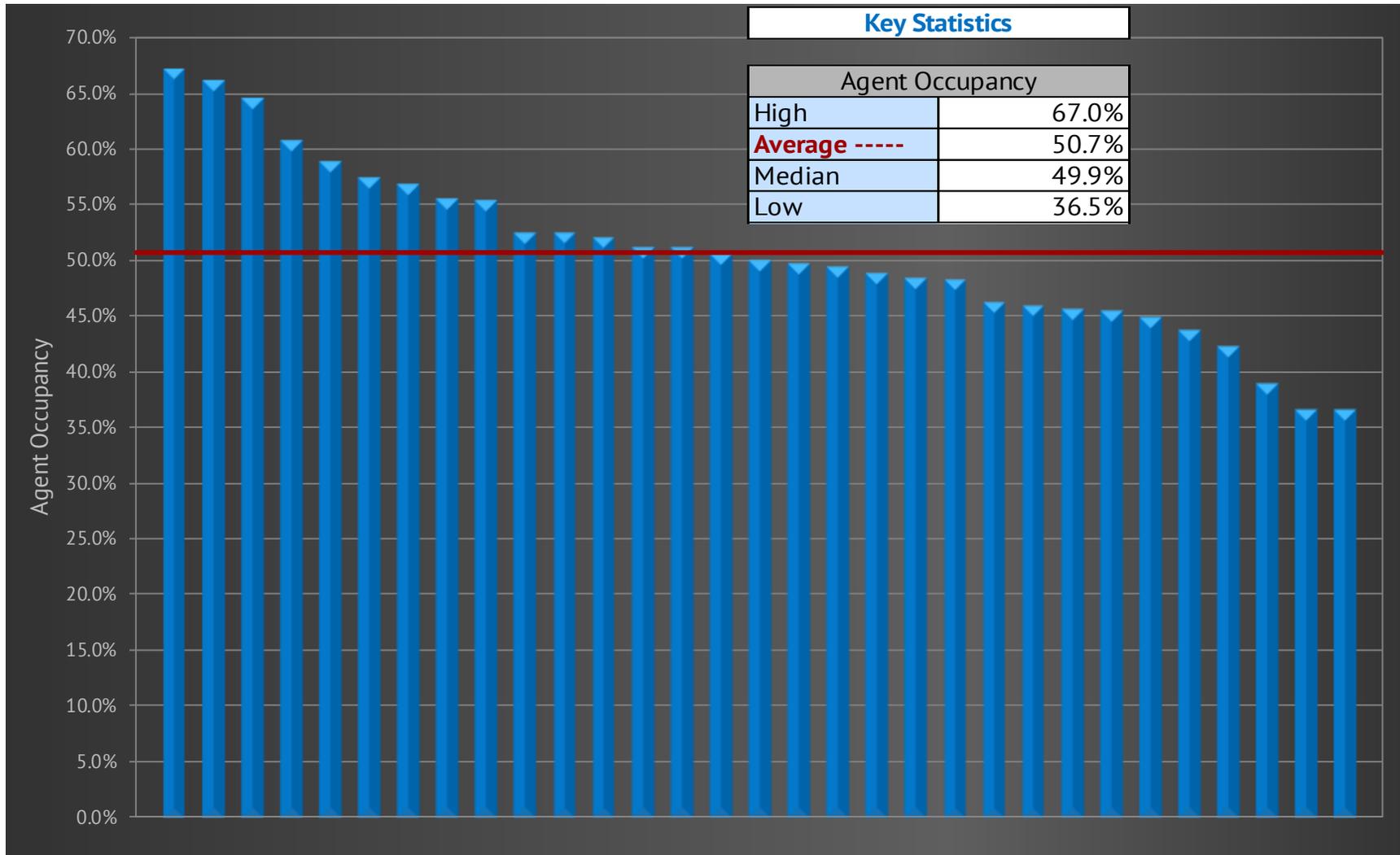
$$\text{Agent Occupancy} = \frac{\text{(Hours that agents are ready to answer or actually on calls)}}{\text{(Total agent work hours)}}$$

Why it’s important: Agent Occupancy is an indirect measure of agent productivity and Agent Schedule Adherence. High levels of Agent Occupancy indicate an orderly, disciplined work environment. Conversely, low levels of Agent Occupancy are often accompanied by a chaotic, undisciplined work environment. Agent Occupancy and Agent Utilization are sometimes confused. Although Agent Occupancy and Agent Utilization are correlated, they are very different metrics. It is possible to have a high occupancy (when agents are logged into the ACD a large percentage of the time) but a low Agent Utilization (when few calls are coming in).

Key correlations: Agent Occupancy is strongly correlated with the following metrics:

- ✓ Agent Utilization
- ✓ Agent Schedule Adherence
- ✓ Inbound Contacts per Agent per Month
- ✓ Price per Contact

Agent Occupancy (continued)



Agent Metrics (continued)

Agent Schedule Adherence

Definition: Agent Schedule Adherence measures whether agents are in their seats ready to accept calls as scheduled. That is, it measures how well a Call Center’s agents are “adhering” to the schedule. Agent Schedule Adherence is equal to the actual time that an agent is logged in to the system ready to accept calls, divided by the total time the agent is scheduled to be available to accept calls.

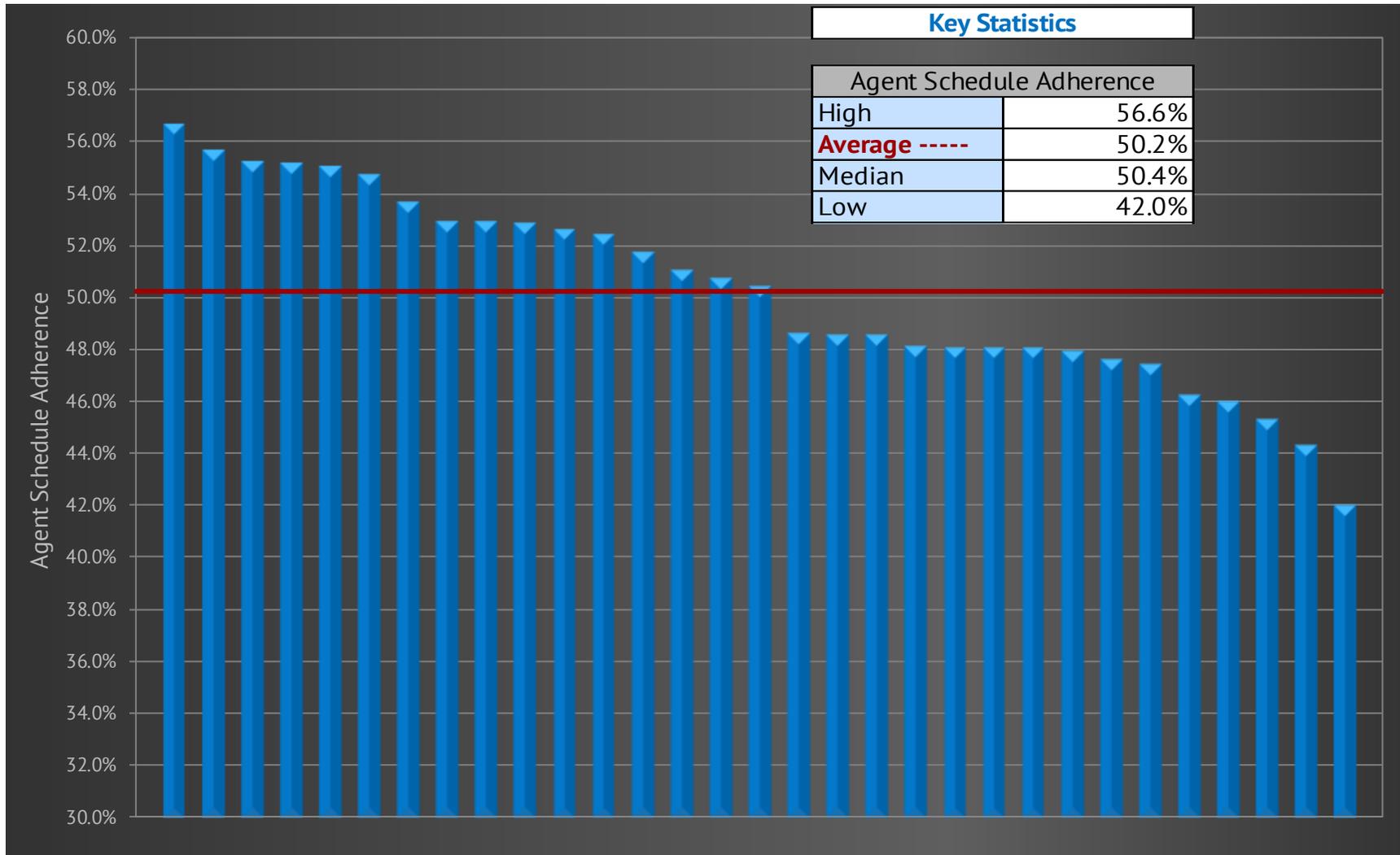
$$\text{Agent Schedule Adherence} = \frac{(\text{Hours that agents are available for or on calls})}{(\text{Hours that agents are scheduled to be available})}$$

Why it’s important: Effective agent scheduling is critical to achieving a Call Center’s service-level goals and maximizing Agent Utilization. But a work schedule, no matter how well constructed, is only as good as the adherence to the schedule. It is therefore important for agents to adhere to the schedule as closely as possible to ensure that these productivity and service-level goals are met.

Key correlations: Agent Schedule Adherence is strongly correlated with the following metrics:

- ✓ Agent Utilization
- ✓ Inbound Contacts per Agent per Month
- ✓ Agent Occupancy
- ✓ Average Speed of Answer

Agent Schedule Adherence (continued)



Agent Metrics (continued)

New Agent Training Hours

Definition: The name of this metric is somewhat self-explanatory. New Agent Training Hours is the number of training hours (including classroom, computer-based training, self-study, shadowing, being coached, and on-the-job training) that a new agent receives before he or she is allowed to handle customer contacts independently.

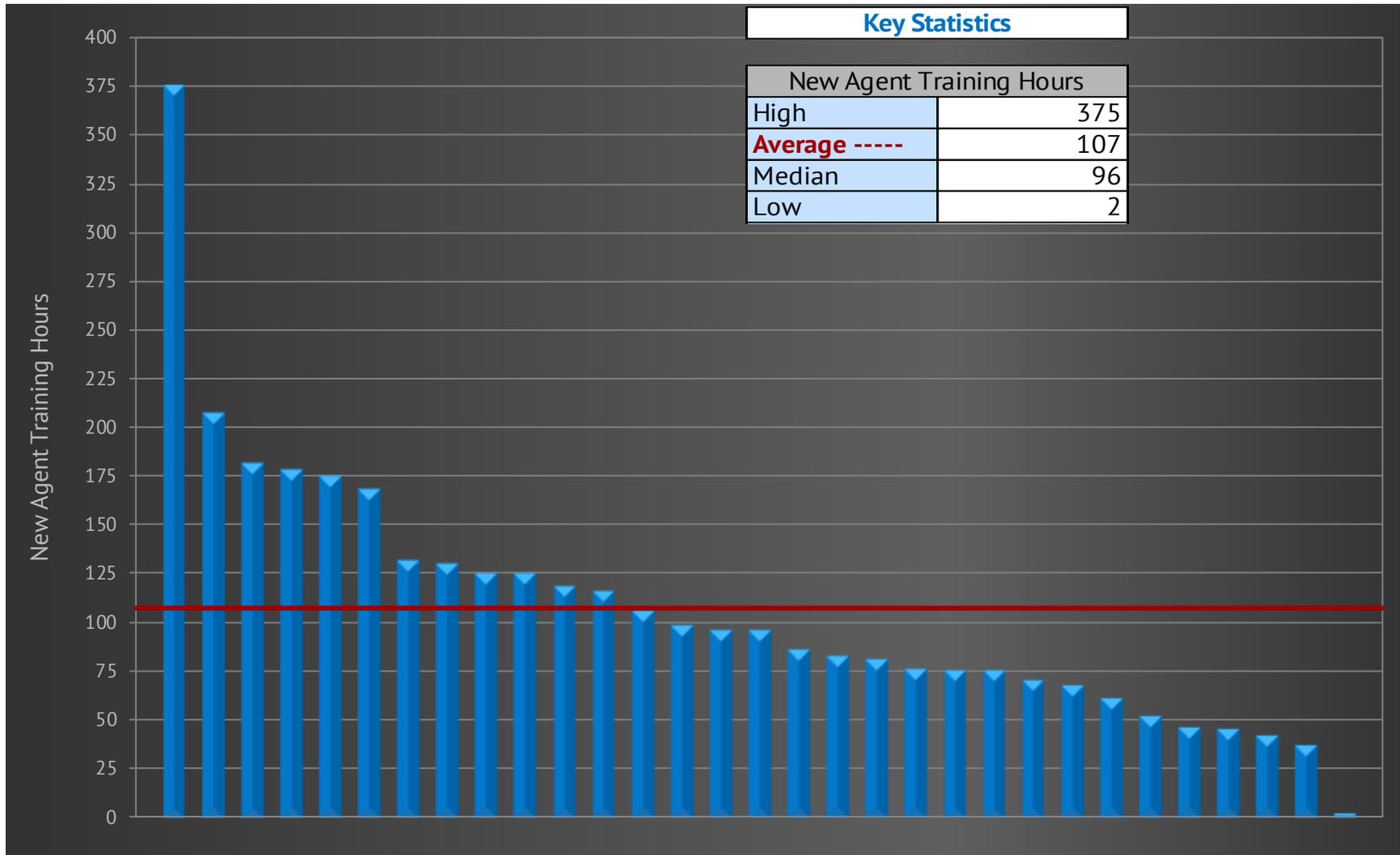
New Agent Training Hours = Number of training hours required before a new agent may handle contacts independently

Why it's important: New Agent Training Hours are strongly correlated with Call Quality and Net First Contact Resolution Rate, especially during an agent's first few months on the job. The more training that new agents receive, the higher that Call Quality and Net FCR will typically be. This, in turn, has a positive effect on many other performance metrics including Customer Satisfaction. Perhaps most importantly, training levels strongly impact agent morale—agents who receive more training typically have higher levels of job satisfaction.

Key correlations: New Agent Training Hours are strongly correlated with the following metrics:

- ✓ Call Quality
- ✓ Net First Contact Resolution Rate
- ✓ Customer Satisfaction
- ✓ Inbound Contact Handle Time
- ✓ Agent Job Satisfaction

New Agent Training Hours (continued)



Agent Metrics (continued)

Annual Agent Training Hours

Definition: Annual Agent Training Hours is the average number of training hours (including classroom, computer-based training, self-study, shadowing, etc.) that an agent receives on an annual basis. This number includes any training hours that an agent receives that are not part of the agent’s initial (new-agent) training. But it does not include routine team meetings, shift handoffs, or other activities that do not involve formal training.

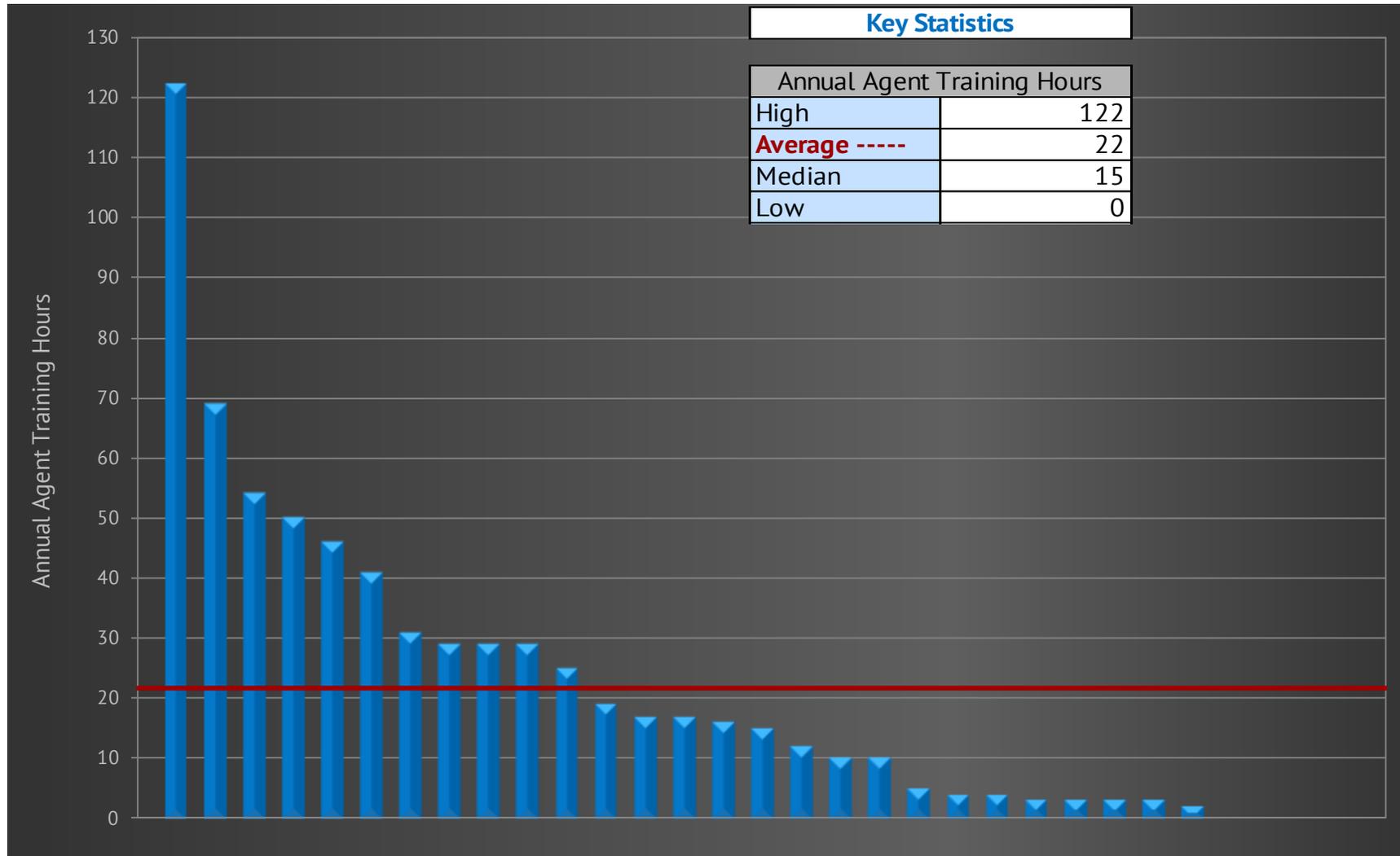
Annual Agent Training Hours = Average number of formal training hours per agent per year (excluding new-hire training hours)

Why it’s important: Annual Agent Training Hours are strongly correlated with Call Quality, Net First Contact Resolution Rate, and Customer Satisfaction. Perhaps most importantly, training levels strongly impact agent morale—agents who receive more training typically have higher levels of job satisfaction.

Key correlations: Annual Agent Training Hours are strongly correlated with the following metrics:

- ✓ Call Quality
- ✓ Net First Contact Resolution Rate
- ✓ Customer Satisfaction
- ✓ Inbound Contact Handle Time
- ✓ Agent Job Satisfaction

Annual Agent Training Hours (continued)



Agent Metrics (continued)

Agent Tenure

Definition: Agent Tenure is the average number of months that each agent has worked in a particular Call Center.

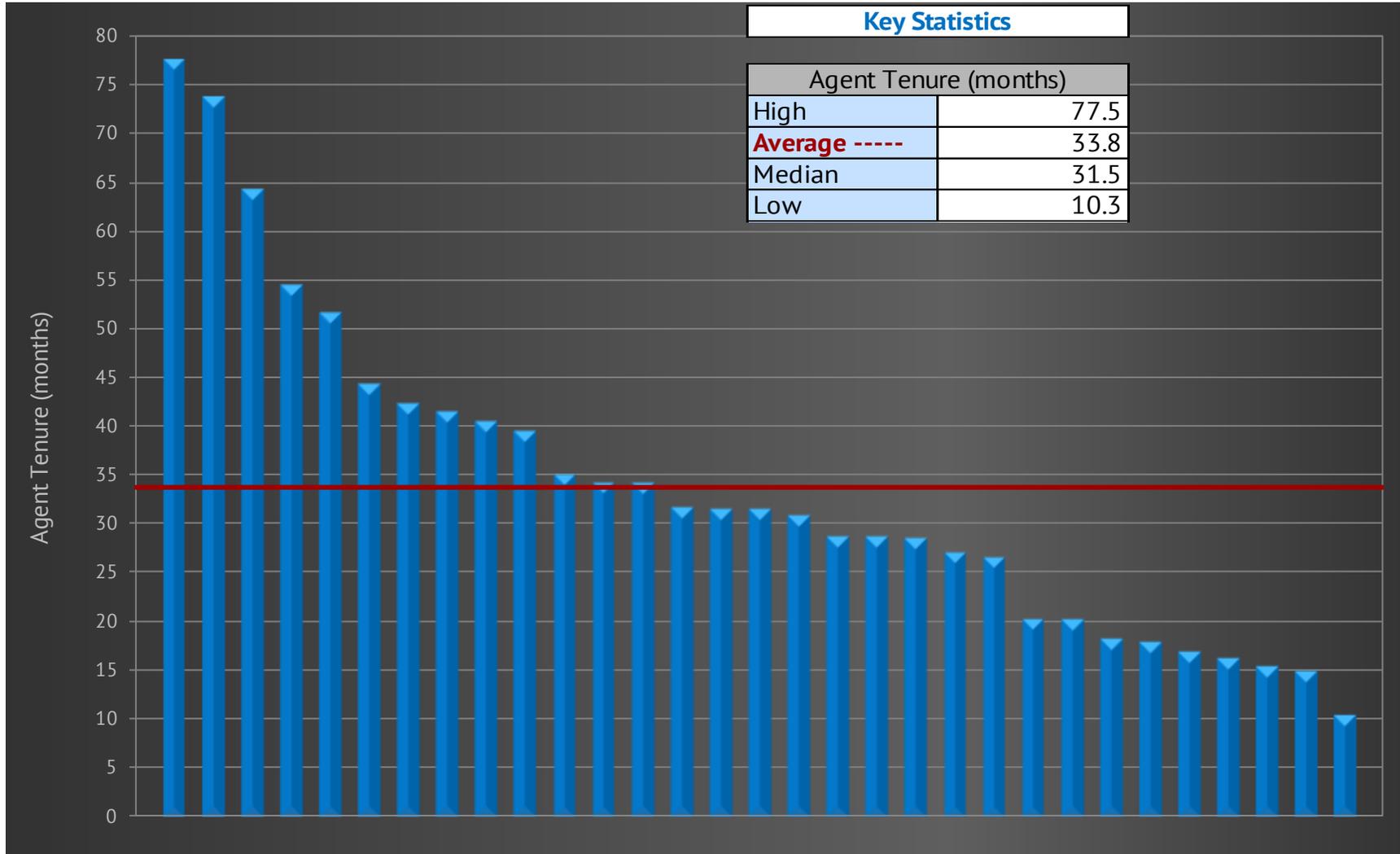
Agent Tenure = Average number of months that each agent has worked in your Call Center

Why it's important: Agent Tenure is a measure of agent experience. Almost every metric related to Call Center price and quality is impacted by the level of experience the agents have.

Key correlations: Agent Tenure is strongly correlated with the following metrics:

- ✓ Price per Contact
- ✓ Call Quality
- ✓ Customer Satisfaction
- ✓ Annual Agent Turnover
- ✓ Agent Training Hours
- ✓ Agent Coaching Hours
- ✓ Inbound Contact Handle Time
- ✓ Net First Contact Resolution Rate
- ✓ Agent Job Satisfaction

Agent Tenure (continued)



Agent Metrics (continued)

Agent Job Satisfaction

Definition: Agent Job Satisfaction is the percentage of agents in a Call Center who are either satisfied or very satisfied with their jobs.

$$\text{Agent Job Satisfaction} = \frac{(\text{Number of satisfied or very satisfied agents})}{(\text{Total number of agents})}$$

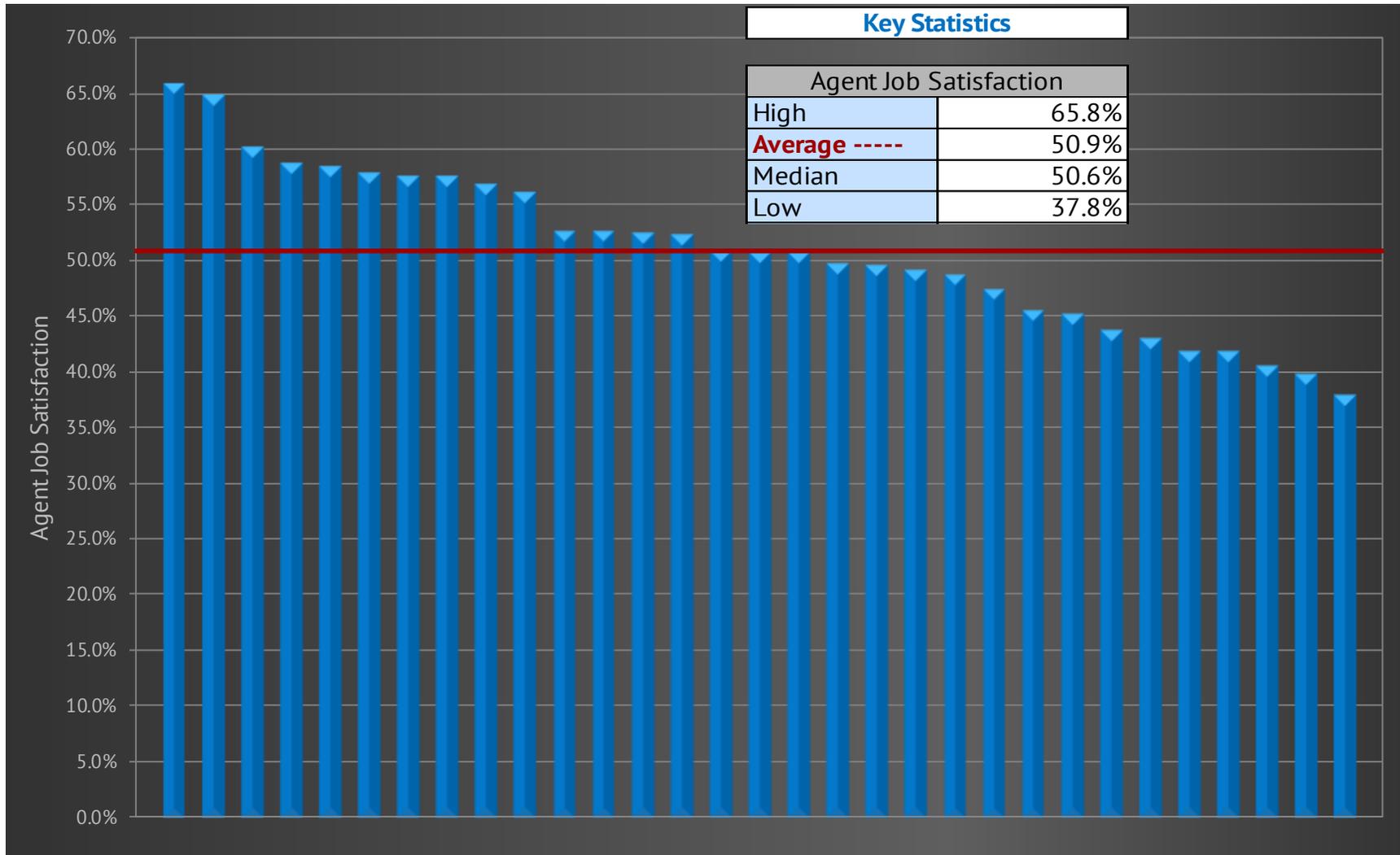
Why it's important: Agent Job Satisfaction is a proxy for agent morale. And morale, while difficult to measure, affects performance on almost every metric in the Call Center. High-performance Call Centers almost always have high levels of Agent Job Satisfaction. A Call Center can control and improve its performance on this metric through training, coaching, and career pathing.

Key correlations: Agent Job Satisfaction is strongly correlated with the following metrics:

- ✓ Annual Agent Turnover
- ✓ Daily Agent Absenteeism
- ✓ Agent Training Hours
- ✓ Agent Coaching Hours
- ✓ Customer Satisfaction
- ✓ Net First Contact Resolution Rate
- ✓ Inbound Contact Handle Time
- ✓ Price per Contact

Agent Job Satisfaction (continued)

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Contact Handling Metrics

Inbound Contact Handle Time

Definition: Inbound Contact Handle Time for live (telephone) contacts is the average time (in minutes) that an agent spends on each contact, including talk time, wrap time, and after-call work time. For non-live contacts, such as email, voicemail, and faxes, the Inbound Contact Handle Time is the average time that an agent initially spends on each inbound contact.

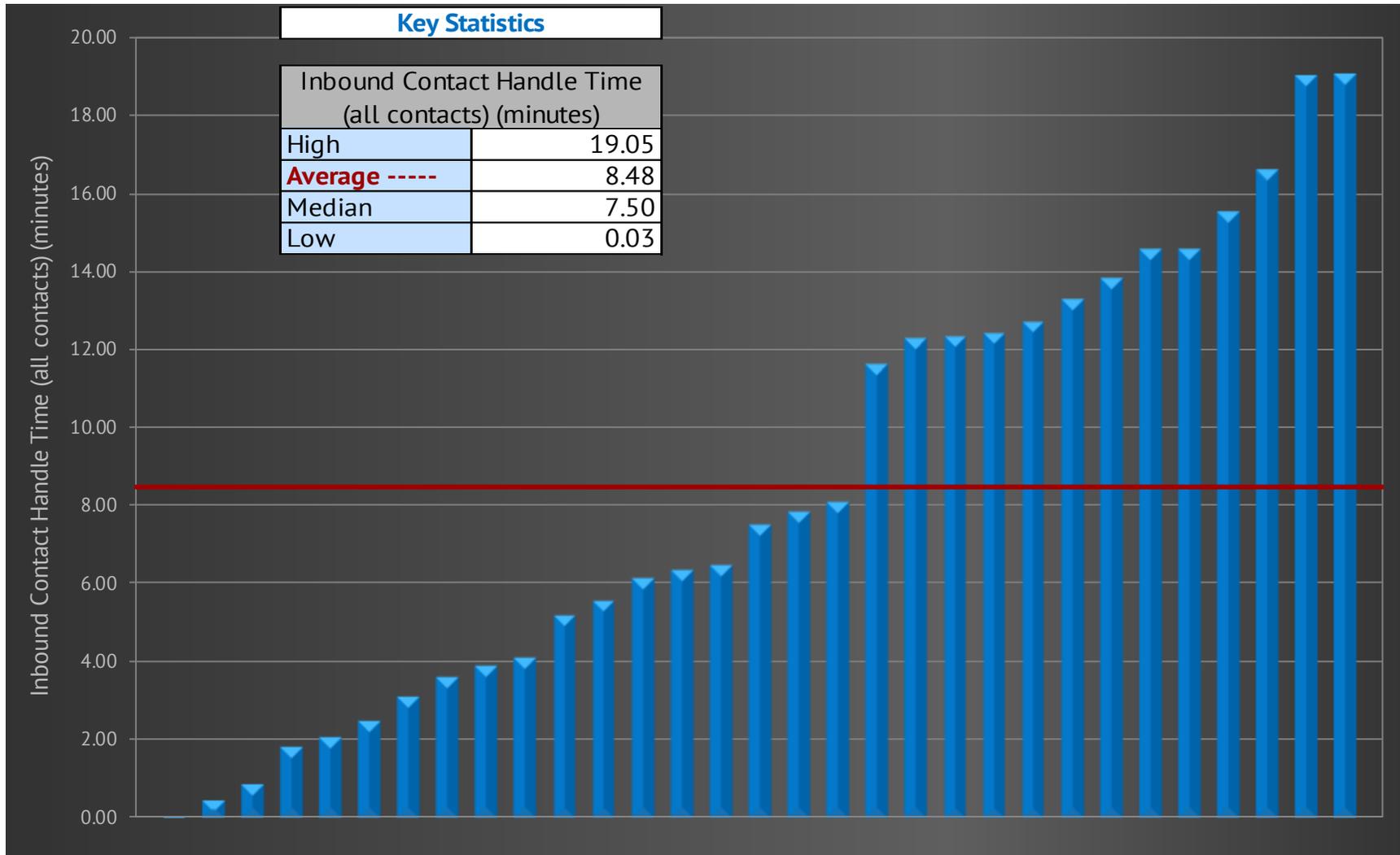
$$\text{Inbound Contact Handle Time} = \frac{\text{(Total minutes spent on inbound contacts)}}{\text{(Total inbound contacts)}}$$

Why it's important: A contact is the basic unit of work in a Call Center. Contact Handle Time, therefore, represents the amount of labor required to complete one unit of work.

Key correlations: Inbound Contact Handle Time is strongly correlated with the following metrics:

- ✓ Price per Contact
- ✓ Inbound Contacts per Agent per Month
- ✓ Net First Contact Resolution Rate

Inbound Contact Handle Time (continued)



Contact Handling Metrics (continued)

IVR Containment Rate

Definition: The IVR Containment Rate is the percentage of inbound contacts that are contained within the IVR and resolved by the customer without assistance from a live agent. A customer who opts out of the IVR to speak with a live agent does not count toward the IVR Containment Rate because the customer did not resolve the issue before speaking with a live agent.

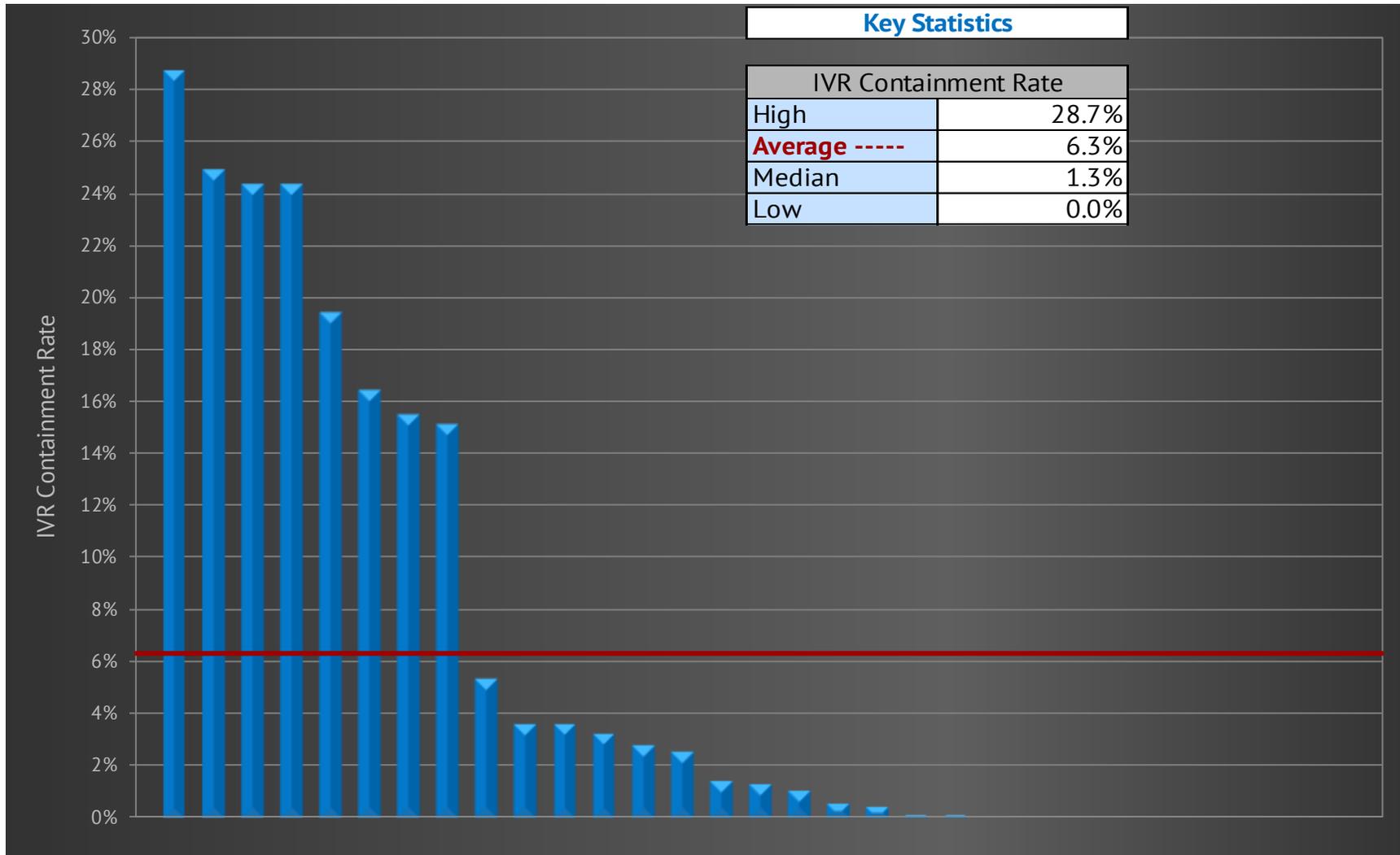
$$IVR\ Containment\ Rate = \frac{(Number\ of\ IVR\text{-}resolved\ contacts)}{(Total\ number\ of\ inbound\ contacts)}$$

Why it's important: The Call Center's cost for IVR-contained contacts is significantly lower than it is for agent-assisted calls. Increasing the number of contacts resolved through the IVR permits a significantly reduced Price per Contact. Many Call Centers, recognizing the potential to reduce their costs, constantly strive to increase their IVR Containment Rates.

Key correlations: IVR Containment Rate is strongly correlated with the following metrics:

- ✓ Price per Contact
- ✓ Inbound Contact Handle Time

IVR Containment Rate (continued)



About MetricNet

[MetricNet, LLC](#) is the leading source of benchmarks, scorecards, and performance metrics for Information Technology and Call Center Professionals worldwide. Our mission is to provide you with the benchmarks you need to run your business more effectively.

MetricNet has pioneered a number of innovative techniques to ensure that you receive fast, accurate benchmarks, with a minimum of time and effort.

In addition to our [industry benchmarks](#), such as this report, MetricNet also offers:

- ✓ [The One Year Path to World-Class Performance](#), a continuous Call Center improvement program.
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Free Resources

Every month, MetricNet presents a live training webcast. Thousands of professionals attend each year and many of our clients have their entire teams attend. These events are a great way to boost Annual Agent Training Hours! Topics include Service Desk Best Practices and KPIs, Desktop Support Best Practices and KPIs, Call Center Best Practices and KPIs, and more. Sign up for our [Free Webcasts](#).

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