

HOW DOES YOUR CONTACT CENTER COMPARE?

Compare your contact center metrics
against **160 millions calls** handled
on our platform across various sectors

KOOKOO CONTACT CENTER PERFORMANCE REPORT 2018

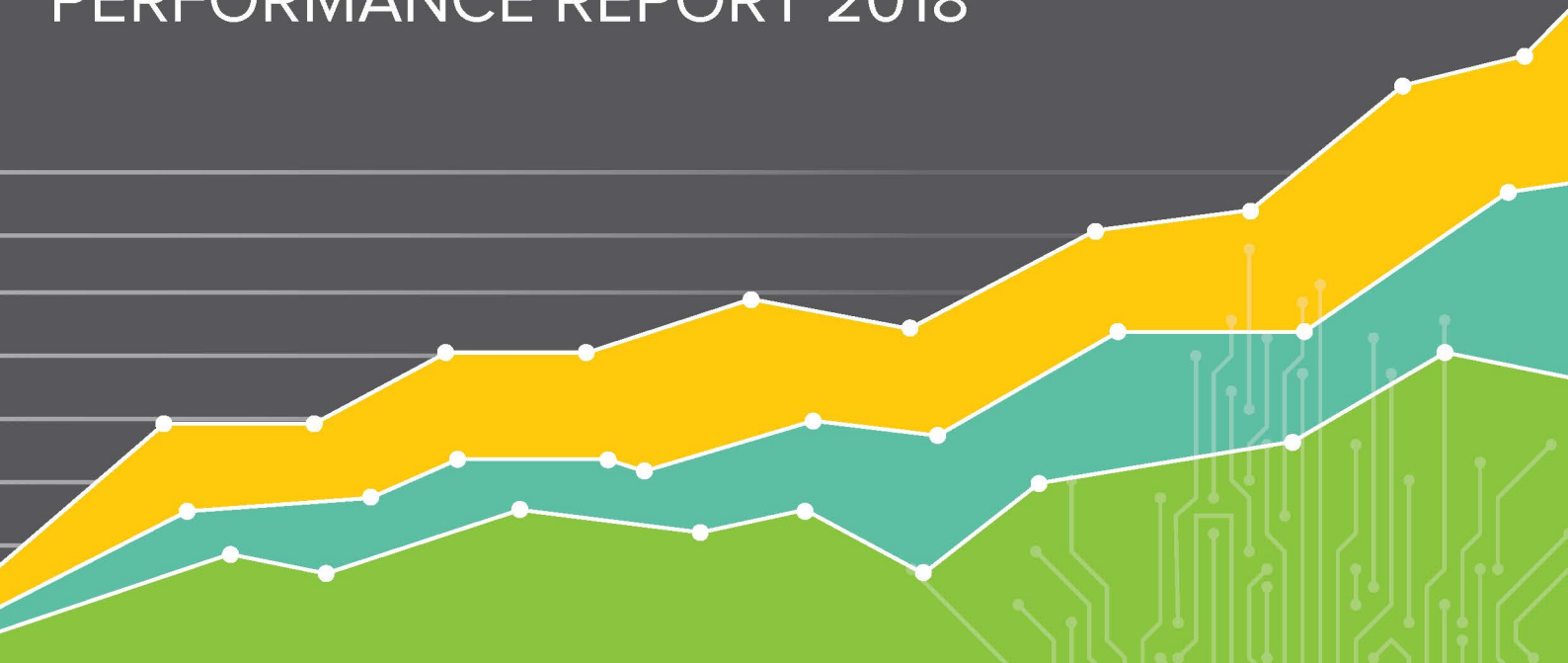


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Introduction

KOOKOO has 70+ reports that allow contact center supervisors, managers and business owners to get insights into the performance of their contact centers, whether inbound or outbound. Each metric within the reports helps gauge key insights into either the customer experience or agent efficiency.

This report is a consolidation of the key metrics across all the calls made on our platform, both inbound and outbound. They can help you benchmark your contact center performance against the average across industries including education, real estate, travel, finance, ecommerce, food & restaurants, pharma and banking.

Our users include enterprises, startups and mid-sized businesses, ranging from 7 seats to 700+ seats. And include both customer support centers as well as telemarketing, inbound sales and outbound call centers.

This year the metrics have been gauged **over 160 million calls** made on our platform nearly 50,000 active agents.

Key Performance Metrics

What did we measure?

Key Metrics For Inbound

Our inbound contact center include both customer support and order processing centers. The key metrics to measure customer experience in these contact centers is average time in queue, abandoned calls and average hold times. The Agent performance can be gauged by, login hours, average talk time, average speed of answer, and average wrap times.

Key Metrics For Outbound

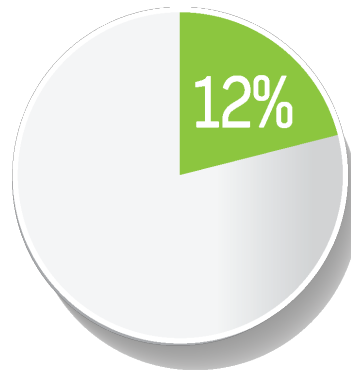
Key metrics we measured in outbound call centers include maximum calls dialled (manual vs dialer), average and maximum answer rates

Customer Experience Metrics

Did Callers Endlessly Wait In Queues,
Abandon Calls, Or Get Connected Fast?



Average Time In Queue



Average Abandonment Rate

Average Time In Queue: 75s

Average time in queue is the average time a caller took to get connected after dialling the business number. In 2018, callers took 75 seconds on an average to get connected.

Why Measure Average Time In Queue?

Your customers are impatient. Being made to wait in queues can drastically reduce customer satisfaction, increase abandonment rates and consequently increase customer churn.

How To Improve Average Time In Queue?

- Use self-service to reduce queue times. Sometimes, callers just want to reconfirm status, cancel, book or ask an FAQ. Divert these calls to self-service to reduce queue loads by 10-30%.
- Create fall-backs. Use other skills/department or staff to answer queues when call queues get too long.
- Activate voice mail alerts. Let callers waiting in queue use voicemail to leave a message. Our voice mail alerts will deliver this voice mail to a priority inbox. You can push these calls directly into a power dialer to catch up with these abandoned calls, when call volumes are manageable again.
- Dynamic queue reprioritisation: ensure that your regular, loyal and high value customers are never made to wait in queue. Use CTI integrations to recognise these callers and push them to the top of the call queue.
- Train your agents to resolve problems faster and wrap ACW faster.

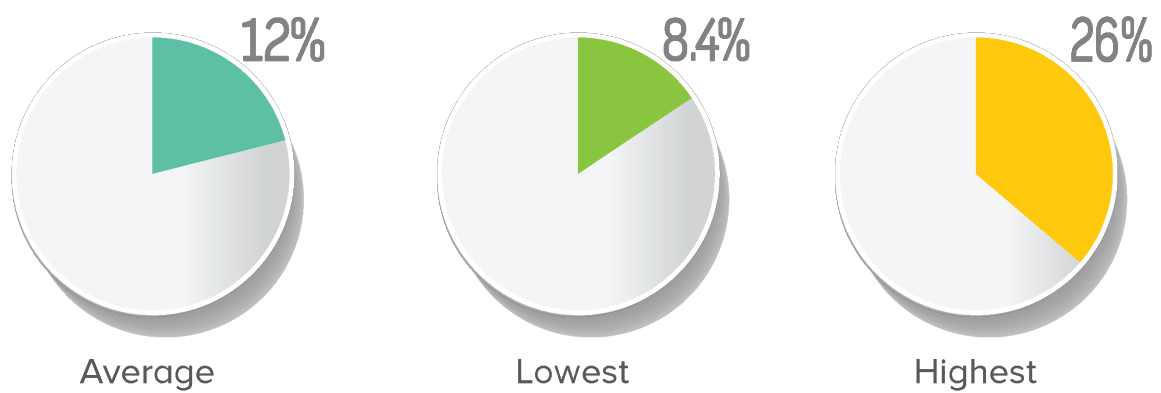
Average Abandonment Rates

How Many Calls Were Unanswered By Agents?

Average abandonment rates indicate the average calls that went unanswered by agents.

Unique platform design enables KOOKOO to separate the media (voice packets) and media control (Call control).

Abandonment Rates



Agent Performance Metrics

Are Your Agents Well Trained And
Your Contact Center Well Managed?



Average Agent
Handle Time



Average Speed
Of Answer



Average Agent
Wrap Time

Average Agent Talk Time: 188s

Average agent talk time indicates the average amount of time required for an agent to complete a call. Experienced agents with good training can resolve problems and complete calls faster. While in-experienced agents may drag calls. Customers don't want problems resolved faster too. If your Csat scores are low, and average talk times are high, it indicates a problem with training or information available to your agents.

The average talk time of agents across all the contact centers we surveyed in 2018 was 188s

Average Speed Of Answer: 6 Seconds

The average speed of answer is the amount of time your agent took to answer a call. This does not indicate how long a caller spent in the IVR or queue. A high average speed of answer could indicate insufficient agent training, excessive call volumes or incorrect call volume predictions. A low average speed of answer indicates an efficient, well trained staff, and well-adjusted call distribution system.

The average speed of answer or agent pickup time, across all the contact centers we surveyed in 2018 was 6 seconds.

Average Agent Wrap Time: 29s

The average agent wrap time indicates how long it takes for an agent to complete after call work. If your agent wrap times are equal or below the average, it indicates well designed call dispositions, and a well-trained staff. If wrap times are above average consider revising your call disposition. Also ensure that call dispositions are available in a drop down menu, call scheduling can easily be done on the agents dashboard, and agents are well trained.

The average agent wrap time, across all the contact centers we surveyed in 2018 was 29 seconds.

Other Agent Performance Statistics



On an average agents login for 5.8 hours. They take about 8 minutes of breaks between their work. (not including predefined breaks such as lunch time) and answer an average of 28 calls (this varies widely from industry to industry). They are able to answer an average of 88% calls that come into the contact center, with a maximum answer rate of 91.60%

Outbound Performance Metrics

	 Average Call Dialled Per Agent	 Average Call Answered Per Agent
 Manual Dialer	58	27
 Power Dialer	137	53

Average Agent Answer Rates: 44%

On an average only 44% calls dialled by outbound call centers are actually answered. If you are getting higher answer rates, it indicates extremely good data, while lower answer rates indicate poor quality data. In this case, you can consider dialling with a predictive dialer for higher efficiency.

In KOOKOO Cloudagent, you can switch between dialer modes. Power dialers, also known as, progressive dialers are the most popular form of dialling. Power dialers are 2.5 times more efficient than manual diallers. But for high value or specialised product, where agents have lower call volumes, use manual dialing, so they can choose convenient times to make the calls.

On an average, you can expect agents using manual dialer to have about 27 conversations per day.