



CALL CENTER PERFORMANCE REPORT 2019-20

A study across 250 million calls handled on
our platform this year

Introduction

Ozonetel has 70+ reports that allow contact center supervisors, managers, and business owners to get insights into the performance of their contact centers.

Each metric helps gauge critical insights on customer experience and agent efficiency. This year the metrics have been gauged on a consolidated sample of 250 million calls. These calls were made on our platform by over 60,000 active agents. The call centers belong to enterprises, start-ups, small and mid-sized businesses across education, real estate, travel, finance, e-commerce, food & restaurants, pharma, and banking. It includes both customer support centers as well as telemarketing, inbound sales, and outbound call centers.

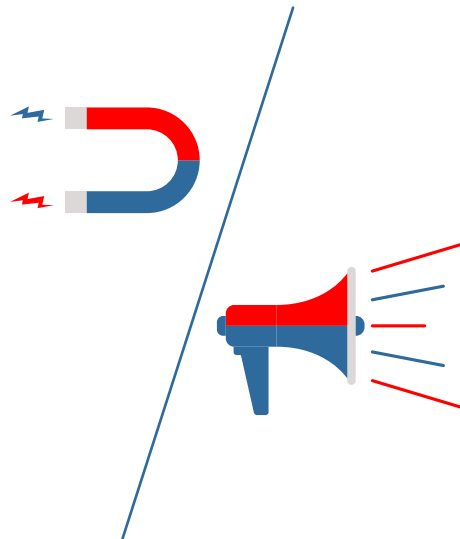


Key Performance Metrics

What did we measure?

Key Metrics For Inbound

The inbound contact centers we surveyed includes both customer support and order processing centers. The key metrics to measure customer experience in these contact centers is average time in queue, average hold times, and average handle times. 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 dialed and answered per agent along with agent login times and best times for outbound calls.

Inbound Call Centers



- ✓ Average queue wait times
- ✓ Average abandonment rates
- ✓ Average speed of answer
- ✓ Service level agreement

- ✓ Average talk times
- ✓ Average after call work
- ✓ Average calls per agent
- ✓ Average login hours
- ✓ Average breaks per agent



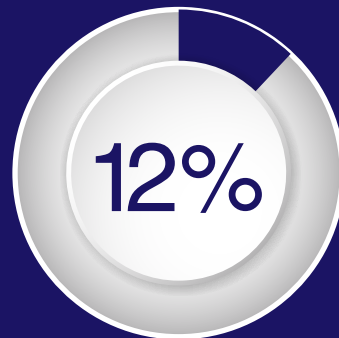
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Customer Experience Metrics

Did callers endlessly wait in queues, abandon calls, or get connected fast?



Average
Queue Wait Times



Average
Abandonment Rates



Average
Speed Of Answer



Service Level
Agreement

Average Time In Queue

What Is Average Time In Queue?

Average Time in Queue reveals how long callers wait to get connected to someone when they phone a business.

According to our aggregated data, in 2019, callers waited for an average of 79 seconds in the call queue.



Why Measure Average Time In Queue?

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

- ❗ High average queue times indicates insufficient agent availability.
- ✓ Low average queue times indicates adequate agent availability.

How To Improve Average Time In Queue?

To improve your queue times, you need to investigate when and why your queue times are going high. Hourly and weekly call queue reports can help identify if call volumes are higher on a particular day or time. Once you have done this, consider using the following measures:

- ✓ Accurately project call volumes based on your historical reports and increase staffing accordingly.
- ✓ Train agents to resolve problems faster and wrap ACW more quickly.

- ✓ Set call queue limits for each skill you route your calls to. Predefine which skills or agents calls will route to whenever wait times exceed these limits.
- ✓ Divert simple transactions to a self-service IVR. Activities that are best suited to self-service IVR include location confirmation, booking confirmation, checking ticket or delivery status, or making cancellations.
- ✓ Reduce call queues by letting callers opt for voice mail and call-backs. Deliver these voice mails to a priority inbox. Use a power dialer to automate callbacks.
- ✓ Use Dynamic Queue Reprioritisation to ensure that high-value customers never wait in queue. Use CTI integrations to recognize these callers and push them to the top of the call queue.

Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Average Queue Time in the CDR reports, Skill productivity reports within Interaction Analyst & in the Queue Analysis chart within the Interaction Analyst Dashboard Menu.

Average Speed Of Answer

What Is Average Speed Of Answer?

The Average Speed of Answer is the average time agents take to answer inbound calls. This includes time while the agent's phone rings but does not include the time the caller spends in the IVR or waiting queue



Why Measure The Average Speed Of Answer?

The Average Speed of Answer indicates how fast your agents answer calls. This KPI affects caller waiting times and consequently affects customer satisfaction. The type of telephony you use could affect the Average Speed of Answer.

- ❗ Landlines or mobile telephones take up to 6 seconds for call ringing.
- ✅ VOIP and softphones instantly hit the call to agents.

How To Improve Average Speed Of Answer?

- ✅ Improve agent training, so agents wrap calls and answer faster.
- ✅ Use auto answer so that calls connect to agents within 1 second.

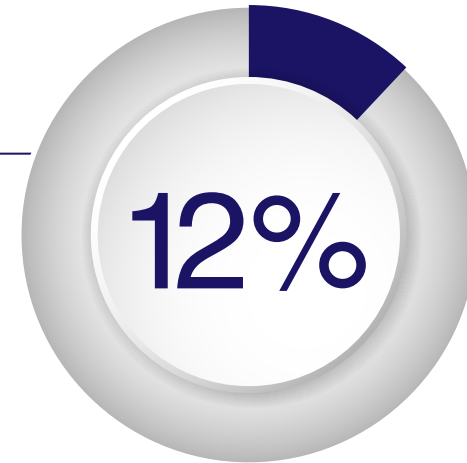
Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Average Speed of Answer in all CDR reports, in Agent State Summary, and the Agent Productivity Report within the Interaction Analyst's Skill Productivity Report.

Abandonment Rates

What Is Abandonment Rate?

Average Abandonment Rates tells you how many calls went unanswered by agents. The Average Abandonment Rates amongst the call centers we measured was 12%.



Why Measure Abandonment Rates?

Abandonment Rates indicate the number of calls that go unanswered in your call center. This number represents a missed opportunity to speak to a customer or prospect who has called your business to make an inquiry, complaint, or to give valuable feedback.

How Can We Reduce The Abandonment Rate?

Generally, our clients have stringent Service Level Agreements, for which we need to maintain high answer rates and, consequently, low abandonment rates.

- ✓ Use skill-based routing to distribute calls better amongst your agents
- ✓ Define Call Queues for each skill.
- ✓ Ensure adequate staffing to keep call queues short.
- ✓ Create fallbacks such as routing calls to other skills or a self-service IVR during high call volumes.
- ✓ Offer voicemail and call-backs to callers when queue time exceeds a defined limit.

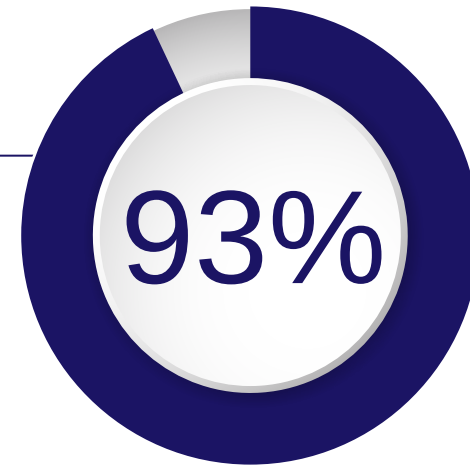
Service Level

What Is Service Level?

Service Level indicates how many calls are answered within twenty seconds. In 2019, most of our clients maintained an Average Service Level of 93%. What this means is that most clients answered 93% calls in twenty seconds or less.

These levels vary based on business KPIs. For instance, this is how service levels differed across four sectors:

- ✓ Financial Services: 95% of calls answered in under 20 seconds.
BPO: 99.9% calls answered in under 20 seconds.
- ✓ Ecommerce: 98% calls answered in under 20 seconds
- ✓ Pharma: 80% of calls answered in under 20 seconds.



How Do We Maintain High Service Levels?

To maintain high Service Levels, we need to ensure high Answer Rates and, consequently, low Abandonment Rates. You can achieve this by following all the measures we outlined earlier, including:

- ✓ Effective Call Routing and call distribution
- ✓ Accurate Staff Forecasting
- ✓ Adequate Staffing
- ✓ Effective staff training.

Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Service Level Reports along with Cumulative SLA versus time (in seconds) line charts, within Interaction Analyst.

Agent Performance Metrics

How efficiently are call center agents working?



Average
Talk Times



Average
After Call Work



Average
Calls Per Agent



Average
Login Hours



Average
Breaks Per Agent

Average Talk Times

What Is Average Talk Time?

Average Talk Times tells you how long and agents spend talking to a caller on an average.

In 2019, this number was 4 minutes and 33 seconds.



Why Measure Average Talk Times?

Average talk times are used to calculate average handle times and is used to measure the contact centers' efficiency.

Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Average Talk Time in any of the Agent, Skill or Campaign reports within Interaction Analyst

Average Talk Times Vary Across Industries

Average talk times for straightforward customer support issues remain 2 minutes, 10 seconds. However, for businesses such as financial services, where customer profiling takes place during the conversation, average talk times extend to 9 and a half minutes.



Regular Customer
Support



Customer Support
with Profiling

After Call Work

What Is After Call Work?

After Call Work (ACW) or post-call processing is the work a call center agent puts in after speaking to a customer, including updating customer information, adding call disposition and notes, logging the call, or following up with an email or message. Until the ACW is complete, the agent's status remains busy or unavailable.

In 2019, the average time taken to wrap up calls was 25 seconds.



Why Measure ACW?

ACW affects agents' productivity and contact center efficiency. A high amount of ACW can lead to higher call queues and affect customer experience metrics.

How Can You Improve ACW?

You can reduce ACW in the following ways:

- ✓ Use call Disposition Codes instead of requiring agents to add notes.
- ✓ Limit Wrap Codes to five master reasons and five sub reasons. And restrict Wrap Codes to a single level.
- ✓ Integrate with CRM to automate call logging, and schedule follow-ups in a unified window.
- ✓ Train Agents. Experienced agents can wrap calls 20% faster than novices.

Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find ACW times in the CDR Reports, Agent Productivity Reports, and Disposition Summary Report within Interaction Analyst.

Average Calls Per Agent

How Many Calls Do Agents Speak On Per Day?

When averaged across the complete sample set, agents were answering 27 calls per agent. But the numbers vary widely across contact centers with our busiest contact centers getting 40-50 calls per agent per day.



Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Average Calls Per Agent in the Agent Productivity Report within Interaction Analyst; or in our Real-Time Team Dashboard or WFM dashboard.

Average Working Hours

How Long Are Agents Working In Contact Centers?

Agents are clocking in an average of 7 hours. The total breaks they take average to a little over an hour each day. This time amounts to 15% of their daily login time. The average length of a break is 10 minutes.

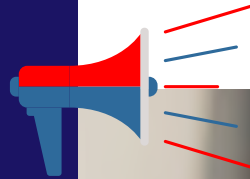
We have clients across the globe, and in countries that restrict login hours to 5.6 hours, the total breaks average to 44 minutes or 13.4% of their login time. The average length of a break is 14 minutes.



Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Average Working Hours in the following reports: Agent Login Report, or Dynamic Agent State Summary Report within the Interaction Analyst.

Outbound Call Centers



- ✓ Calls Dialed Per agents
- ✓ Auto-Dialer performance
- ✓ Average Answer Rates



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Average Calls Answered Per Agent

How Many Calls Are Dialed Per Agent?

On average, outbound call centers dialed 90 calls per agent across the various contact centers we studied in 2019.



Why Measure Average Dials Per Agent?

This Metric lets you know how many calls are dialled per agent, letting you plan your outbound campaigns.

How To Improve Average Dials Per Agent?

To improve the contacts dialled per agent, you will need to choose a power or predictive dialer. Choose the correct dialer based on your data quality.

To know more about auto dialers, read our [Ultimate Guide to Auto Dialers](#).

Dialer Performance

We compared dialer performance across our various outbound contact center to see how many calls were answered per agent, per day. These were the results on an average.

Manual Dialer



45
calls per day

Power Dialer



80
calls per day

Predictive Dialer

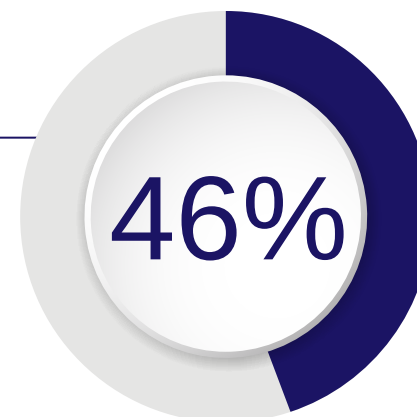


115
calls per day

Average Answer Rates

What Are Average Answer Rates?

In outbound calling, many calls dial to busy lines or go unanswered. Average answer rates inform us how many calls connected to a contact. In 2019, the Average Answer Rates across our clients' outbound call centers was 46%. This rate means that out of the 90 calls dialed, 42 connected to live contacts.



Why Measure Average Answer Rates?

Average answer rates let you know how effective your outbound campaign was in terms of timing and data quality.

How To Improve Your Answer Rates?

You can improve your answer rates by changing your Dialer, data, or call timing.

- ✓ If your drop rates are high, your answer rates will reduce, consider switching from predictive to Power Dialer, or changing your pacing ratio.
- ✓ If your answer rates are low, it indicates poor data quality. Try improving your data quality or contacting leads via other channels, before scheduling a call.
- ✓ Reschedule calls for separate times of the day and days of the week to see which day and time give you the best answer rates.

Where Can We Find This Metric?

In Ozonetel CloudAgent, we can find Average Answer Rates in the real-time live dashboard or the Outbound Live monitor, Outbound Campaign Productivity Report within Interaction Analyst.

Conclusion

Our averages across call centers vary depending on business type and country. This report provides a consolidated report that lets you benchmark your call center performance. In all cases, where your contact center fares worse the mentioned averages, consider what tools and technologies you can use to improve those averages. In cases where you fare significantly better, it may be a good idea to recheck against your particular industry standard. In all cases, consider these metrics along with other KPI's such as your first call resolution and customer satisfaction scores.

We hope this has been an informative read for you, giving you an overall perspective of the Contact Center Industry as the year closes, and you plan your goals for the next year.

