



## Centerserve 2009 Benchmarking Survey Glossary

### **Abandon rate**

The total number of calls abandoned (i.e., calls in which the caller chooses to disconnect before reaching a CSR) divided by the total number of calls received.

### **Agent utilization**

Talk time plus after-call work time divided by total time logged-into the queue. This measure is also called occupancy rate. Agent utilization is typically measured at the group level and indicates the percentage of time agents spend with customers versus waiting for calls to arrive. (talk time + after call time / total time logged into system (3.5 + 1.5 / 6.5 = 77%, e.g. entered 77))

### **Average after-call work time**

The amount of time required by a CSR to complete final administrative tasks related to a call, such as entering call tracking into a computer or completing work processes triggered by the call. This metric is measured from the time a call is released by a CSR to the time when the CSR is available to take another call. Alternate terms for after-call work time include keystroke time and wrap-up time.

### **Average speed of answer (ASA)**

Measures the amount of time that callers must wait in queue before a CSR answers. Average speed of answer is also referred to as: queue time, delay time, hold time or wait time.

### **Average talk time (ATT)**

Measures the actual time spent on the telephone with customers. It does not include after-call work time or time spent waiting for calls to come in. This metric is measured by averaging the total number of seconds callers are connected to a CSR and is timed from when a call arrives at a CSR station to the time it is released by a CSR.

Survey: <http://www.call-center.net/benchmarking/index.pl>

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**Blocking rate**

Percent of calls offered that are not allowed into the system; generally % receiving busy, but may also include messages and forced disconnects.

**First contact resolution rate**

The percentage of time that customer inquiries are completed with the first contact. By definition, it means that the customer's request is handled completely during the first call and by the first agent to answer the call. First contact resolution is also referred to as one-call resolution and one-touch service.

**Key Performance Indicators (KPI)** - Metrics that track critical business functions, often as components of a scorecard.

**Quality score**

This includes, but is not limited to, how the agent answers the call, how they navigate the caller to a resolution, and how they end the call.

**Service level**

One of the most common measures for a customer service center. It is a snapshot of how well the call center is answering incoming calls (or contacts in a multi-media environment). Usually expressed as a percent of calls answered in a given amount of time (e.g., 80% of calls answered in 20 seconds or 80:20), this metric tells how many calls are being answered by CSRs in a specified amount of time.

**Schedule adherence (a.k.a. Real Time Adherence RTA)**

A measure of whether agents are following their schedule (i.e., reporting to work, logging in and taking breaks and lunches as planned). If the agents are following their schedules as planned, they are considered "in adherence" to the schedule.

**Span of control**

Measures the ratio of supervisors to agents. For example, a call center with 150 agents and 10 supervisors has a span of control of 15 to 1.

**Turnover rate**

Measures the percentage of call center agents that leave the call center in a given time period. Turnover can include resignations, terminations, retirements, transfers and promotions. Agent turnover rate is also referred to as attrition, retention rate or agent churn.