

CENTRE PERFORMANCE

BEST PRACTICE REPORT



CENTRE PERFORMANCE

WHAT IS YOUR AVERAGE SPEED OF ANSWER?

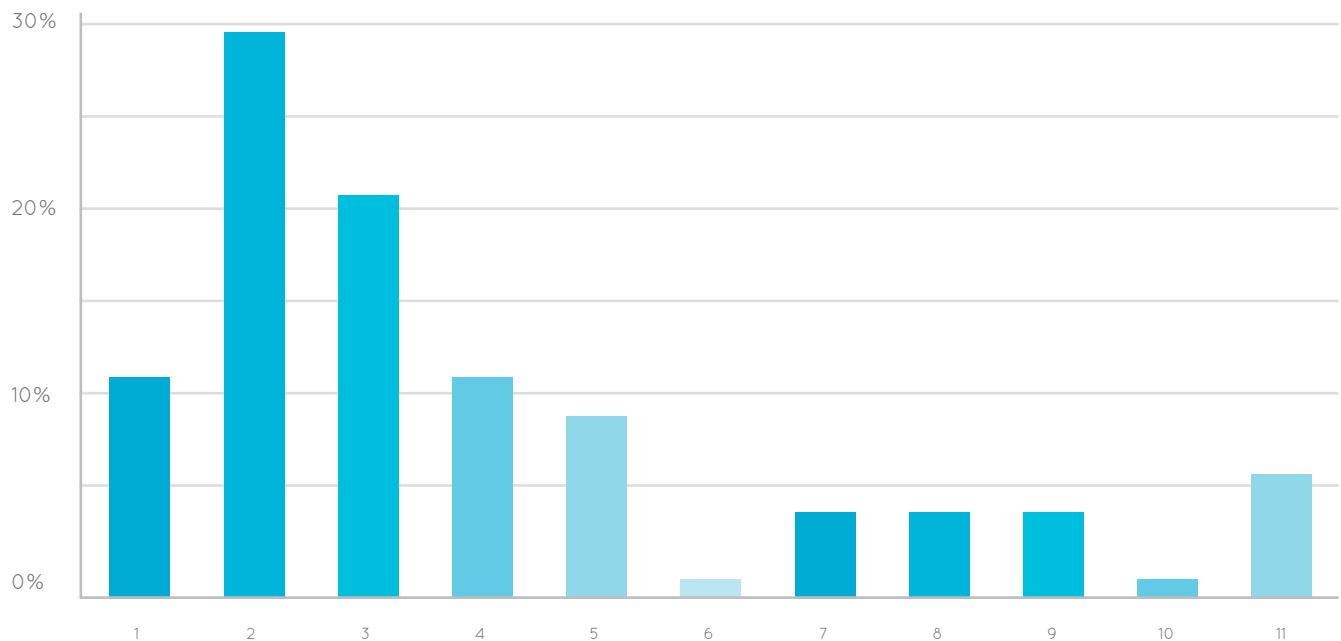
ANSWER CHOICES	#	RESPONSE
0 - 10 seconds	1	11%
11 to 30 seconds	2	29%
31 to 60 seconds	3	21%
1 to 2 minutes	4	11%
2 to 3 minutes	5	8%
3 to 4 minutes	6	1%
4 to 5 minutes	7	4%
5 to 6 minutes	8	4%
6 to 7 minutes	9	4%
7 to 8 minutes	10	1%
8 + minutes	11	6%



Average speed of answer across the industry is 132 seconds.



11% of contact centres have an average speed of answer of 10 seconds or less.



WHAT IS YOUR CALL ABANDONMENT RATE?

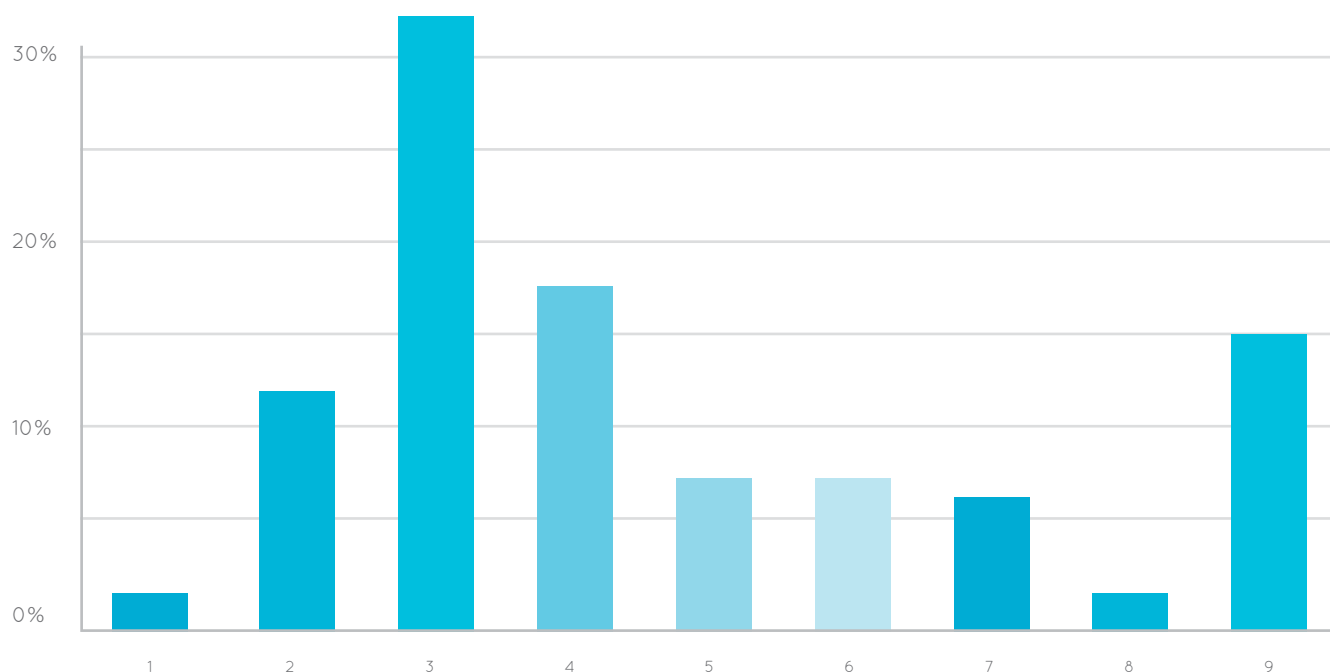
ANSWER CHOICES	#	RESPONSE
0%	1	2%
1-2 %	2	12%
3-4%	3	33%
5-6%	4	17%
7-8%	5	7%
9-10%	6	7%
11-12%	7	6%
13-14%	8	1%
15% or higher	9	15%



The average call abandonment rate is 7% however there is a large spread or responses.



At the top end, 14% of contact centres have less than 3% of calls abandoned whereas at the bottom end 14% of contact centres have 15% of calls abandoned.



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DO YOU HAVE A CONTINUOUS IMPROVEMENT (CI) PROGRAM
IN YOUR BROADER ORGANISATION?

ANSWER CHOICES	RESPONSE
Yes	69%
No	24%
Unsure	2%
Other	5%



YES



NO

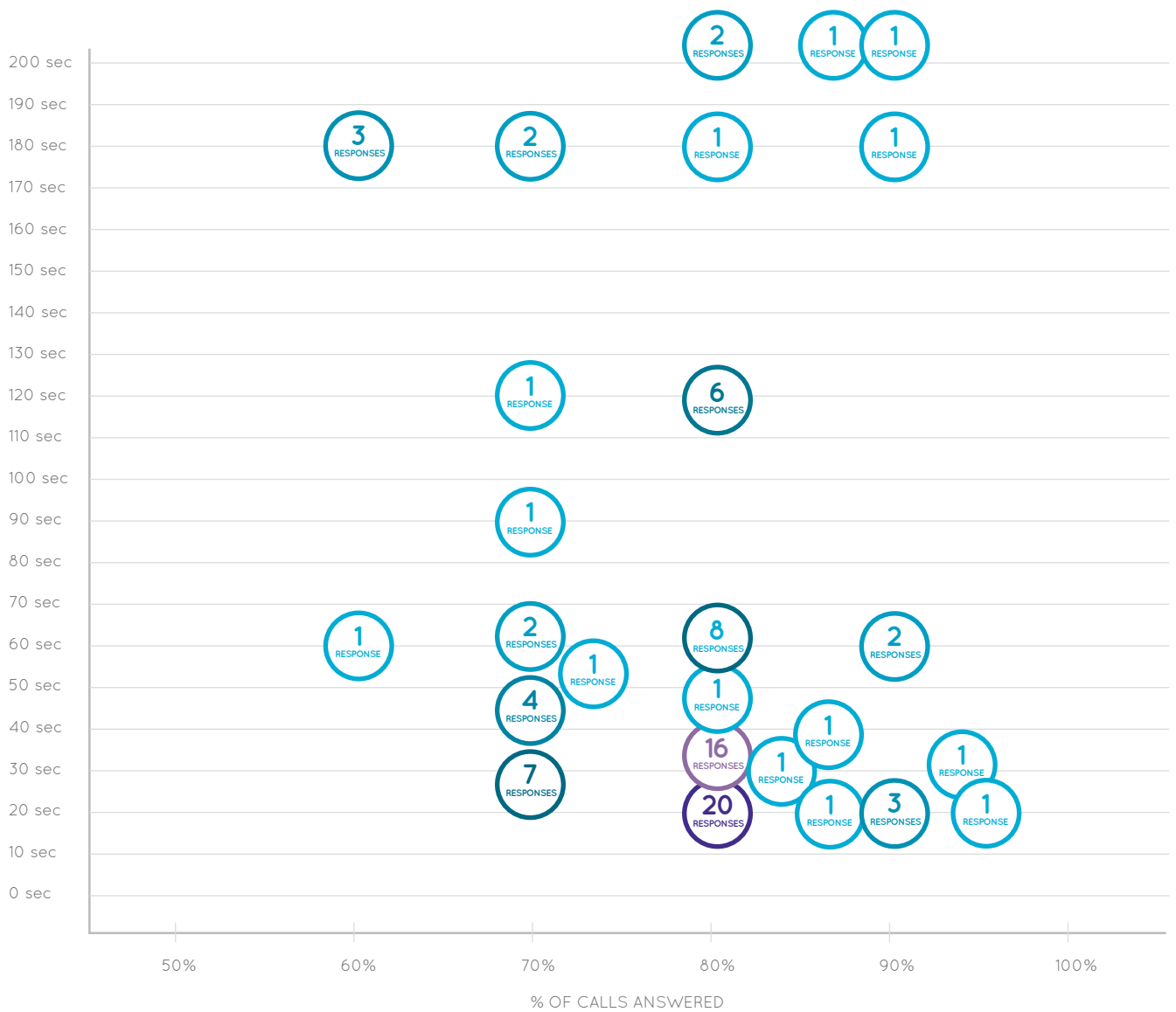


UNSURE



OTHER

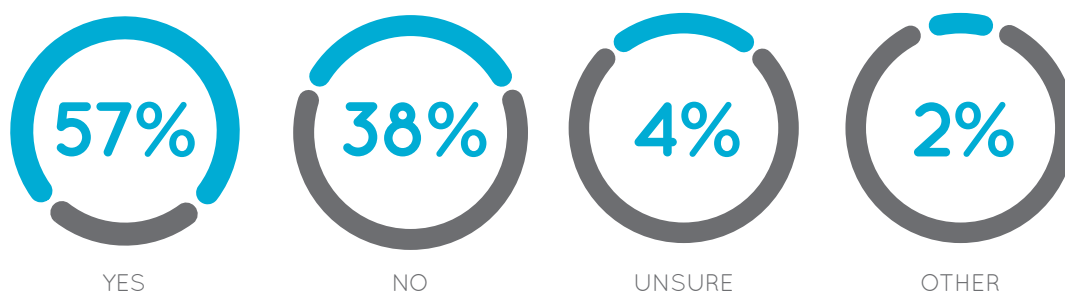
WHAT IS YOUR GRADE OF SERVICE METRIC? Grade of Service refers to the percentage of calls answered within a given time frame. E.g. 90/30 – meaning a GOS target of 90% of calls answered within 30 seconds).



CENTRE PERFORMANCE

ARE YOU CURRENTLY ACHIEVING THIS GRADE OF SERVICE METRIC?

ANSWER CHOICES	RESPONSE
Yes	57%
No	38%
Unsure	4%
Other	2%



WHICH METRIC DOES YOUR CONTACT CENTRE PLACE GREATEST IMPORTANCE IN?

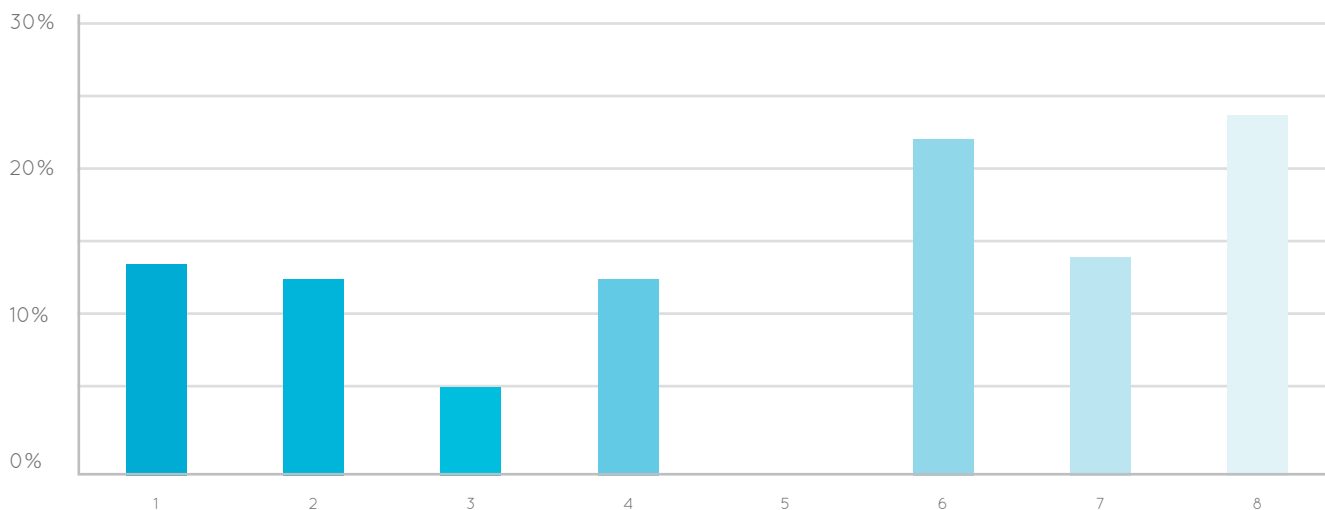
ANSWER CHOICES	#	RESPONSE
Average speed of answer	1	13%
Abandonment rate	2	12%
Average handling time	3	5%
First call resolution	4	12%
After call work	5	0%
NPS or CSAT score	6	22%
Sales or conversions	7	14%
Grade of service	8	23%



45% of contact centres place greatest importance in customer focussed outcomes, which increases to 55% when adding First Call Resolution



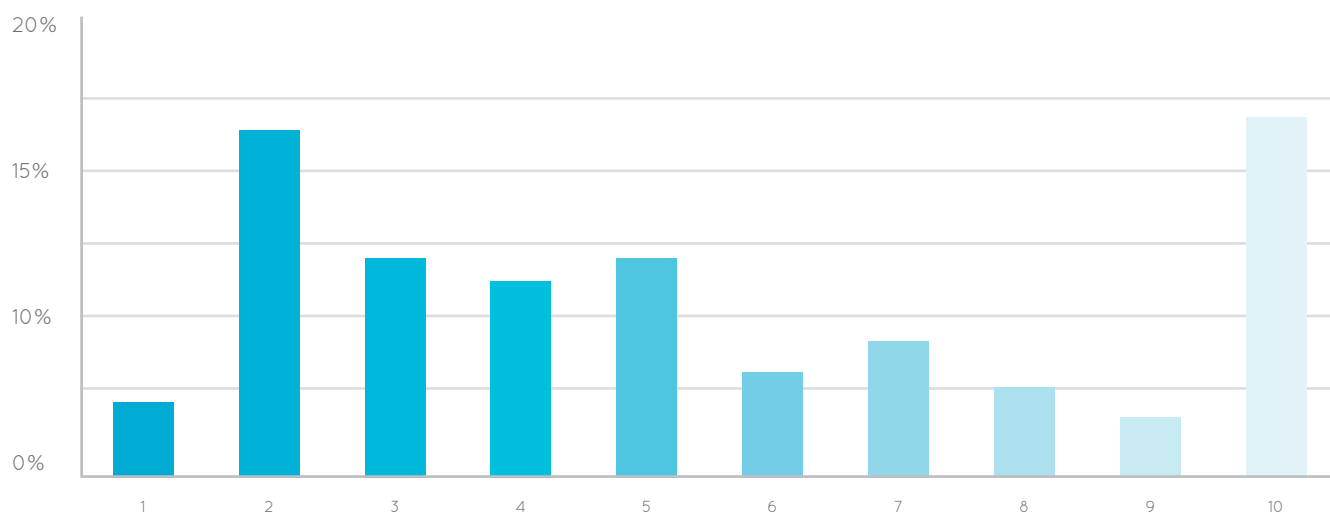
30% of contact centres place greatest importance on speed and operational efficiency.



WHAT IS YOUR OVERALL “CUSTOMER SATISFACTION” SCORE AT PRESENT, IF IT WERE SCORED OUT OF 100?

ANSWER CHOICES	#	RESPONSE
96 - 100	1	4%
91 - 95	2	17%
86 - 90	3	14%
81 - 85	4	13%
76 - 80	5	14%
71 - 75	6	6%
66 - 70	7	7%
61 - 65	8	5%
56 - 60	9	3%
Less than 56	10	17%

Sample of companies who have scored 91 or above



The average customer satisfaction score is 75.



21% of contact centres are performing very well, scoring 91 or higher.



20% of contact centres currently have a customer satisfaction score of less than 60.