



**Call Center Statistics
December 2009**

Report Code : DE23

January 2010

The Banks Association of Turkey
Call Center Statistics*
(Consolidated)

A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2008	239	4,423	4,662	314	530	5,506
March 2009	222	4,355	4,577	342	526	5,445
June 2009	196	4,393	4,589	340	535	5,464
Sept. 2009	215	4,739	4,954	292	548	5,794
Dec. 2009	181	4,691	4,872	296	577	5,745

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
295	120	9%
148	178	7%
194	75	6%
277	123	8%
319	107	9%

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2008	3,413	1,249	236	78	346	184	3,995	1,511	25	23	32
March 2009	3,358	1,219	250	92	340	186	3,948	1,497	25	24	32
June 2009	3,369	1,220	248	92	341	194	3,958	1,506	25	22	32
Sept. 2009	3,679	1,275	207	85	352	196	4,238	1,556	24	23	31
Dec. 2009	3,642	1,230	211	85	345	232	4,198	1,547	25	23	31

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
Dec. 2008	1,030	1,423	2,166	43	71	58	175	10	43	68	399	20	1,144	1,549	2,740	73
March 2009	903	1,471	2,166	37	69	71	193	9	36	74	398	18	1,008	1,616	2,757	64
June 2009	917	1,484	2,147	41	69	65	198	8	52	90	373	20	1,038	1,639	2,718	69
Sept. 2009	989	1,643	2,281	41	49	54	181	8	51	68	406	23	1,089	1,765	2,868	72
Dec. 2009	986	1,668	2,170	48	47	76	166	7	59	84	403	31	1,092	1,828	2,739	86

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2008	4,245	417	302	12	501	29	5,048	458	72	18	80	170	308	66	155	529
March 2009	4,168	409	339	3	499	27	5,006	439	79	17	81	177	331	71	163	565
June 2009	4,124	465	334	6	501	34	4,959	505	81	15	84	180	339	69	160	568
Sept. 2009	4,367	587	286	6	506	42	5,159	635	85	12	93	190	325	71	171	567
Dec. 2009	4,240	632	290	6	525	52	5,055	690	77	16	89	182	337	60	170	567

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

The Banks Association of Turkey
Call Center Statistics*
(Consolidated)

C. Call Profile

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2008	32,256,775	25,594,726	57,851,501	1,962,957	92%	146	14	3	37	48
March 2009	33,236,965	28,694,576	61,931,541	2,722,512	91%	144	14	4	43	53
June 2009	32,887,843	26,375,191	59,263,034	2,114,324	92%	146	13	4	49	65
Sept. 2009	33,380,286	26,769,475	60,149,761	1,655,947	94%	149	14	3	41	63
Dec. 2009	32,425,799	28,143,901	60,569,700	2,086,967	93%	151	15	3	43	63

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2008	2,403,029	1,161,988	3,565,017	67%	121	100,443	69,406	195,195
March 2009	2,916,567	1,207,961	4,124,528	71%	116	149,231	78,623	183,577
June 2009	3,856,039	1,839,393	5,695,432	68%	106	118,067	60,614	162,553
Sept. 2009	4,223,869	2,269,185	6,493,054	65%	116	94,501	54,337	186,040
Dec. 2009	4,159,995	2,587,437	6,747,432	62%	106	115,596	69,349	223,934

D. Other Statistics

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2008	4,427	21	10	140	56	36	53
March 2009	4,329	20	10	166	76	36	52
June 2009	4,499	22	11	181	93	36	52
Sept. 2009	4,660	20	11	223	124	37	52
Dec. 2009	5,066	18	11	208	119	37	51

E. Financial transactions

	Number of transactions**	Volume of transactions*** (Thousand TRY)
Dec. 2008	-	-
March 2009****	1,028,458	2,496,680
June 2009****	1,048,606	3,077,903
Sept. 2009****	1,057,034	2,960,264
Dec. 2009	1,050,671	3,205,409

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

**The total number of financial transactions was provided from 15 of 22 banks those supplying call center services to their customers.

***The total volume of financial transactions was provided from 13 of 22 banks those supplying call center services to their customers.

****Number of financial transaction* figure was updated as a result of a change, made by a bank.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251)

A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2008	232	3,262	3,494	165	357	4,016
March 2009	211	3,198	3,409	186	370	3,965
June 2009	191	3,156	3,347	178	376	3,901
Sept. 2009	210	3,488	3,698	147	383	4,228
Dec. 2009	179	3,406	3,585	151	414	4,150

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
220	68	8%
97	111	6%
120	41	5%
204	83	8%
233	60	8%

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2008	2,632	862	121	44	239	118	2,992	1,024	25	28	31
March 2009	2,564	845	138	48	242	128	2,944	1,021	25	28	31
June 2009	2,529	818	132	46	241	135	2,902	999	25	24	31
Sept. 2009	2,818	880	108	39	247	136	3,173	1,055	25	29	31
Dec. 2009	2,723	862	112	39	240	174	3,075	1,075	25	29	31

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
Dec. 2008	659	1,105	1,694	36	20	22	119	4	17	37	290	13	696	1,164	2,103	53
March 2009	623	1,127	1,629	30	21	25	136	4	16	51	293	10	660	1,203	2,058	44
June 2009	605	1,101	1,613	28	20	23	132	3	31	42	293	10	656	1,166	2,038	41
Sept. 2009	675	1,273	1,720	30	15	22	106	4	31	45	296	11	721	1,340	2,122	45
Dec. 2009	649	1,273	1,624	39	14	31	102	4	40	61	296	17	703	1,365	2,022	60

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2008	3,094	400	163	2	330	27	3,587	429	67	13	71	151	178	42	96	316
March 2009	3,025	384	183	3	344	26	3,552	413	72	12	70	154	173	44	100	317
June 2009	2,932	415	174	4	344	32	3,450	451	70	11	73	154	172	45	99	316
Sept. 2009	3,159	539	142	5	345	38	3,646	582	76	9	80	165	162	44	102	308
Dec. 2009	3,030	555	146	5	366	48	3,542	608	66	12	76	154	205	36	104	345

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251)

C. Call Profile

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2008	25,968,666	20,143,716	46,112,382	1,268,741	94%	160	10	1	32	59
March 2009	26,741,203	22,241,824	48,983,027	1,236,585	94%	157	10	2	36	56
June 2009	25,948,587	20,208,776	46,157,363	1,216,240	94%	163	10	1	41	68
Sept. 2009	25,406,358	20,658,309	46,064,667	1,123,448	95%	154	10	1	41	76
Dec. 2009	25,101,516	21,334,503	46,436,019	1,259,924	94%	162	11	1	40	68

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2008	1,066,917	674,083	1,741,000	61%	68	21,172	0	189,675
March 2009	1,054,521	810,436	1,864,957	57%	67	18,616	0	173,763
June 2009	1,529,895	1,302,300	2,832,195	54%	70	14,721	0	154,675
Sept. 2009	1,927,605	1,750,995	3,678,600	52%	62	11,749	0	178,316
Dec. 2009	1,971,904	1,954,409	3,926,313	50%	66	13,388	0	214,177

D. Other Statistics

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2008	3,194	24	14	237	97	41	52
March 2009	3,194	21	14	237	97	41	52
June 2009	3,299	26	15	237	97	41	52
Sept. 2009	3,311	25	15	320	216	42	51
Dec. 2009	3,708	24	14	322	219	42	51

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2008	-	-
March 2009	816,852	2,112,364
June 2009	796,921	2,505,977
Sept. 2009	806,892	2,345,020
Dec. 2009	805,276	2,354,225

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250)

A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2008	7	1,112	1,119	145	159	1,423
March 2009	11	1,111	1,122	150	143	1,415
June 2009	5	1,192	1,197	158	146	1,501
Sept. 2009	5	1,205	1,210	139	152	1,501
Dec. 2009	2	1,237	1,239	141	152	1,532

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
73	52	11%
47	67	10%
71	33	9%
73	39	9%
78	44	10%

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2008	750	369	113	32	99	60	962	461	25	28	33
March 2009	765	357	108	42	90	53	963	452	25	28	32
June 2009	812	385	114	44	92	54	1,018	483	25	28	32
Sept. 2009	835	375	95	44	97	55	1,027	474	25	28	32
Dec. 2009	887	352	97	44	97	55	1,081	451	25	28	32

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
Dec. 2008	355	303	454	7	50	36	53	6	25	30	99	5	430	369	606	18
March 2009	266	331	518	7	47	46	52	5	19	22	97	5	332	399	667	17
June 2009	297	364	524	12	48	42	63	5	20	47	73	6	365	453	660	23
Sept. 2009	300	362	537	11	33	32	70	4	19	22	103	8	352	416	710	23
Dec. 2009	320	376	534	9	32	45	61	3	18	22	101	11	370	443	696	23

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2008	1,102	17	135	10	157	2	1,394	29	5	5	7	17	118	23	48	189
March 2009	1,097	25	150	0	142	1	1,389	26	7	5	9	21	146	25	52	223
June 2009	1,147	50	156	2	144	2	1,447	54	10	4	9	23	154	23	50	227
Sept. 2009	1,162	48	138	1	148	4	1,448	53	8	3	10	21	153	26	58	237
Dec. 2009	1,162	77	140	1	148	4	1,450	82	10	4	10	24	120	23	57	200

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The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250)

C. Call Profile

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2008	6,215,557	5,338,461	11,554,018	685,786	87%	157	13	2	43	64
March 2009	6,435,505	6,317,523	12,753,028	1,470,605	77%	155	13	2	50	79
June 2009	6,885,826	6,056,778	12,942,604	888,234	85%	157	13	2	63	85
Sept. 2009	7,921,093	5,997,708	13,918,801	520,425	91%	167	13	2	42	83
Dec. 2009	7,262,255	6,714,722	13,976,977	817,726	88%	170	14	2	50	89

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2008	1,250,237	477,564	1,727,801	72%	182	73,609	66,583	5,520
March 2009	1,770,761	395,057	2,165,818	82%	175	129,502	69,485	9,814
June 2009	2,250,925	531,622	2,782,547	81%	138	102,555	58,839	7,878
Sept. 2009	2,242,098	511,524	2,753,622	81%	150	73,119	53,431	7,724
Dec. 2009	2,153,800	629,731	2,783,531	77%	152	94,925	68,011	9,757

D. Other Statistics

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2008	1,172	11	12	142	64	34	53
March 2009	1,078	11	11	204	111	34	51
June 2009	1,146	11	12	246	158	34	51
Sept. 2009	1,297	11	14	279	141	35	52
Dec. 2009	1,307	12	14	248	137	35	49

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2008	-	-
March 2009	211,456	384,316
June 2009	251,461	571,858
Sept. 2009	249,836	615,127
Dec. 2009	245,124	851,083

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

The Banks Association of Turkey

Call Center Statistics*

(The number of agents ≤ 50)

A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2008	0	49	49	4	14	67
March 2009	0	46	46	6	13	65
June 2009	0	45	45	4	13	62
Sept. 2009	0	46	46	6	13	65
Dec. 2009	0	48	48	4	11	63

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
2	0	4%
4	0	9%
3	1	9%
0	1	2%
8	3	23%

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2008	31	18	2	2	8	6	41	26	26	27	33
March 2009	29	17	4	2	8	5	41	24	26	27	33
June 2009	28	17	2	2	8	5	38	24	26	28	34
Sept. 2009	26	20	4	2	8	5	38	27	22	28	29
Dec. 2009	32	16	2	2	8	3	42	21	24	30	30

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
Dec. 2008	16	15	18	0	1	0	3	0	1	1	10	2	18	16	31	2
March 2009	14	13	19	0	1	0	5	0	1	1	8	3	16	14	32	3
June 2009	15	19	10	1	1	0	3	0	1	1	7	4	17	20	20	5
Sept. 2009	14	8	24	0	1	0	5	0	1	1	7	4	16	9	36	4
Dec. 2009	17	19	12	0	1	0	3	0	1	1	6	3	19	20	21	3

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2008	49	0	4	0	14	0	67	0	0	0	2	2	12	1	11	24
March 2009	46	0	6	0	13	0	65	0	0	0	2	2	12	2	11	25
June 2009	45	0	4	0	13	0	62	0	1	0	2	3	13	1	11	25
Sept. 2009	46	0	6	0	13	0	65	0	1	0	3	4	10	1	11	22
Dec. 2009	48	0	4	0	11	0	63	0	1	0	3	4	12	1	9	22

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The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≤ 50)

C. Call Profile

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2008	72,552	112,549	185,101	8,430	93%	121	20	4	35	19
March 2009	60,257	135,229	195,486	15,322	89%	118	18	7	39	16
June 2009	53,430	109,637	163,067	9,850	91%	119	17	7	38	36
Sept. 2009	52,835	113,458	166,293	12,074	89%	122	19	7	41	24
Dec. 2009	62,028	94,676	156,704	9,317	90%	116	19	7	38	26

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2008	85,875	10,341	96,216	89%	89	5,662	2,823	0
March 2009	91,285	2,468	93,753	97%	81	1,113	9,138	0
June 2009	75,219	5,471	80,690	93%	97	791	1,775	0
Sept. 2009	54,166	6,666	60,832	89%	117	9,633	906	0
Dec. 2009	34,291	3,297	37,588	91%	82	7,283	1,338	0

D. Other Statistics

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2008	61	33	5	55	10	34	52
March 2009	57	31	5	58	12	35	52
June 2009	54	32	5	50	5	35	52
Sept. 2009	52	29	5	68	22	35	52
Dec. 2009	51	22	6	58	12	35	52

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2008	-	-
March 2009	150	0
June 2009	224	67
Sept. 2009	306	117
Dec. 2009	271	101

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

List of participating banks

- 1 Akbank T.A.Ş.
- 2 Anadolubank A.Ş.
- 3 BankPozitif Kredi ve Kalkınma Bankası A.Ş.
- 4 Birleşik Fon Bankası A.Ş.
- 5 Citibank A.Ş.
- 6 Denizbank A.Ş.
- 7 Finans Bank A.Ş.
- 8 Fortis Bank A.Ş.
- 9 HSBC Bank A.Ş.
- 10 İNG Bank A.Ş.
- 11 Millennium Bank A.Ş.
- 12 Société Générale (SA)
- 13 Şekerbank T.A.Ş.
- 14 Tekstil Bankası A.Ş.
- 15 Türk Ekonomi Bankası A.Ş.
- 16 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 17 Türkiye Garanti Bankası A.Ş.
- 18 Türkiye Halk Bankası A.Ş.
- 19 Türkiye İş Bankası A.Ş.
- 20 Türkiye Sınai Kalkınma Bankası A.Ş.
- 21 Türkiye Vakıflar Bankası A.Ş.
- 22 Yapı ve Kredi Bankası A.Ş.

Glossary

A. Total Number of Call Center Personnel*

1. **The number of part-time agents** : Total number of part-time agents that worked in the related three-month period.
 2. **The number of full-time agents**: Total number of full-time agents that worked in the related three-month period.
 3. **The number of supporting service staff** : Total number of employees who do not take calls in the call center in the related three-month period.
 4. **The number of managers** : Number of management team members who do not take calls in the related three-month period. ie. Team leaders, supervisors, call center manager
 5. **The number of agents that resigned and fired** : Total number of agents that resigned and laid off in the related three-month period.
 6. **The number of agents that transferred to another department** : Total number of agents that transferred to another department in the related three-month period.
- Total Turnover (%)** = (The number of agents that resigned and fired + The number of agents that transferred to another department) / Total number of agents

B. Call Center Employee Profile*

1. **Gender** : The distribution by gender of the total number agents, supporting service staff and managers in the related three-month period.
2. **Average age** : The average age of agents, supporting service staff and managers in the related three-month period.
3. **Academic background** : The distribution by education of the total number of agents, supporting service staff and managers in the related three-month period. Last school graduation was considered for students.
4. **Geographical location** : The distribution by geographical location of the total number of agents, supporting service staff and managers in the related three-month period.
5. **Availability of SPK License** : Total number of agents, supporting service staff and managers where SPK license is available in the related three-month period.
6. **Foreign language speaking** : Total number of agents, supporting service staff and managers who speak foreign language in the related three-month period.

C. Call Profile*

Inbound

1. **Number of incoming calls received calls by IVR** : All calls answered or ceased in the IVR system. Calls incoming to agents or abandoned by the agents are not included.
 2. **Number of incoming calls answered by agents** : Number of incoming calls answered and abandoned by the agents.
- Total number of incoming calls** = Number of calls answered by the agents + Number of calls abandoned by the agents.
- Answered Calls (%)** = (Number of incoming calls to agents-Number of agent abandoned calls) / Number of incoming calls to agents

Outbound

9. **Number of reached customers** : Not number of calls, the number of customers will be used.
 10. **Number of customers not reached**: Not number of calls, the number of customers will be used.
- Customers reached (%)** = Number of reached customers / Total number of customers
11. **E-mail - Fax - Other** : Number of mails, faxes or others.

D. Other Statistics*

1. **Number of seats** : Number of seats occupied.
2. **Number of calls evaluated per agent** : The average of inbound and outbound calls evaluated per agent will be used.
- 4 (5). **Inbound(Outbound) - Training time per agent (hour)** : For a full time agent who works 9 hours in a day.
6. **Daily break time per agent (minute)** : For a full time agent who works 9 hours in a day. Standard legal break time will be given.
7. **Daily lunch time per agent (minute)** : For a full time agent who works 9 hours in a day. Standard legal lunch time will be given.

E. Financial Transactions*

1. **Number of transactions** : Total number of financial transactions in the related three-month period.
2. **Volume of transactions (TL)**: Total volume of financial transactions in the related three-month period.

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

* Arithmetic mean is used in average formulas