



Call Center Statistics June 2011

Report Code : DE23

July 2011

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
June 2010	242	5,024	5,266	333	630	6,229
Sept. 2010	247	5,065	5,312	361	627	6,300
Dec. 2010	317	5,174	5,491	371	646	6,508
March 2011	406	5,521	5,927	355	662	6,944
June 2011	402	5,462	5,864	373	658	6,895

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
390	197	11%
319	92	8%
309	158	9%
351	107	8%
325	203	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			
June 2010	4,004	1,262	219	114	407	223	4,630	1,599	24	23	31
Sept. 2010	3,999	1,313	251	110	420	207	4,670	1,630	25	23	33
Dec. 2010	4,129	1,362	263	108	422	224	4,814	1,694	26	23	33
March 2011	4,471	1,456	250	105	432	230	5,153	1,791	26	21	33
June 2011	4,421	1,443	269	104	428	230	5,118	1,777	26	28	33

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
June 2010	984	1,885	2,342	55	63	108	154	8	73	133	396	28	1,120	2,126	2,892	91
Sept. 2010	1,040	1,893	2,317	62	58	120	174	9	76	99	422	30	1,174	2,112	2,913	101
Dec. 2010	1,036	1,952	2,445	58	64	103	191	13	72	96	444	34	1,172	2,151	3,080	105
March 2011	1,080	2,052	2,735	60	59	84	199	13	87	96	440	39	1,226	2,232	3,374	112
June 2011	933	2,170	2,700	61	55	106	203	9	73	97	451	37	1,061	2,373	3,354	107

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								
June 2010	4,590	676	289	44	548	82	5,427	802	65	12	86	163	339	64	173	576
Sept. 2010	4,566	746	317	44	545	82	5,428	872	61	15	77	153	321	63	171	555
Dec. 2010	4,613	878	324	47	551	95	5,488	1,020	64	17	77	158	329	73	174	576
March 2011	4,827	1,100	309	46	544	118	5,680	1,264	73	15	87	175	325	71	171	567
June 2011	4,673	1,191	324	49	540	118	5,537	1,358	73	14	82	169	277	68	158	503

* 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)
June 2010	39,130,343	29,814,151	68,944,494	2,027,019	93%	150	14	3	41	62
Sept. 2010	38,187,649	30,310,035	68,497,684	2,540,849	92%	147	13	3	44	66
Dec. 2010	38,545,511	30,179,990	68,725,501	2,360,030	92%	147	12	3	48	73
March 2011	35,870,583	32,350,869	68,221,452	2,127,883	93%	149	13	3	43	70
June 2011	35,848,805	30,752,109	66,600,914	2,148,305	93%	152	11	3	43	74

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
June 2010	3,878,058	1,477,743	5,355,801	72%	77	98,825	52,604	240,349
Sept. 2010	4,526,823	1,597,229	6,124,052	74%	81	63,808	33,819	339,470
Dec. 2010	4,970,476	1,721,617	6,692,093	74%	97	80,302	47,162	354,919
March 2011	4,540,518	1,832,104	6,372,622	71%	93	91,365	33,993	489,692
June 2011	4,000,996	1,632,587	5,633,583	71%	93	101,132	35,533	508,410

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)
June 2010	5,469	17	11	195	117	37	51
Sept. 2010	5,945	17	11	196	117	38	51
Dec. 2010	5,999	18	11	183	101	37	52
March 2011	5,942	19	11	192	114	37	51
June 2011	6,105	18	10	194	108	38	52

E. Financial transactions

Period	Number of transactions**	Volume of transactions*** (Thousand TRY)
June 2010	2,823,013	4,075,016
Sept. 2010	2,972,973	3,763,988
Dec. 2010	1,358,745	4,042,167
March 2011	1,619,477	4,292,207
June 2011	1,712,094	4,001,439

* 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 14 of 22 banks those supplying call center services to their customers.

The Banks Association of Turkey

Call Center Statistics*

(The number of agents ≥ 251) (Number of banks: 7)

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
June 2010	241	3,634	3,875	152	459	4,486
Sept. 2010	241	3,640	3,881	169	448	4,498
Dec. 2010	309	3,683	3,992	176	461	4,629
March 2011	396	4,259	4,655	193	498	5,346
June 2011	385	4,240	4,625	212	468	5,305

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
309	112	11%
231	66	8%
240	94	8%
244	68	7%
260	121	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			
June 2010	3,017	858	110	42	294	165	3,421	1,065	25	29	32
Sept. 2010	3,007	874	129	40	300	148	3,436	1,062	25	29	31
Dec. 2010	3,062	930	132	44	304	157	3,498	1,131	25	28	32
March 2011	3,579	1,076	144	49	332	166	4,055	1,291	25	28	31
June 2011	3,563	1,062	166	46	308	160	4,037	1,268	25	28	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
June 2010	678	1,447	1,711	39	19	41	87	5	53	80	309	17	750	1,568	2,107	61
Sept. 2010	684	1,463	1,688	46	22	43	98	6	47	75	308	18	753	1,581	2,094	70
Dec. 2010	704	1,501	1,739	48	22	45	104	5	44	77	321	19	770	1,623	2,164	72
March 2011	827	1,708	2,069	51	26	48	114	5	67	80	326	25	920	1,836	2,509	81
June 2011	688	1,778	2,105	54	24	69	114	5	54	73	319	22	766	1,920	2,538	81

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								
June 2010	3,305	570	144	8	391	68	3,840	646	55	9	75	139	181	36	103	320
Sept. 2010	3,248	633	161	8	379	69	3,788	710	44	12	66	122	169	36	101	306
Dec. 2010	3,241	751	168	8	391	70	3,800	829	54	14	67	135	161	35	105	301
March 2011	3,689	966	186	7	412	86	4,287	1,059	69	14	80	163	192	45	120	357
June 2011	3,587	1,038	205	7	383	85	4,175	1,130	69	13	75	157	181	43	109	333

* 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) (Number of banks: 7)

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)
June 2010	31,774,433	22,856,687	54,631,120	1,421,098	94%	162	10	1	45	71
Sept. 2010	30,955,570	23,851,538	54,807,108	1,752,547	93%	154	9	1	47	68
Dec. 2010	30,725,987	23,067,573	53,793,560	1,461,762	94%	154	9	1	40	68
March 2011	29,157,171	26,265,764	55,422,935	1,513,078	94%	161	10	1	43	78
June 2011	29,316,942	24,646,321	53,963,263	1,282,489	95%	167	9	1	37	71

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
June 2010	2,011,688	872,736	2,884,424	70%	64	17,937	0	235,032
Sept. 2010	1,983,784	876,094	2,859,878	69%	72	16,808	0	248,764
Dec. 2010	2,304,415	909,760	3,214,175	72%	96	16,983	0	229,518
March 2011	2,535,054	1,062,247	3,597,301	70%	96	16,024	0	232,442
June 2011	2,416,754	1,028,935	3,445,689	70%	103	11,354	0	147,536

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)
June 2010	3,902	20	13	312	211	42	51
Sept. 2010	4,363	21	13	304	204	42	51
Dec. 2010	4,477	19	13	304	204	42	51
March 2011	4,692	22	15	296	195	43	48
June 2011	4,870	23	15	295	192	43	49

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2010	1,020,209	2,905,143
Sept. 2010	1,045,788	2,607,916
Dec. 2010	1,013,384	2,900,410
March 2011	1,188,217	3,346,895
June 2011	1,182,680	2,969,111

* 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) (Number of banks: 7)

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
June 2010	1	1,344	1,345	175	160	1,680
Sept. 2010	6	1,364	1,370	189	164	1,723
Dec. 2010	8	1,432	1,440	192	173	1,805
March 2011	10	1,204	1,214	160	152	1,526
June 2011	17	1,161	1,178	159	177	1,514

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
79	83	12%
87	25	8%
65	63	9%
98	36	11%
63	80	12%

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			
June 2010	959	386	106	69	104	56	1,169	511	22	25	29
Sept. 2010	952	418	122	67	109	55	1,183	540	25	28	33
Dec. 2010	1,026	414	131	61	110	63	1,267	538	25	29	32
March 2011	853	361	106	54	92	60	1,051	475	25	29	33
June 2011	819	359	103	56	111	66	1,033	481	25	29	33

Education																
Period	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
June 2010	289	420	620	16	43	66	63	3	19	52	82	7	351	538	765	26
Sept. 2010	336	404	614	16	35	76	75	3	28	22	106	8	399	502	795	27
Dec. 2010	313	426	691	10	41	57	86	8	28	18	117	10	382	501	894	28
March 2011	240	327	638	9	32	35	85	8	20	15	109	8	292	377	832	25
June 2011	233	373	565	7	30	37	88	4	19	23	124	11	282	433	777	22

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								
June 2010	1,239	106	139	36	146	14	1,524	156	9	3	9	21	149	26	61	236
Sept. 2010	1,257	113	153	36	151	13	1,561	162	16	3	9	28	141	26	60	227
Dec. 2010	1,313	127	153	39	148	25	1,614	191	9	3	8	20	152	37	60	249
March 2011	1,080	134	121	39	120	32	1,321	205	4	1	5	10	118	26	41	185
June 2011	1,025	153	117	42	144	33	1,286	228	4	1	5	10	79	23	41	143

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The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 7)

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)
June 2010	7,276,420	6,844,512	14,120,932	594,705	91%	165	14	2	42	84
Sept. 2010	7,161,190	6,358,175	13,519,365	777,256	88%	165	12	3	46	94
Dec. 2010	7,760,791	7,008,749	14,769,540	886,228	87%	165	11	3	60	110
March 2011	6,652,401	5,981,781	12,634,182	598,336	90%	166	10	3	40	95
June 2011	6,471,279	5,988,395	12,459,674	852,913	86%	163	8	2	50	117

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
June 2010	1,847,874	600,802	2,448,676	75%	83	79,287	50,466	5,317
Sept. 2010	2,501,750	696,889	3,198,639	78%	86	45,366	31,406	90,706
Dec. 2010	2,611,087	774,099	3,385,186	77%	105	61,505	42,578	125,401
March 2011	1,917,486	721,916	2,639,402	73%	100	73,244	28,367	257,250
June 2011	1,508,985	556,046	2,065,031	73%	105	88,008	29,967	360,874

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)
June 2010	1,516	11	15	223	135	35	51
Sept. 2010	1,515	12	14	231	142	35	51
Dec. 2010	1,458	12	15	201	103	36	51
March 2011	1,188	12	13	217	135	34	53
June 2011	1,173	12	13	233	112	36	51

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2010	1,802,494	1,169,725
Sept. 2010	1,926,875	1,155,946
Dec. 2010	344,984	1,141,628
March 2011	431,059	945,257
June 2011	529,197	1,032,243

* 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) (Number of banks: 8)

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
June 2010	0	46	46	6	11	63
Sept. 2010	0	61	61	3	15	79
Dec. 2010	0	59	59	3	12	74
March 2011	0	58	58	2	12	72
June 2011	0	61	61	2	13	76

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
2	2	9%
1	1	3%
4	1	8%
9	3	21%
2	2	7%

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			
June 2010	28	18	3	3	9	2	40	23	26	22	35
Sept. 2010	40	21	0	3	11	4	51	28	26	25	34
Dec. 2010	41	18	0	3	8	4	49	25	27	25	34
March 2011	39	19	0	2	8	4	47	25	27	24	35
June 2011	39	22	0	2	9	4	48	28	28	24	35

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
June 2010	17	18	11	0	1	1	4	0	1	1	5	4	19	20	20	4
Sept. 2010	20	26	15	0	1	1	1	0	1	2	8	4	22	29	24	4
Dec. 2010	19	25	15	0	1	1	1	0	0	1	6	5	20	27	22	5
March 2011	13	17	28	0	1	1	0	0	0	1	5	6	14	19	33	6
June 2011	12	19	30	0	1	0	1	0	0	1	8	4	13	20	39	4

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								
June 2010	46	0	6	0	11	0	63	0	1	0	2	3	9	2	9	20
Sept. 2010	61	0	3	0	15	0	79	0	1	0	2	3	11	1	10	22
Dec. 2010	59	0	3	0	12	0	74	0	1	0	2	3	16	1	9	26
March 2011	58	0	2	0	12	0	72	0	0	0	2	2	15	0	10	25
June 2011	61	0	2	0	13	0	76	0	0	0	2	2	17	2	8	27

* 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) (Number of banks: 8)

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)
June 2010	79,490	112,952	192,442	11,216	90%	119	17	7	37	25
Sept. 2010	70,889	100,322	171,211	11,046	89%	118	17	4	38	28
Dec. 2010	58,733	103,668	162,401	12,040	88%	118	16	4	38	30
March 2011	61,011	103,324	164,335	16,469	84%	119	19	6	46	36
June 2011	60,584	117,393	177,977	12,903	89%	130	16	5	41	38

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
June 2010	18,496	4,205	22,701	81%	81	1,601	2,138	0
Sept. 2010	41,289	24,246	65,535	63%	83	1,634	2,413	0
Dec. 2010	54,974	37,758	92,732	59%	88	1,814	4,584	0
March 2011	87,978	47,941	135,919	65%	85	2,097	5,626	0
June 2011	75,257	47,606	122,863	61%	73	1,770	5,566	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)
June 2010	51	20	5	58	12	35	52
Sept. 2010	67	20	5	58	12	37	52
Dec. 2010	64	25	6	58	12	35	54
March 2011	62	23	6	63	12	35	54
June 2011	62	20	4	70	30	34	54

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2010	310	147
Sept. 2010	310	126
Dec. 2010	377	129
March 2011	201	55
June 2011	217	85

* 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 Eurobank Tekfen A.Ş.
- 8 Fibabanka A.Ş.
- 9 Finans Bank A.Ş.
- 10 HSBC Bank A.Ş.
- 11 ING 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