



## **Call Center Statistics June 2012**

Report Code : DE23

July 2012

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(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
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
June 2011	402	-	5,462	-	5,864	373	658	-	6,895
Sept. 2011	395	-	5,324	-	5,719	364	708	-	6,791
Dec. 2011	340	-	5,332	-	5,672	393	710	-	6,775
March 2012	128	2	4,621	1,130	5,881	403	579	115	6,978
June 2012	118	1	4,682	1,181	5,982	482	556	111	7,131

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
325	-	203	-	9%
388	-	150	-	9%
389	-	181	-	10%
306	111	219	8	11%
392	68	175	18	11%

**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 2011	4,421	1,443	269	104	428	230	5,118	1,777	26	28	33
Sept. 2011	4,363	1,356	258	106	465	243	5,086	1,705	25	27	31
Dec. 2011	4,326	1,346	278	115	436	274	5,040	1,735	25	29	32
March 2012	4,470	1,411	277	126	447	247	5,194	1,784	26	30	31
June 2012	4,500	1,482	332	150	430	237	5,262	1,869	26	30	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 2011	933	2,170	2,700	61	55	106	203	9	73	97	451	37	1,061	2,373	3,354	107
Sept. 2011	865	2,108	2,681	65	57	92	205	10	89	106	479	34	1,011	2,306	3,365	109
Dec. 2011	867	2,051	2,698	56	62	95	224	12	87	105	487	31	1,016	2,251	3,409	99
March 2012	977	2,195	2,652	57	59	103	228	13	73	118	470	33	1,109	2,416	3,350	103
June 2012	1,082	2,333	2,511	56	77	125	267	13	76	113	445	33	1,235	2,571	3,223	102

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
	Istanbul	Others	Istanbul	Others	Istanbul	Others	Istanbul	Others								
June 2011	4,673	1,191	324	49	540	118	5,537	1,358	73	14	82	169	277	68	158	503
Sept. 2011	4,555	1,164	308	56	583	125	5,446	1,345	80	11	75	166	276	60	152	488
Dec. 2011	4,369	1,303	333	60	582	128	5,284	1,491	74	9	77	160	299	68	152	519
March 2012	4,458	1,423	333	70	568	126	5,359	1,619	73	16	74	163	324	73	138	535
June 2012	4,417	1,565	394	88	542	125	5,353	1,778	70	26	65	161	330	66	146	542

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

\*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(Consolidated)**

**C. Call Profile**

Period	Inbound call profile										
	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)	Number of Active Customers
June 2011	35,848,805	30,752,109	66,600,914	2,148,305	93%	152	11	3	43	74	-
Sept. 2011	36,687,924	31,461,288	68,149,212	2,385,939	92%	144	9	2	45	83	-
Dec. 2011	39,699,091	31,446,449	71,145,540	2,321,153	93%	145	8	2	47	92	-
March 2012	41,629,469	33,648,029	75,277,498	2,820,789	92%	149	11	3	49	96	8,247,562
June 2012	39,305,124	32,463,268	71,768,392	3,236,288	90%	153	11	3	55	103	8,148,741

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	20	18	19	8	19	12	7	6	7	5	15	9	6	9	6	20
June 2012	20	18	19	8	19	12	7	6	7	5	15	9	6	9	6	20

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	1	1	1	7	1	1	10	4	8	8	4	8	6	4	6	1
June 2012	1	1	1	7	1	1	10	4	8	8	4	8	6	4	6	1

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	4,000,996	-	-	-	4,000,996	1,632,587	-	-	-	1,632,587	5,633,583	-	-	-	5,633,583
Sept. 2011	4,453,960	-	-	-	4,453,960	1,971,058	-	-	-	1,971,058	6,425,017	-	-	-	6,425,017
Dec. 2011	4,243,027	-	-	-	4,243,027	2,126,660	-	-	-	2,126,660	6,369,687	-	-	-	6,369,687
March 2012	3,764,138	217,309	57,560	766,914	4,805,921	1,932,863	155,838	16,884	436,709	2,542,294	5,697,001	373,147	74,444	1,203,623	7,348,215
June 2012	3,386,932	297,709	72,312	933,806	4,690,759	2,028,001	304,915	35,686	316,451	2,685,053	5,414,933	602,624	107,998	1,250,257	7,375,812

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	71%	-	-	-	71%	93	-	-	-	93
Sept. 2011	71%	-	-	-	71%	93	-	-	-	93
Dec. 2011	69%	-	-	-	69%	85	-	-	-	85
March 2012	66%	58%	77%	64%	65%	68	25	10	47	151
June 2012	63%	49%	67%	75%	64%	67	18	13	48	145

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing .etc.)
101,132	35,533	-	-	-	508,410
108,166	28,607	-	-	-	483,518
109,200	28,788	-	-	-	464,420
128,363	25,487	135,944	9,789,926	347,985	5,356
124,418	22,070	93,527	11,155,553	318,778	1,854

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.  
 \*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(Consolidated)**

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	6	7	11	9	14	10	8	10	8	9
June 2012	6	7	12	9	15	10	8	10	8	9

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	11	12	12	6	6	5	5	9	8	7
June 2012	11	12	12	6	6	5	5	9	8	7

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
June 2011	6,105	18	10	194	38	52	-	-	-	108	-	-
Sept. 2011	6,112	17	10	206	38	51	-	-	-	112	-	-
Dec. 2011	5,982	16	10	206	38	51	-	-	-	114	-	-
March 2012	4,608	16	11	209	37	51	1,287	10	7	110	22	30
June 2012	4,522	16	10	231	37	51	1,313	10	9	111	22	30

**E. Financial transactions**

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
June 2011	1,712,094	4,001,439
Sept. 2011	1,688,606	4,384,604
Dec. 2011	1,541,000	3,895,396
March 2012	1,558,106	4,066,561
June 2012	1,646,795	4,305,126

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\*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

\*\*\* The total number and volume of financial transactions was provided from 17 of 21 banks those supplying call center services to their customers.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**

(The number of agents ≥ 251) (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
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
June 2011	385	-	4,240	-	4,625	212	468	-	5,305
Sept. 2011	371	-	4,155	-	4,526	192	517	-	5,235
Dec. 2011	298	-	4,138	-	4,436	205	518	-	5,159
March 2012	79	2	3,623	885	4,589	203	426	79	5,297
June 2012	103	1	3,882	867	4,853	232	412	79	5,576

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
260	-	121	-	8%
279	-	102	-	8%
299	-	144	-	10%
236	101	150	4	11%
312	50	119	11	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			
June 2011	3,563	1,062	166	46	308	160	4,037	1,268	25	28	31
Sept. 2011	3,545	981	146	46	345	172	4,036	1,199	22	25	27
Dec. 2011	3,478	958	151	54	341	177	3,970	1,189	26	29	31
March 2012	3,595	994	149	54	330	175	4,074	1,223	27	29	31
June 2012	3,737	1,116	175	57	325	166	4,237	1,339	25	30	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 2011	688	1,778	2,105	54	24	69	114	5	54	73	319	22	766	1,920	2,538	81
Sept. 2011	625	1,747	2,096	58	26	52	109	5	68	88	340	21	719	1,887	2,545	84
Dec. 2011	595	1,679	2,115	47	24	50	124	7	64	86	349	19	683	1,815	2,588	73
March 2012	700	1,763	2,074	52	23	52	120	8	54	99	332	20	777	1,914	2,526	80
June 2012	850	1,965	1,986	52	34	59	131	8	60	92	317	22	944	2,116	2,434	82

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
	Istanbul	Others	Istanbul	Others	Istanbul	Others	Istanbul	Others								
June 2011	3,587	1,038	205	7	383	85	4,175	1,130	69	13	75	157	181	43	109	333
Sept. 2011	3,491	1,035	185	7	427	90	4,103	1,132	77	10	70	157	180	39	104	323
Dec. 2011	3,301	1,135	193	12	424	94	3,918	1,241	72	8	71	151	181	44	101	326
March 2012	3,370	1,219	191	12	410	95	3,971	1,326	71	15	68	154	196	48	87	331
June 2012	3,515	1,338	219	13	402	89	4,136	1,440	67	24	60	151	207	40	95	342

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**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(The number of agents ≥ 251) (Number of banks: 8)**

**C. Call Profile**

Period	Inbound call profile										
	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)	Number of Active Customers
June 2011	29,316,942	24,646,321	53,963,263	1,282,489	95%	167	9	1	37	71	-
Sept. 2011	28,999,423	24,877,389	53,876,812	1,563,171	94%	168	10	1	46	78	-
Dec. 2011	31,217,394	24,699,433	55,916,827	1,442,019	94%	157	8	1	44	88	-
March 2012	32,940,357	26,692,284	59,632,641	2,037,077	92%	164	9	2	62	116	5,686,238
June 2012	31,706,174	26,914,559	58,620,733	2,511,759	91%	169	9	2	80	127	5,561,226

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	7	7	7	4	7	5	2	3	2	2	3	4	3	4	2	7
June 2012	8	8	8	8	5	8	5	3	3	3	3	5	4	4	3	8

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	0	0	0	3	0	1	6	3	3	1	3	4	2	2	4	0
June 2012	0	0	0	3	0	1	7	3	4	2	4	4	3	2	5	0

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	2,416,754	-	-	-	2,416,754	1,028,935	-	-	-	1,028,935	3,445,689	-	-	-	3,445,689
Sept. 2011	2,533,410	-	-	-	2,533,410	1,139,048	-	-	-	1,139,048	3,672,458	-	-	-	3,672,458
Dec. 2011	2,299,124	-	-	-	2,299,124	1,342,929	-	-	-	1,342,929	3,642,053	-	-	-	3,642,053
March 2012	2,310,975	112,579	0	37,565	2,461,119	1,258,908	85,443	0	39,530	1,383,881	3,569,883	198,022	0	77,095	3,845,000
June 2012	2,701,108	171,281	0	709,412	3,581,801	1,531,480	237,470	0	135,965	1,904,915	4,232,588	408,751	0	845,377	5,486,716

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	70%	-	-	-	70%	103	-	-	-	103
Sept. 2011	69%	-	-	-	69%	140	-	-	-	140
Dec. 2011	63%	-	-	-	63%	117	-	-	-	117
March 2012	65%	57%	-	49%	64%	82	26	0	30	137
June 2012	64%	42%	-	84%	65%	87	29	0	48	164

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
11,354	0	-	-	-	147,536
15,077	0	-	-	-	135,785
13,303	0	-	-	-	123,565
11,275	0	134,294	8,283,242	1,127	0
24,742	4,297	92,906	9,805,180	1,706	0

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

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**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(The number of agents ≥ 251) (Number of banks: 8)**

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	3	3	4	3	5	4	3	4	3	2
June 2012	4	4	6	4	7	5	4	5	4	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	5	5	6	2	2	3	1	4	3	3
June 2012	6	6	7	2	2	3	1	5	4	4

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
June 2011	4,870	23	15	295	43	49	-	-	-	192	-	-
Sept. 2011	4,793	20	14	292	43	48	-	-	-	189	-	-
Dec. 2011	4,870	22	14	291	43	48	-	-	-	203	-	-
March 2012	3,643	20	13	291	41	49	1,005	22	11	212	37	42
June 2012	3,837	17	12	267	41	49	1,032	16	10	186	33	37

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2011	1,182,680	2,969,111
Sept. 2011	1,165,222	2,969,693
Dec. 2011	1,041,032	2,502,266
March 2012	1,062,354	2,681,875
June 2012	1,069,623	2,747,129

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.  
 \*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**

**(51 ≤ The number of agents ≤ 250) (Number of banks: 6)**

**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
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
June 2011	17	-	1,161	-	1,178	159	177	-	1,514
Sept. 2011	24	-	1,107	-	1,131	171	178	-	1,480
Dec. 2011	42	-	1,142	-	1,184	186	180	-	1,550
March 2012	49	-	964	228	1,241	200	142	35	1,618
June 2012	15	0	766	0	1,079	250	132	31	1,492

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
63	-	80	-	12%
108	-	48	-	14%
75	-	35	-	9%
67	9	67	4	12%
79	17	55	7	15%

**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 2011	819	359	103	56	111	66	1,033	481	25	29	33
Sept. 2011	775	356	112	59	110	68	997	483	25	30	32
Dec. 2011	812	372	126	60	86	94	1,024	526	25	30	32
March 2012	838	403	128	72	108	69	1,074	544	25	30	33
June 2012	726	353	157	93	96	67	979	513	26	30	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 2011	233	373	565	7	30	37	88	4	19	23	124	11	282	433	777	22
Sept. 2011	227	341	556	7	31	40	95	5	21	17	130	10	279	398	781	22
Dec. 2011	261	352	562	9	37	45	99	5	23	18	129	10	321	415	790	24
March 2012	267	412	557	5	36	51	108	5	19	18	130	10	322	481	795	20
June 2012	221	349	505	4	43	66	136	5	16	19	120	8	280	434	761	17

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
	Istanbul	Others	Istanbul	Others	Istanbul	Others	Istanbul	Others								
June 2011	1,025	153	117	42	144	33	1,286	228	4	1	5	10	79	23	41	143
Sept. 2011	1,002	129	122	49	143	35	1,267	213	3	1	3	7	80	21	39	140
Dec. 2011	1,016	168	138	48	146	34	1,300	250	2	1	5	8	102	24	42	168
March 2012	1,037	204	142	58	146	31	1,325	293	2	1	5	8	115	25	42	182
June 2012	852	227	175	75	127	36	1,154	338	3	2	4	9	112	26	41	179

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

\*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.



**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
(51 ≤ The number of agents ≤ 250) (Number of banks: 6)

**C. Call Profile**

Period	Inbound call profile										
	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)	Number of Active Customers
June 2011	6,471,279	5,988,395	12,459,674	852,913	86%	163	8	2	50	117	-
Sept. 2011	7,612,257	6,471,967	14,084,224	814,068	87%	160	9	3	71	131	-
Dec. 2011	8,406,178	6,632,167	15,038,345	864,525	87%	168	9	3	68	132	-
March 2012	8,612,439	6,846,735	15,459,174	771,625	89%	172	10	3	63	119	2,523,799
June 2012	7,525,538	5,424,633	12,950,171	710,138	87%	181	10	2	58	124	2,551,024

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	7	7	7	2	6	5	5	2	3	2	6	2	2	3	3	7
June 2012	6	6	6	1	5	5	4	2	2	1	6	1	1	3	2	6

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	1	1	1	3	1	0	4	1	4	6	1	3	4	2	2	1
June 2012	1	1	1	3	1	0	3	1	3	5	0	3	3	2	1	1

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	1,508,985	-	-	-	1,508,985	556,046	-	-	-	556,046	2,065,031	-	-	-	2,065,031
Sept. 2011	1,859,617	-	-	-	1,859,617	788,440	-	-	-	788,440	2,648,056	-	-	-	2,648,056
Dec. 2011	1,880,713	-	-	-	1,880,713	740,830	-	-	-	740,830	2,621,543	-	-	-	2,621,543
March 2012	1,452,951	73,994	57,354	680,014	2,264,313	673,850	37,228	16,712	380,260	1,108,050	2,126,801	111,222	74,066	1,060,274	3,372,363
June 2012	685,305	107,072	67,965	181,019	1,041,361	495,854	45,013	33,821	159,928	734,616	1,181,159	152,085	101,786	340,947	1,775,977

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	73%	-	-	-	73%	105	-	-	-	105
Sept. 2011	70%	-	-	-	70%	76	-	-	-	76
Dec. 2011	72%	-	-	-	72%	83	-	-	-	83
March 2012	68%	67%	77%	64%	67%	118	37	26	81	261
June 2012	58%	70%	67%	53%	59%	113	11	30	65	218

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
88,008	29,967	-	-	-	360,874
91,950	23,556	-	-	-	347,733
94,763	23,147	-	-	-	340,855
116,021	18,744	1,650	1,503,005	346,858	5,356
98,528	8,877	621	1,324,849	317,072	1,836

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\*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(51 ≤ The number of agents ≤ 250) (Number of banks: 6)**

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	2	2	5	4	6	5	3	5	5	4
June 2012	1	1	4	3	5	4	2	4	4	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	4	4	6	4	4	2	4	5	5	4
June 2012	3	3	5	4	4	2	4	4	4	3

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
June 2011	1,173	12	13	233	36	51	-	-	-	112	-	-
Sept. 2011	1,256	13	12	247	35	52	-	-	-	114	-	-
Dec. 2011	1,059	11	13	249	35	52	-	-	-	106	-	-
March 2012	930	80	97	1,791	245	365	266	48	65	704	155	275
June 2012	650	88	73	2,154	200	320	266	70	94	734	155	275

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2011	529,197	1,032,243
Sept. 2011	523,061	1,414,820
Dec. 2011	499,806	1,393,064
March 2012	492,338	1,371,082
June 2012	573,679	1,543,272

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 \*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**

(The number of agents ≤ 50) (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
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
June 2011	0	-	61	-	61	2	13	-	76
Sept. 2011	0	-	62	-	62	1	13	-	76
Dec. 2011	0	-	52	-	52	2	12	-	66
March 2012	0	0	34	17	51	0	11	1	63
June 2012	0	0	34	16	50	0	12	1	63

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
2	-	2	-	7%
1	-	0	-	2%
15	-	2	-	33%
3	1	2	0	12%
1	1	1	0	6%

**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 2011	39	22	0	2	9	4	48	28	28	24	35
Sept. 2011	43	19	0	1	10	3	53	23	27	23	34
Dec. 2011	36	16	1	1	9	3	46	20	23	28	34
March 2012	37	14	0	0	9	3	46	17	26	0	30
June 2012	37	13	0	0	9	4	46	17	26	0	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
June 2011	12	19	30	0	1	0	1	0	0	1	8	4	13	20	39	4
Sept. 2011	13	20	29	0	0	0	1	0	0	1	9	3	13	21	39	3
Dec. 2011	11	20	21	0	1	0	1	0	0	1	9	2	12	21	31	2
March 2012	10	20	21	0	0	0	0	0	0	1	8	3	10	21	29	3
June 2012	11	19	20	0	0	0	0	0	0	2	8	3	11	21	28	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
	Istanbul	Others	Istanbul	Others	Istanbul	Others	Istanbul	Others								
June 2011	61	0	2	0	13	0	76	0	0	0	2	2	17	2	8	27
Sept. 2011	62	0	1	0	13	0	76	0	0	0	2	2	16	0	9	25
Dec. 2011	52	0	2	0	12	0	66	0	0	0	1	1	16	0	9	25
March 2012	51	0	0	0	12	0	63	0	0	0	1	1	13	0	9	22
June 2012	50	0	0	0	13	0	63	0	0	0	1	1	11	0	10	21

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**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
(The number of agents ≤ 50) (Number of banks: 7)

**C. Call Profile**

Period	Inbound call profile										
	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)	Number of Active Customers
June 2011	60,584	117,393	177,977	12,903	89%	130	16	5	41	38	-
Sept. 2011	76,244	111,932	188,176	8,700	92%	103	7	3	18	41	-
Dec. 2011	75,519	114,849	190,368	14,609	87%	110	7	3	29	55	-
March 2012	76,673	109,010	185,683	12,087	89%	111	14	3	23	54	37,525
June 2012	73,412	124,076	197,488	14,391	88%	110	14	3	25	59	36,491

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	6	4	5	2	6	2	0	1	2	1	6	3	1	2	1	6
June 2012	6	4	5	2	6	2	0	1	2	1	6	3	1	2	1	6

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2012	0	0	0	1	0	0	0	0	1	1	0	1	0	0	0	0
June 2012	0	0	0	1	0	0	0	0	1	1	0	1	0	0	0	0

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	75,257	-	-	-	75,257	47,606	-	-	-	47,606	122,863	-	-	-	122,863
Sept. 2011	60,933	-	-	-	60,933	43,570	-	-	-	43,570	104,503	-	-	-	104,503
Dec. 2011	63,190	-	-	-	63,190	42,901	-	-	-	42,901	106,091	-	-	-	106,091
March 2012	212	30,736	206	49,335	80,489	105	33,167	172	16,919	50,363	317	63,903	378	66,254	130,852
June 2012	519	19,356	4,347	43,375	67,597	667	22,432	1,865	20,558	45,522	1,186	41,788	6,212	63,933	113,119

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2011	61%	-	-	-	61%	73	-	-	-	73
Sept. 2011	58%	-	-	-	58%	37	-	-	-	37
Dec. 2011	60%	-	-	-	60%	42	-	-	-	42
March 2012	67%	48%	54%	74%	62%	5	12	5	32	53
June 2012	44%	46%	70%	68%	60%	4	12	12	33	62

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
1,770	5,566	-	-	-	0
1,139	5,051	-	-	-	0
1,134	5,641	-	-	-	0
1,067	6,743	0	3,679	0	0
1,148	8,896	0	25,524	0	18

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\*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

**The Banks Association of Turkey**  
**Call Center Statistics<sup>\*,\*\*</sup>**  
**(The number of agents ≤ 50) (Number of banks: 7)**

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	2	2	5	4	6	5	3	5	5	4
June 2012	1	1	4	3	5	4	2	4	4	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2011	-	-	-	-	-	-	-	-	-	-
Sept. 2011	-	-	-	-	-	-	-	-	-	-
Dec. 2011	-	-	-	-	-	-	-	-	-	-
March 2012	4	4	6	4	4	2	4	5	5	4
June 2012	3	3	5	4	4	2	4	4	4	3

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
June 2011	62	20	4	70	34	54	-	-	-	30	-	-
Sept. 2011	63	16	5	80	35	54	-	-	-	34	-	-
Dec. 2011	53	16	5	80	35	54	-	-	-	34	-	-
March 2012	35	16	5	81	34	52	2	1	2	17	7	9
June 2012	35	17	5	81	34	52	2	1	2	17	7	9

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
June 2011	217	85
Sept. 2011	323	91
Dec. 2011	162	66
March 2012	3,414	13,603
June 2012	3,493	14,725

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.  
 \*\* The data of March 2012 was collected again, together with the data of June 2012, in new format.

## *List of participating banks*

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

### 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.

### 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. **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.
  3. **Geographical location** : The distribution by geographical location of the total number of agents, supporting service staff and managers in the related three-month period.
  4. **Average age** : The average age of agents, supporting service staff and managers in the related three-month period.
- Availability of SPK License** : Total number of agents, supporting service staff and managers where SPK license is available in the related three-month period.
- 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.
3. **Number of abandoned calls from agents**
- Answered calls (%)** = (Number of incoming calls to agents-Number of agent abandoned calls) / Number of incoming calls to agents
4. **Average talk time (second)**
  5. **Average after call work time (second)**
  6. **Average ringing time (second)**
  7. **Average speed of answer (second)**
  8. **Average time to abandonment (second)**
  9. **Number of active customers**: Number of customers that has called at least once in the past 3 months

#### Inbound call services - From the same line / another line

#### Outbound

10. **Number of reached customers** : Not number of calls, the number of customers will be used.
  11. **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
12. **E-mail - Fax - Other** : Number of mails, faxes or others.

#### Outbound call services - From the same line / another line

#### Outbound call profile

13. **Number of e-mails received**
14. **Number of faxes received**
15. **The number of chat calls**
16. **The number of IVN calls**
17. **The number of video calls**
18. **Others (chat / co-browsing ..etc.)**

### D. Other Statistics\* - Both inbound calls and outbound calls

1. **Number of seats** : Number of seats occupied.
2. **Number of calls evaluated per agent** : Inbound and outbound calls evaluated per agent will be used.
3. **Number of agents per first manager**
4. **Training time per agent (hour)** : For a full time agent who works 9 hours in a day.
5. **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.
6. **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

This report is prepared from the related statistics of banks that give call center service to the customers. Whilst every effort has been made to ensure that the information contained in this book is correct, the Banks Association of Turkey can not accept any responsibility for any errors or omissions or for any consequences resulting therefrom.