



**Call Center Statistics  
March 2013**

Report Code : DE23

April 2013

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 23 banks)**

**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	
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
Sept. 2012	34	1	5,058	1,183	6,276	478	548	124	7,426
Dec. 2012	39	0	5,014	1,188	6,241	454	577	248	7,520
March 2013	35	0	5,345	1,167	6,547	488	597	138	7,770

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	
306	111	219	8	11%
392	68	175	18	11%
478	92	224	17	13%
490	93	187	64	13%
496	107	161	26	12%

The number of agents working in the Outsource company on behalf of Bank's call center
-
-
-
2,039
2,290

**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			
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
Sept. 2012	4,534	1,742	330	148	427	245	5,291	2,135	26	30	33
Dec. 2012	4,622	1,619	330	124	551	274	5,503	2,017	26	29	33
March 2013	4,798	1,749	351	137	471	264	5,620	2,150	26	29	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
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
Sept. 2012	1,177	2,369	2,674	56	77	121	263	17	70	115	458	29	1,324	2,605	3,395	102
Dec. 2012	1,223	2,520	2,447	51	82	96	254	22	100	179	516	30	1,405	2,795	3,217	103
March 2013	1,364	2,646	2,486	51	86	96	286	20	98	147	457	33	1,548	2,889	3,229	104

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 and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others								
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
Sept. 2012	4,553	1,723	393	85	543	129	5,489	1,937	70	14	71	155	318	70	144	532
Dec. 2012	5,087	1,154	448	6	718	107	6,253	1,267	68	27	74	169	294	78	143	515
March 2013	5,239	1,308	482	6	623	112	6,344	1,426	67	29	63	159	309	88	145	542

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

\*\* It refers to "Istanbul" data before December 2012.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 23 banks)**

**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
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
Sept. 2012	42,282,711	33,347,615	75,630,326	3,262,832	90%	154	10	2	54	93	8,623,462
Dec. 2012	46,009,033	35,888,117	81,897,150	3,133,757	91%	164	6	1	60	83	10,411,926
March 2013	48,671,536	37,698,928	86,370,464	3,380,596	91%	164	5	2	67	72	11,437,373

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
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
Sept. 2012	20	18	19	8	19	12	7	6	6	5	16	9	6	9	6	20
Dec. 2012	22	19	20	8	21	14	9	7	6	5	17	10	8	10	6	22
March 2013	21	19	18	9	20	13	9	7	6	5	17	11	7	9	6	21

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
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
Sept. 2012	1	1	1	7	1	1	10	5	8	8	4	9	6	4	7	1
Dec. 2012	1	1	1	6	1	1	10	6	9	8	4	9	6	3	7	1
March 2013	1	1	1	5	1	1	10	6	8	8	4	8	6	3	7	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
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
Sept. 2012	3,190,744	477,747	82,223	588,556	4,339,270	1,851,399	290,562	33,106	519,630	2,694,697	5,042,143	768,309	115,329	1,108,186	7,033,967
Dec. 2012	4,302,114	783,746	102,993	2,128,602	7,317,455	2,689,312	501,971	48,930	1,496,496	4,736,709	6,991,426	1,285,717	151,923	3,625,098	12,054,164
March 2013	4,420,725	297,182	33,693	2,901,699	7,653,299	2,709,308	331,506	13,704	1,573,480	4,627,998	7,130,033	628,688	47,397	4,475,179	12,281,297

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
March 2012	66%	58%	77%	64%	65%	68	25	10	47	151
June 2012	63%	49%	67%	75%	64%	67	18	13	48	145
Sept. 2012	63%	62%	71%	53%	62%	86	17	4	46	153
Dec. 2012	62%	61%	68%	59%	61%	125	90	1	116	117
March 2013	62%	47%	71%	65%	62%	131	121	4	185	150

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.)
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
128,470	27,556	146,177	11,193,781	307,845	7,436
178,450	34,467	165,064	8,480,177	329,703	46,693
271,018	45,264	214,567	10,509,359	371,566	46,912

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. \*Weighted average\* formula is used in average formulas for December 2012 and March 2013 period.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 23 banks)**

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
March 2012	6	7	11	9	14	10	8	10	8	9
June 2012	6	7	12	9	15	10	8	10	8	9
Sept. 2012	6	7	12	8	13	10	8	10	7	9
Dec. 2012	7	8	11	10	13	12	6	11	8	6
March 2013	7	9	12	8	13	9	6	14	10	7

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
March 2012	11	12	12	6	6	5	5	9	8	7
June 2012	11	12	12	6	6	5	5	9	8	7
Sept. 2012	11	12	13	7	7	6	5	9	8	9
Dec. 2012	11	12	14	8	7	8	8	12	10	10
March 2013	10	11	12	8	7	7	6	10	8	10

**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)
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
Sept. 2012	4,507	15	11	221	37	51	1,272	9	8	136	26	35
Dec. 2012	5,025	17	14	226	38	51	1,838	14	13	191	39	51
March 2013	5,363	16	14	227	38	51	1,670	11	16	176	38	52

**E. Financial transactions**

Period	Number of transactions**	Volume of transactions** (Thousand TRY)
March 2012	1,558,106	4,066,561
June 2012	1,646,795	4,305,126
Sept. 2012	1,577,440	3,940,023
Dec. 2012	1,701,531	4,619,729
March 2013	1,826,381	4,147,173

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

\* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" for December 2012 and March 2013 period. Arithmetic mean (of data greater than zero) is used in other ratios.

\*\*The total number and volume of financial transactions was provided from 19 banks(out of 23).

## The Banks Association of Turkey

### Call Center Statistics\*

(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	
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
Sept. 2012	9	1	4,108	939	5,057	224	411	88	5,780
Dec. 2012	7	0	4,037	1,093	5,137	282	434	228	6,081
March 2013	6	0	4,378	1,075	5,459	343	466	117	6,385

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	
236	101	150	4	11%
312	50	119	11	10%
410	68	189	8	13%
381	91	133	63	13%
395	98	125	22	12%

The number of agents working in the Outsource company on behalf of Bank's call center
-
-
-
-
1,505

#### 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			
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
Sept. 2012	3,818	1,239	167	57	324	175	4,309	1,471	25	29	31
Dec. 2012	3,894	1,243	219	63	455	207	4,568	1,513	26	30	32
March 2013	4,052	1,407	250	93	370	213	4,672	1,713	25	30	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
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
Sept. 2012	921	1,989	2,094	53	34	64	112	14	54	90	336	19	1,009	2,143	2,542	86
Dec. 2012	973	2,154	1,961	49	40	71	154	17	76	158	407	21	1,089	2,383	2,522	87
March 2013	1,154	2,287	1,971	47	66	85	181	11	84	131	345	23	1,304	2,503	2,497	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
	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others								
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
Sept. 2012	3,551	1,506	212	12	394	105	4,157	1,623	67	11	66	144	203	40	93	336
Dec. 2012	4,017	1,120	276	6	556	106	4,849	1,232	65	25	68	158	207	56	102	365
March 2013	4,185	1,274	337	6	475	108	4,997	1,388	64	25	58	147	220	65	96	381

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

\*\* It refers to "Istanbul" data before December 2012.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
(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
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
Sept. 2012	34,233,130	27,505,746	61,738,876	2,431,805	91%	168	8	2	71	103	5,543,476
Dec. 2012	39,467,647	29,192,580	68,660,227	2,406,548	92%	161	6	1	62	80	7,396,217
March 2013	38,585,489	30,156,385	68,741,874	2,408,083	92%	164	5	2	64	60	6,959,573

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
March 2012	7	7	7	4	7	5	2	3	2	2	3	4	3	4	2	7
June 2012	8	8	8	5	8	5	3	3	3	3	3	5	4	4	3	8
Sept. 2012	8	8	8	5	8	5	3	3	2	2	4	5	4	4	3	8
Dec. 2012	8	8	8	4	8	5	3	3	2	2	4	4	3	4	2	8
March 2013	8	8	8	5	8	6	2	3	2	2	4	6	3	4	2	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
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
Sept. 2012	0	0	0	3	0	1	7	3	4	2	4	4	3	2	5	0
Dec. 2012	0	0	0	4	0	1	6	4	4	2	3	5	2	2	4	0
March 2013	0	0	0	2	0	1	7	3	4	1	3	3	3	2	4	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
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
Sept. 2012	2,600,322	315,773	0	151,098	3,067,193	1,458,836	196,497	0	99,885	1,755,218	4,059,158	512,270	0	250,983	4,822,411
Dec. 2012	2,876,270	211,494	67,408	405,185	3,560,357	2,037,190	210,635	35,140	209,492	2,492,457	4,913,460	422,129	102,548	614,677	6,052,814
March 2013	3,102,892	122,233	29,105	1,955,847	5,210,077	1,857,189	154,707	12,201	897,937	2,922,034	4,960,081	276,940	41,306	2,853,784	8,132,111

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
March 2012	65%	57%	-	49%	64%	82	2586%	0%	2986%	137
June 2012	64%	42%	-	84%	65%	87	29	0	48	164
Sept. 2012	64%	62%	-	60%	64%	108	28	0	41	177
Dec. 2012	59%	50%	66%	66%	59%	95	97	0	129	97
March 2013	63%	44%	70%	69%	64%	103	147	0	212	144

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.)
11,275	0	13429400%	828324200%	112700%	0
24,742	4,297	92,906	9,805,180	1,706	0
27,099	3,829	145,890	8,987,385	1,492	0
16,125	0	139,438	7,695,181	329,579	0
123,620	16,651	190,028	8,942,242	1,050	0

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted average" formula is used in average formulas for December 2012 and March 2013 period.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(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-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
March 2012	300%	300%	400%	300%	500%	400%	300%	400%	300%	200%
June 2012	4	4	6	4	7	5	4	5	4	3
Sept. 2012	4	4	6	4	7	5	4	5	4	3
Dec. 2012	4	4	6	4	6	6	3	5	4	2
March 2013	3	3	6	3	6	4	3	6	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-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
March 2012	500%	500%	600%	200%	200%	300%	100%	400%	300%	300%
June 2012	6	6	7	2	2	3	1	5	4	4
Sept. 2012	6	6	7	2	3	3	1	5	4	4
Dec. 2012	5	5	6	3	2	3	2	4	3	4
March 2013	5	5	7	4	3	4	2	5	3	5

**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)
March 2012	3,643	20	13	291	41	49	1,005	2200%	1100%	212	3700%	4200%
June 2012	3,837	17	12	267	41	49	1,032	16	10	186	33	37
Sept. 2012	3,705	19	14	267	43	47	1,017	14	11	211	38	43
Dec. 2012	3,995	19	14	286	41	48	1,603	15	14	240	43	48
March 2013	4,200	17	14	323	41	49	1,511	11	16	222	43	49

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2012	1,062,354	2,681,875
June 2012	1,069,623	2,747,129
Sept. 2012	1,023,376	2,388,702
Dec. 2012	1,516,472	2,960,335
March 2013	1,222,979	2,712,250

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

\* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" for December 2012 and March 2013 period. Arithmetic mean (of data greater than zero) is used in other ratios.

\*\*The total number and volume of financial transactions was provided from 19 banks(out of 23).

**The Banks Association of Turkey**  
**Call Center Statistics\***

(51 ≤ The number of agents ≤ 250) (Number of banks: 5)

**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	
March 2012	49	-	964	228	1,241	200	142	35	1,618
June 2012	15	0	766	298	1,079	250	132	31	1,492
Sept. 2012	25	0	914	228	1,167	252	125	35	1,579
Dec. 2012	32	0	904	80	1,016	164	127	19	1,326
March 2013	28	0	885	68	981	136	113	19	1,249

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	
67	9	67	4	12%
79	17	55	7	15%
67	23	34	9	11%
103	1	54	1	16%
95	8	26	1	13%

The number of agents working in the Outsource company on behalf of Bank's call center
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555

**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			
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
Sept. 2012	678	489	161	91	94	66	933	646	25	30	32
Dec. 2012	676	340	106	58	83	63	865	461	25	30	32
March 2013	679	302	95	41	87	45	861	388	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
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
Sept. 2012	245	361	558	3	42	57	150	3	16	23	114	7	303	441	822	13
Dec. 2012	233	343	439	1	41	22	97	4	24	20	96	6	298	385	632	11
March 2013	188	332	458	3	18	8	102	8	12	15	97	8	218	355	657	19

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 and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others								
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
Sept. 2012	950	217	179	73	136	24	1,265	314	3	3	4	10	103	29	41	173
Dec. 2012	982	34	164	0	145	1	1,291	35	3	2	5	10	66	21	29	116
March 2013	947	34	136	0	128	4	1,211	38	3	4	4	11	65	22	36	123

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\*\* It refers to "Istanbul" data before December 2012.



**The Banks Association of Turkey**  
**Call Center Statistics\***  
(51 ≤ The number of agents ≤ 250) (Number of banks: 5)

**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
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
Sept. 2012	7,972,902	5,727,437	13,700,339	819,836	86%	189	10	2	52	115	3,043,314
Dec. 2012	6,285,495	6,210,933	12,496,428	707,528	89%	177	5	2	56	101	2,626,688
March 2013	9,857,228	6,956,323	16,813,551	937,460	87%	161	6	1	80	127	4,081,137

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
March 2012	7	7	7	7	2	6	5	5	2	3	2	6	2	2	3	7
June 2012	6	6	6	6	1	5	5	4	2	2	1	6	1	1	3	6
Sept. 2012	6	6	6	6	1	5	5	4	2	2	1	6	1	1	3	6
Dec. 2012	5	5	5	5	1	4	4	3	2	2	1	5	2	2	1	5
March 2013	5	5	5	5	1	4	3	4	2	2	1	5	1	2	1	5

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
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
Sept. 2012	1	1	1	3	1	0	3	2	3	5	0	4	3	2	2	1
Dec. 2012	1	1	1	1	1	0	4	0	3	4	1	2	3	1	2	1
March 2013	1	1	1	2	1	0	3	1	2	5	1	3	2	1	2	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
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
Sept. 2012	589,258	137,797	77,983	387,540	1,192,578	392,068	67,889	30,982	402,685	893,624	981,326	205,686	108,965	790,225	2,086,202
Dec. 2012	1,351,113	498,823	32,105	1,484,481	3,366,522	574,036	260,035	12,386	1,043,019	1,889,476	1,925,149	758,858	44,491	2,527,500	5,255,998
March 2013	1,271,052	78,401	0	647,006	1,996,459	802,362	124,648	0	330,414	1,257,424	2,073,414	203,049	0	977,420	3,253,883

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
March 2012	68%	67%	77%	64%	67%	118	3686%	2586%	8071%	261
June 2012	58%	70%	67%	53%	59%	113	11	30	65	218
Sept. 2012	60%	67%	72%	49%	57%	131	10	0	64	206
Dec. 2012	70%	66%	72%	59%	64%	187	89	0	112	138
March 2013	61%	39%	-	66%	61%	198	105	#DIV/0!	133	173

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.)
116,021	18,744	165000%	150300500%	34685800%	5,356
98,528	8,877	621	1,324,849	317,072	1,836
100,158	18,071	287	2,180,804	306,353	7,436
85,981	27,446	23,285	718,169	0	0
37,635	17,376	21,775	1,557,527	370,233	0

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. \*Weighted average\* formula is used in average formulas for December 2012 and March 2013 period.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(51 ≤ The number of agents ≤ 250) (Number of banks: 5)**

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
March 2012	200%	200%	500%	400%	600%	500%	300%	500%	500%	400%
June 2012	1	1	4	3	5	4	2	4	4	3
Sept. 2012	1	1	4	2	3	4	2	4	3	3
Dec. 2012	1	1	4	3	4	4	2	4	3	2
March 2013	2	2	4	3	4	4	1	4	4	2

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
March 2012	400%	400%	600%	400%	400%	200%	400%	500%	500%	400%
June 2012	3	3	5	4	4	2	4	4	4	3
Sept. 2012	3	3	5	5	4	3	4	4	4	5
Dec. 2012	4	4	5	3	4	2	3	4	4	4
March 2013	3	3	4	3	3	2	3	3	3	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)
March 2012	930	11	14	256	35	52	266	700%	900%	101	2200%	3900%
June 2012	650	15	12	359	33	53	266	12	16	122	26	46
Sept. 2012	767	11	15	322	33	53	238	9	10	166	26	46
Dec. 2012	880	11	15	271	37	53	91	9	10	144	35	55
March 2013	972	11	15	251	37	53	71	8	15	159	35	59

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2012	492,338	1,371,082
June 2012	573,679	1,543,272
Sept. 2012	550,704	1,537,348
Dec. 2012	174,401	1,634,349
March 2013	581,060	1,404,833

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\* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" for December 2012 and March 2013 period. Arithmetic mean (of data greater than zero) is used in other ratios.

\*\*The total number and volume of financial transactions was provided from 19 banks(out of 23).

## The Banks Association of Turkey

### Call Center Statistics\*

(The number of agents ≤ 50) (Number of banks: 10)

#### 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	
March 2012	0	0	34	17	51	0	11	1	63
June 2012	0	0	34	16	50	0	12	1	63
Sept. 2012	0	0	36	16	52	2	12	1	67
Dec. 2012	0	0	73	15	88	8	16	1	113
March 2013	1	0	82	24	107	9	18	2	136

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	
3	1	2	0	12%
1	1	1	0	6%
1	1	1	0	6%
6	1	0	0	8%
6	1	10	3	19%

The number of agents working in the Outsource company on behalf of Bank's call center
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230

#### 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			
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
Sept. 2012	38	14	2	0	9	4	49	18	26	30	34
Dec. 2012	52	36	5	3	13	4	70	43	26	28	34
March 2013	67	40	6	3	14	6	87	49	26	26	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
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
Sept. 2012	11	19	22	0	1	0	1	0	0	2	8	3	12	21	31	3
Dec. 2012	17	23	47	1	1	3	3	1	0	1	13	3	18	27	63	5
March 2013	22	27	57	1	2	3	3	1	2	1	15	2	26	31	75	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
	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others	Istanbul and Izmit**	Others								
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
Sept. 2012	52	0	2	0	13	0	67	0	0	0	1	1	12	1	10	23
Dec. 2012	88	0	8	0	17	0	113	0	0	0	1	1	21	1	12	34
March 2013	107	0	9	0	20	0	136	0	0	0	1	1	24	1	13	38

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\*\* It refers to "Istanbul" data before December 2012.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
(The number of agents ≤ 50) (Number of banks: 10)

**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
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
Sept. 2012	76,679	114,432	191,111	11,191	90%	108	14	3	37	64	36,672
Dec. 2012	255,891	484,604	740,495	19,681	96%	195	6	4	28	61	389,021
March 2013	228,819	586,220	815,039	35,053	94%	183	5	4	16	52	396,663

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
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
Sept. 2012	6	4	5	2	6	2	0	1	2	2	6	3	1	2	1	6
Dec. 2012	9	6	7	3	9	5	3	2	2	2	8	4	3	5	1	9
March 2013	8	6	5	3	8	4	3	2	2	2	8	4	2	4	1	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
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
Sept. 2012	0	0	0	1	0	0	0	0	1	1	0	1	0	0	0	0
Dec. 2012	0	0	0	1	0	0	0	2	2	2	0	2	1	0	1	0
March 2013	0	0	0	1	0	0	0	2	2	2	0	2	1	0	1	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
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
Sept. 2012	1,164	24,177	4,240	49,918	79,499	495	26,176	2,124	17,060	45,855	1,659	50,353	6,364	66,978	125,354
Dec. 2012	74,731	73,429	3,480	238,936	390,576	78,086	31,301	1,404	243,985	354,776	152,817	104,730	4,884	482,921	745,352
March 2013	46,781	96,548	4,588	298,846	446,763	49,757	52,151	1,503	345,129	448,540	96,538	148,699	6,091	643,975	895,303

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
March 2012	67%	48%	54%	74%	62%	5	1186%	500%	3157%	53
June 2012	44%	46%	70%	68%	60%	4	12	12	33	62
Sept. 2012	70%	48%	67%	75%	63%	23	12	11	36	82
Dec. 2012	49%	70%	71%	49%	52%	161	74	32	117	117
March 2013	48%	65%	75%	46%	50%	162	101	28	118	118

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.)
1,067	6,743	0%	367900%	0%	0
1,148	8,896	0	25,524	0	18
1,213	5,656	0	25,592	0	0
76,344	7,021	2,341	66,827	124	46,693
109,763	11,237	2,764	9,590	283	46,912

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. \*Weighted average\* formula is used in average formulas for December 2012 and March 2013 period.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 10)**

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
March 2012	100%	200%	200%	200%	300%	100%	200%	100%	0%	300%
June 2012	1	2	2	2	3	1	2	1	0	3
Sept. 2012	1	2	2	2	3	1	2	1	0	3
Dec. 2012	2	3	1	3	3	2	1	2	1	2
March 2013	2	4	2	2	3	1	2	4	2	2

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
March 2012	200%	300%	0%	0%	0%	0%	0%	0%	0%	0%
June 2012	2	3	0	0	0	0	0	0	0	0
Sept. 2012	2	3	1	0	0	0	0	0	0	0
Dec. 2012	2	3	3	2	1	3	3	4	3	2
March 2013	2	3	1	1	1	1	1	2	2	1

**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)
March 2012	35	16	5	81	34	52	2	100%	200%	17	700%	900%
June 2012	35	17	5	81	34	52	15	1	2	17	7	9
Sept. 2012	35	14	5	81	34	52	17	4	2	24	11	17
Dec. 2012	150	13	10	147	36	53	144	15	13	125	37	53
March 2013	191	12	11	129	37	53	88	9	14	71	30	53

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
March 2012	3,414	13,603
June 2012	3,493	14,725
Sept. 2012	3,360	13,973
Dec. 2012	10,658	25,046
March 2013	22,342	30,089

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

\* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" for December 2012 and March 2013 period. Arithmetic mean (of data greater than zero) is used in other ratios.

\*\*The total number and volume of financial transactions was provided from 19 banks(out of 23).

## *List of participating banks*

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

## A. Total Number of Call Center Personnel\*

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

\* Entry 1 to 6 include the number of agents working in the bank's call center.

\* Entry 7 includes the number of agents working on be half of bank's call center, outside of the banks location.

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.
7. **The number of agents working in the Outsource company on behalf of Bank's call center**: Number of Agents working in the outsource company and giving the service of inbound and outbound calls on behalf of bank's call center.

## B. Call Center Employee Profile\*

\* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. The data A-7 is not included in this category.

\* Arithmetic mean (for data "greater than zero") is used in calculating the average ratios.

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\*

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

\* Weighted average is used in average formulas.

### 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**

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

*\* Weighted average is used in items 2 and 3.*

*\* Arithmetic mean (for data "greater than zero") is used for items 4, 5 and 6.*

**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\***

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

**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.

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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.