



# Call Center Statistics

June 2017

Report Code: DE23

July 2017



**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 25 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	
June. 2016	9	0	6,013	1,377	7,399	726	696	170	8,991
Sept. 2016	12	0	5,904	1,140	7,056	683	713	142	8,594
Dec. 2016	11	0	6,200	1,215	7,426	700	698	147	8,971
March 2017	25	0	6,143	1,292	7,460	716	717	157	9,050
June. 2017	25	1	6,307	1,313	7,646	718	727	154	9,245

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	
556	97	198	34	12%
525	84	128	17	11%
421	103	162	30	10%
371	74	105	23	8%
365	79	106	28	8%

The number of agents working in the Outsource company on behalf of Bank's call center
2,758
2,616
2,763
2,552
2,485

**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. 2016	5,300	2,099	488	238	515	351	6,303	2,688	26	30	35
Sept. 2016	4,976	2,080	482	201	548	307	6,006	2,588	26	30	35
Dec. 2016	5,388	2,038	490	210	509	336	6,387	2,584	26	30	35
March 2017	5,439	2,021	511	205	523	351	6,473	2,577	27	31	34
June. 2017	5,541	2,105	510	208	528	353	6,579	2,666	26	31	34

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. 2016	1,226	2,956	3,168	49	134	176	377	39	77	160	559	70	1,437	3,292	4,104	158
Sept. 2016	1,062	2,700	3,229	65	121	169	358	35	73	161	550	71	1,256	3,030	4,137	171
Dec. 2016	1,018	2,835	3,511	62	132	188	336	44	76	170	525	74	1,226	3,193	4,372	180
March 2017	989	2,852	3,547	72	129	179	364	44	77	170	553	74	1,195	3,201	4,464	190
June. 2017	929	2,916	3,733	68	141	184	351	42	72	173	549	87	1,142	3,273	4,633	197

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								
June. 2016	4,434	2,965	619	107	582	284	5,635	3,356	89	26	59	174	229	78	161	468
Sept. 2016	4,203	2,853	617	66	586	269	5,406	3,188	80	27	61	168	232	82	164	478
Dec. 2016	4,336	3,090	632	68	565	280	5,533	3,438	96	30	66	192	236	87	152	475
March 2017	4,267	3,193	632	84	590	284	5,489	3,561	99	24	68	191	244	84	160	488
June. 2017	4,131	3,515	630	88	593	288	5,354	3,891	101	27	81	209	253	85	161	499

\* 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.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 25 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
June. 2016	71,471,725	40,578,562	112,050,287	2,416,027	94%	174	5	1	49	105	20,383,733
Sept. 2016	72,379,920	41,341,088	113,721,008	3,666,235	91%	171	5	1	72	114	20,616,202
Dec. 2016	73,098,079	44,137,275	117,235,354	3,921,527	91%	173	4	1	84	112	22,395,045
March 2017	78,431,693	44,201,886	122,633,579	3,654,927	92%	173	4	1	84	114	21,898,884
June. 2017	75,714,359	43,454,341	119,168,700	3,492,568	92%	170	4	1	77	107	21,980,655

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. 2016	23	20	19	8	24	13	12	4	9	4	17	12	6	10	5	23
Sept. 2016	23	20	19	9	24	13	12	4	9	4	17	12	6	10	4	23
Dec. 2016	24	20	19	9	24	13	12	4	9	4	18	12	6	10	5	23
March 2017	23	20	19	8	24	13	12	4	9	4	17	12	7	10	5	23
June. 2017	23	21	19	7	23	13	12	4	9	4	17	11	7	9	5	23

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. 2016	0	2	0	6	2	1	7	8	10	9	5	8	8	4	6	1
Sept. 2016	0	2	0	6	1	1	8	8	10	8	5	8	8	4	7	1
Dec. 2016	0	2	0	6	1	1	8	8	10	8	5	8	8	4	6	1
March 2017	0	2	0	6	1	1	8	8	10	8	5	10	8	4	6	1
June. 2017	0	2	0	6	1	1	8	8	10	8	4	10	8	4	7	1

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 25 banks)**

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. 2016	9,721,223	1,261,761	26,394	2,765,754	13,775,132	7,601,121	647,563	17,552	3,572,743	11,838,979	17,322,344	1,909,324	43,946	6,338,497	25,614,111
Sept. 2016	8,657,493	951,920	25,730	1,861,446	11,496,589	6,315,604	582,962	21,413	2,102,553	9,022,532	14,973,097	1,534,882	47,143	3,963,999	20,519,121
Dec. 2016	9,156,444	1,069,315	28,341	2,598,934	12,853,034	6,253,141	823,931	20,721	2,209,755	9,307,548	15,409,585	1,893,246	49,062	4,808,689	22,160,582
March 2017	9,246,240	940,003	29,280	1,829,272	12,044,795	6,281,822	780,336	21,439	1,400,826	8,484,423	15,528,062	1,720,339	50,719	3,230,098	20,529,218
June. 2017	7,927,925	789,381	16,311	1,551,364	10,284,981	5,827,105	658,905	18,877	1,334,715	7,839,602	13,755,030	1,448,286	35,188	2,886,079	18,124,583

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. 2016	56%	66%	60%	44%	54%	150	79	33	121	138
Sept. 2016	58%	62%	55%	47%	56%	150	84	39	104	137
Dec. 2016	59%	56%	58%	54%	58%	173	98	38	118	156
March 2017	60%	55%	58%	57%	59%	163	140	49	130	156
June. 2017	58%	55%	46%	54%	57%	175	48	30	123	157

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.)
304,346	8,300	315,596	23,977,920	2,454	262,510
293,714	8,204	182,594	26,257,802	2,756	174,838
373,159	10,052	229,384	24,169,978	1,687	97,277
399,447	8,287	394,380	25,555,742	2,889	78,830
328,384	5,856	415,242	24,210,200	1,938	77,279

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. 2016	5	7	12	9	12	11	4	9	7	7
Sept. 2016	6	8	12	10	12	11	5	10	7	7
Dec. 2016	6	7	12	10	12	10	5	10	7	7
March 2017	6	6	12	10	13	10	6	9	7	7
June. 2017	6	6	11	10	13	10	6	9	7	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-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. 2016	9	10	14	8	10	10	8	12	7	9
Sept. 2016	8	9	14	7	8	9	7	11	6	7
Dec. 2016	9	11	13	8	10	9	7	11	7	8
March 2017	9	10	14	9	10	8	7	11	8	7
June. 2017	9	10	13	9	10	8	7	11	10	7

\* 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 as of December 2012 period.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(Consolidated, 25 banks)**

**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. 2016	6,166	18	15	200	40	52	1,633	16	13	150	39	53
Sept. 2016	6,281	19	15	176	40	53	1,725	14	12	149	38	53
Dec. 2016	6,144	20	15	173	39	53	1,915	15	13	144	38	53
March 2017	6,518	14	20	193	40	53	1,986	17	14	139	38	53
June. 2017	6,516	14	19	180	40	53	2,007	16	14	146	39	53

**E. Financial transactions**

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
June. 2016	2,169,918	6,240,364
Sept. 2016	2,144,310	5,231,953
Dec. 2016	1,824,507	8,470,731
March 2017	1,995,212	7,740,489
June. 2017	2,111,185	9,805,230

\* 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" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

\*\*\*The total number and volume of financial transactions was provided from .. banks (out of 26).

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

(The number of agents ≥ 251) (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	
June. 2016	7	0	5,591	1,215	6,813	645	634	147	8,239
Sept. 2016	10	0	5,529	1,106	6,645	646	656	136	8,083
Dec. 2016	9	0	5,943	1,180	7,132	676	656	141	8,605
March 2017	23	0	5,651	1,256	6,930	678	649	151	8,408
June. 2017	23	1	5,614	1,231	6,869	667	646	141	8,323

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	
508	61	189	31	12%
493	83	104	16	10%
408	101	158	30	10%
338	73	103	22	8%
270	65	100	26	7%

The number of agents working in the Outsource company on behalf of Bank's call center
2,162
2,120
2,337
2,200
2,226

**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. 2016	4,905	1,908	444	201	468	313	5,817	2,422	26	30	32					
Sept. 2016	4,702	1,943	457	189	509	283	5,668	2,415	26	30	34					
Dec. 2016	5,207	1,925	473	203	480	317	6,160	2,445	25	31	33					
March 2017	5,086	1,844	485	193	478	322	6,049	2,359	26	31	32					
June. 2017	4,996	1,873	479	188	469	318	5,944	2,379	26	31	32					
	Education															
Period	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
June. 2016	1,099	2,751	2,921	42	127	153	332	33	72	142	504	63	1,298	3,046	3,757	138
Sept. 2016	1,044	2,554	2,988	59	121	160	335	30	73	150	505	64	1,238	2,864	3,828	153
Dec. 2016	1,000	2,789	3,288	55	132	185	321	38	76	165	489	67	1,208	3,139	4,098	160
March 2017	971	2,644	3,252	63	129	170	340	39	77	156	500	67	1,177	2,970	4,092	169
June. 2017	899	2,599	3,318	53	141	168	323	35	72	157	482	76	1,112	2,924	4,123	164
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								
June. 2016	4,220	2,593	596	49	542	239	5,358	2,881	88	26	58	172	198	72	140	410
Sept. 2016	3,969	2,676	593	53	545	247	5,107	2,976	80	27	60	167	201	75	142	418
Dec. 2016	4,053	3,079	608	68	520	277	5,181	3,424	95	30	64	189	199	79	134	412
March 2017	3,986	2,944	608	70	543	257	5,137	3,271	98	24	67	189	201	76	142	419
June. 2017	3,769	3,100	595	72	536	251	4,900	3,423	95	26	79	200	199	72	128	399

\* 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.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≥ 251) (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
June. 2016	67,751,187	37,553,017	105,304,204	2,199,815	94%	171	5	1	51	104	19,465,801
Sept. 2016	69,721,542	38,402,441	108,123,983	3,314,561	91%	169	5	1	73	111	19,572,442
Dec. 2016	70,977,323	42,236,468	113,213,791	3,754,741	91%	171	4	1	87	110	21,823,443
March 2017	75,119,406	41,104,805	116,224,211	3,491,569	92%	169	4	1	89	113	20,661,614
June. 2017	68,725,176	39,383,700	108,108,876	3,210,005	92%	166	4	1	80	104	20,341,598

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. 2016	11	11	11	4	11	7	7	2	4	1	6	6	3	4	4	10
Sept. 2016	11	11	11	4	11	7	7	2	4	1	6	6	3	4	3	10
Dec. 2016	12	12	12	5	12	8	8	3	4	2	7	7	3	4	4	11
March 2017	11	11	11	4	11	7	7	2	4	1	6	6	3	4	4	10
June. 2017	10	10	10	3	10	6	7	2	3	1	7	5	3	4	4	10

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. 2016	0	1	0	5	1	1	7	6	8	7	5	6	7	4	5	1
Sept. 2016	0	1	0	5	1	1	7	6	8	6	5	6	7	4	6	1
Dec. 2016	0	1	0	5	1	1	7	6	8	6	5	6	7	4	5	1
March 2017	0	1	0	5	1	1	7	6	8	6	5	6	7	4	5	1
June. 2017	0	1	0	4	1	1	6	5	7	5	3	5	6	3	6	0

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≥ 251) (Number of banks: 10)**

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. 2016	9,288,201	1,205,227	26,177	2,492,801	13,012,406	7,415,885	621,927	17,197	3,072,365	11,127,374	16,704,086	1,827,154	43,374	5,565,166	24,139,780
Sept. 2016	8,216,095	909,384	25,726	1,773,046	10,924,251	6,121,670	560,581	21,401	2,009,579	8,713,231	14,337,765	1,469,965	47,127	3,782,625	19,637,482
Dec. 2016	8,002,928	1,022,389	28,337	2,544,771	11,598,425	5,762,228	805,298	20,706	2,189,054	8,777,286	13,765,156	1,827,687	49,043	4,733,825	20,375,711
March 2017	8,354,586	906,899	29,245	1,785,503	11,076,233	5,760,376	760,457	21,426	1,382,655	7,924,914	14,114,962	1,667,356	50,671	3,168,158	19,001,147
June. 2017	6,904,426	705,589	16,232	1,515,002	9,141,249	5,383,754	588,118	18,805	1,319,668	7,310,345	12,288,180	1,293,707	35,037	2,834,670	16,451,594

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. 2016	56%	66%	60%	45%	54%	143	77	33	122	133
Sept. 2016	57%	62%	55%	47%	56%	147	82	39	106	135
Dec. 2016	58%	56%	58%	54%	57%	158	98	38	119	144
March 2017	59%	54%	58%	56%	58%	156	141	49	132	151
June. 2017	56%	55%	46%	53%	56%	178	42	30	124	158

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.)
99,465	3,378	300,704	23,526,723	106	0
110,083	2,968	168,786	25,815,618	95	0
127,471	3,254	228,969	23,969,236	109	0
144,177	1,842	377,700	24,707,993	0	0
130,395	1,562	387,982	23,408,330	0	0

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. 2016	4	4	6	5	6	6	2	6	3	2
Sept. 2016	5	5	6	5	6	6	3	6	3	2
Dec. 2016	5	5	7	6	7	6	3	6	4	3
March 2017	5	5	6	5	6	5	3	5	3	2
June. 2017	4	4	4	4	5	4	2	4	3	1

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. 2016	5	5	9	5	7	6	6	8	4	7
Sept. 2016	5	5	9	5	6	6	6	8	4	6
Dec. 2016	6	6	9	6	7	7	6	9	5	7
March 2017	5	5	8	6	7	5	6	8	5	6
June. 2017	5	5	7	6	7	5	6	8	7	6

\* 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 as of December 2012 period.



**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≥ 251) (Number of banks: 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)
June. 2016	5,364	18	15	264	41	51	1,417	16	13	158	37	53
Sept. 2016	5,445	18	15	209	41	51	1,520	15	13	144	37	53
Dec. 2016	5,775	20	15	224	40	52	1,705	15	13	136	37	53
March 2017	5,861	14	21	254	41	51	1,776	18	14	128	37	53
June. 2017	5,670	14	20	227	41	52	1,757	17	14	151	37	54

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
June. 2016	1,968,789	5,956,897
Sept. 2016	1,617,965	4,897,466
Dec. 2016	1,747,490	8,276,758
March 2017	1,819,701	7,342,000
June. 2017	1,774,286	8,973,453

\* 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" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

## The Banks Association of Turkey

### Call Center Statistics\*

(51 ≤ The number of agents ≤ 250) (Number of banks: 3)

#### 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. 2016	0	0	328	147	475	68	35	20	598
Sept. 2016	0	0	276	19	295	24	30	3	352
Dec. 2016	0	0	158	19	177	11	15	3	206
March 2017	0	0	390	19	409	25	43	3	480
June. 2017	0	0	596	66	662	37	58	10	767

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	
42	34	6	0	17%
24	1	24	1	17%
4	1	1	0	3%
27	1	1	0	7%
83	14	5	2	16%

The number of agents working in the Outsource company on behalf of Bank's call center
513
232
135
106
0

#### 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. 2016	331	144	35	33	30	25	396	202	27	30	31
Sept. 2016	210	85	15	9	21	12	246	106	26	29	30
Dec. 2016	120	57	8	3	11	7	139	67	25	28	29
March 2017	285	124	17	8	29	17	331	149	26	28	33
June. 2017	486	176	21	16	43	25	550	217	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. 2016	109	174	188	4	7	19	38	4	4	14	34	3	120	207	260	11
Sept. 2016	0	113	179	3	0	5	16	3	0	5	25	3	0	123	220	9
Dec. 2016	0	8	164	5	0	0	8	3	0	0	15	3	0	8	187	11
March 2017	0	171	233	5	0	5	17	3	0	8	35	3	0	184	285	11
June. 2017	15	283	353	11	0	12	20	5	0	11	50	7	15	306	423	23

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
June. 2016	111	364	10	58	13	42	134	464	0	0	0	0	16	4	5	25
Sept. 2016	127	168	11	13	14	19	152	200	0	0	0	0	15	5	5	25
Dec. 2016	177	0	11	0	18	0	206	0	0	0	0	0	20	5	1	26
March 2017	171	238	11	14	22	24	204	276	0	0	0	0	24	6	4	34
June. 2017	247	415	21	16	31	37	299	468	5	1	1	7	29	11	20	60

\* 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.

## The Banks Association of Turkey

### Call Center Statistics\*

(51 ≤ The number of agents ≤ 250) (Number of banks: 3)

#### 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. 2016	1,790,745	2,233,442	4,024,187	118,591	95%	224	6	2	28	102	871,951
Sept. 2016	1,533,459	1,799,872	3,333,331	174,383	90%	204	2	2	57	144	713,952
Dec. 2016	611,146	639,743	1,250,889	49,017	92%	246	5	1	39	203	170,313
March 2017	1,825,659	1,864,556	3,690,215	54,597	97%	242	3	2	23	118	828,388
June. 2017	5,743,781	2,978,733	8,722,514	230,311	92%	220	6	1	61	149	1,238,959

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. 2016	3	3	3	2	3	3	2	1	0	1	2	2	0	1	0	3
Sept. 2016	2	2	2	1	2	2	1	1	0	1	1	2	0	0	0	2
Dec. 2016	1	1	1	0	1	1	0	0	0	0	0	1	0	0	0	1
March 2017	2	2	2	1	2	2	1	1	0	1	1	2	0	0	0	2
June. 2017	3	3	3	2	3	3	1	1	1	1	1	3	0	0	0	2

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. 2016	0	0	0	0	0	0	0	1	1	1	0	1	1	0	1	0
Sept. 2016	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Dec. 2016	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
March 2017	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
June. 2017	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1

# The Banks Association of Turkey

## Call Center Statistics\*

(51 ≤ The number of agents ≤ 250) (Number of banks: 3)

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. 2016	399,831	52,781	0	3,263	455,875	174,531	19,575	0	2,160	196,266	574,362	72,356	0	5,423	652,141
Sept. 2016	397,180	0	0	0	397,180	160,871	0	0	0	160,871	558,051	0	0	0	558,051
Dec. 2016	1,020,392	0	0	0	1,020,392	430,059	0	0	0	430,059	1,450,451	0	0	0	1,450,451
March 2017	768,021	0	0	0	768,021	458,167	0	0	0	458,167	1,226,188	0	0	0	1,226,188
June. 2017	934,147	0	0	0	934,147	378,703	0	0	0	378,703	1,312,850	0	0	0	1,312,850

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. 2016	70%	73%	-	60%	70%	310	112	-	95	286
Sept. 2016	71%	-	-	-	71%	205	-	-	-	205
Dec. 2016	70%	-	-	-	70%	295	-	-	-	295
March 2017	63%	-	-	-	63%	238	-	-	-	238
June. 2017	71%	-	-	-	71%	159	-	-	-	159

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.)
171,611	221	14,892	451,095	2,348	262,510
0	0	13,539	365,178	2,661	0
0	0	0	44,000	1,578	0
0	0	16,345	690,903	2,889	0
0	0	22,376	552,984	1,938	0

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. 2016	0	0	2	1	2	2	0	0	2	1
Sept. 2016	0	0	2	1	2	2	0	0	2	1
Dec. 2016	0	0	1	0	1	1	0	0	1	0
March 2017	0	0	2	1	2	2	0	0	2	1
June. 2017	1	1	3	2	3	3	1	1	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
June. 2016	1	1	3	1	1	2	1	2	2	1
Sept. 2016	0	0	2	0	0	1	0	1	1	0
Dec. 2016	0	0	1	0	1	0	0	0	0	0
March 2017	0	0	2	0	1	1	0	1	1	0
June. 2017	0	0	2	0	1	1	0	1	1	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 as of December 2012 period.

## The Banks Association of Turkey

### Call Center Statistics\*

(51 ≤ The number of agents ≤ 250) (Number of banks: 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. 2016	695	12	15	241	42	48	198	15	16	145	40	50
Sept. 2016	590	10	14	201	38	53	20	17	10	90	30	60
Dec. 2016	128	15	12	90	45	45	20	12	10	90	30	60
March 2017	406	6	14	161	38	53	20	12	10	90	30	60
June. 2017	592	6	13	174	40	50	66	4	3	65	38	53

#### E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June. 2016	189,058	248,771
Sept. 2016	509,155	282,372
Dec. 2016	46,904	125,320
March 2017	150,534	349,580
June. 2017	313,305	796,110

\* 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" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

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

(The number of agents ≤ 50) (Number of banks: 12)

**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. 2016	2	0	94	15	111	13	27	3	154
Sept. 2016	2	0	99	15	116	13	27	3	159
Dec. 2016	2	0	99	16	117	13	27	3	160
March 2017	2	0	102	17	121	13	25	3	162
June. 2017	2	0	97	16	115	14	23	3	155

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	
6	2	3	3	13%
8	0	0	0	7%
9	1	3	0	11%
6	0	1	1	7%
12	0	1	0	11%

The number of agents working in the Outsource company on behalf of Bank's call center
83
264
291
246
259

**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. 2016	64	47	9	4	17	13	90	64	27	31	38
Sept. 2016	64	52	10	3	18	12	92	67	27	31	37
Dec. 2016	61	56	9	4	18	12	88	72	27	31	37
March 2017	68	53	9	4	16	12	93	69	27	31	37
June. 2017	59	56	10	4	16	10	85	70	27	31	37

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. 2016	18	31	59	3	0	4	7	2	1	4	21	4	19	39	87	9
Sept. 2016	18	33	62	3	0	4	7	2	0	6	20	4	18	43	89	9
Dec. 2016	18	38	59	2	0	3	7	3	0	5	21	4	18	46	87	9
March 2017	18	37	62	4	0	4	7	2	0	6	18	4	18	47	87	10
June. 2017	15	34	62	4	0	4	8	2	0	5	17	4	15	43	87	10

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 İzmit	Others	Istanbul and İzmit	Others	Istanbul and İzmit	Others	Istanbul and İzmit	Others								
June. 2016	103	8	13	0	27	3	143	11	1	0	1	2	15	2	16	33
Sept. 2016	107	9	13	0	27	3	147	12	0	0	1	1	16	2	17	35
Dec. 2016	106	11	13	0	27	3	146	14	1	0	2	3	17	3	17	37
March 2017	110	11	13	0	25	3	148	14	1	0	1	2	19	2	14	35
June. 2017	115	0	14	0	26	0	155	0	1	0	1	2	25	2	13	40

\* 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.

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 12)**

**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. 2016	1,929,793	792,103	2,721,896	97,621	88%	195	7	7	37	161	45,981
Sept. 2016	1,124,919	1,138,775	2,263,694	177,291	84%	183	5	6	52	177	329,808
Dec. 2016	1,509,610	1,261,064	2,770,674	117,769	91%	184	4	3	33	145	401,289
March 2017	1,486,628	1,232,525	2,719,153	108,761	91%	180	5	3	31	141	408,882
June. 2017	1,245,402	1,091,908	2,337,310	52,252	95%	166	6	3	19	104	400,098

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. 2016	9	6	5	2	10	3	3	1	5	2	9	4	3	5	1	10
Sept. 2016	10	7	6	4	11	4	4	1	5	2	10	4	3	6	1	11
Dec. 2016	11	7	6	4	11	4	4	1	5	2	11	4	3	6	1	11
March 2017	10	7	6	3	11	4	4	1	5	2	10	4	4	6	1	11
June. 2017	10	8	6	2	10	4	4	1	5	2	9	3	4	5	1	11

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. 2016	0	1	0	1	1	0	0	1	1	1	0	1	0	0	0	0
Sept. 2016	0	1	0	1	0	0	0	2	2	2	0	2	1	0	1	0
Dec. 2016	0	1	0	1	0	0	0	2	2	2	0	2	1	0	1	0
March 2017	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0
June. 2017	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 12)**

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. 2016	33,191	3,753	217	269,690	306,851	10,705	6,061	355	498,218	515,339	43,896	9,814	572	767,908	822,190
Sept. 2016	44,218	42,536	4	88,400	175,158	33,063	22,381	12	92,974	148,430	77,281	64,917	16	181,374	323,588
Dec. 2016	133,124	46,926	4	54,163	234,217	60,854	18,633	15	20,701	100,203	193,978	65,559	19	74,864	334,420
March 2017	123,633	33,104	35	43,769	200,541	63,279	19,879	13	18,171	101,342	186,912	52,983	48	61,940	301,883
June. 2017	89,352	83,792	79	36,362	209,585	64,648	70,787	72	15,047	150,554	154,000	154,579	151	51,409	360,139

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. 2016	76%	38%	38%	35%	37%	164	53	61	113	118
Sept. 2016	57%	66%	25%	49%	54%	170	122	36	76	111
Dec. 2016	69%	72%	21%	72%	70%	152	100	50	82	125
March 2017	66%	62%	73%	71%	66%	139	94	55	86	120
June. 2017	58%	54%	52%	71%	58%	129	94	62	86	108

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.)
33,270	4,701	0	102	0	0
183,631	5,236	269	77,006	0	174,838
245,688	6,798	415	156,742	0	97,277
255,270	6,445	335	156,846	0	78,830
197,989	4,294	4,884	248,886	0	77,279

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. 2016	1	3	4	3	4	3	2	3	2		
Sept. 2016	1	3	4	4	4	3	2	4	2		
Dec. 2016	1	2	4	4	4	3	2	4	2		
March 2017	1	1	4	4	5	3	3	4	2		
June. 2017	1	1	4	4	5	3	3	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
June. 2016	3	4	2	2	2	2	1	2	1	
Sept. 2016	3	4	3	2	2	2	1	2	1	
Dec. 2016	3	5	3	2	2	2	1	2	2	
March 2017	4	5	4	3	2	2	1	2	2	
June. 2017	4	5	4	3	2	2	1	2	2	

\* 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 as of December 2012 period.



**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 12)**

**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. 2016	107	54	11	125	40	55	18	2	0	133	42	53
Sept. 2016	246	58	11	141	39	55	185	2	0	176	43	51
Dec. 2016	241	56	12	132	38	55	190	2	0	176	43	53
March 2017	251	46	14	142	39	55	190	2	0	176	43	53
June. 2017	254	45	15	142	39	55	184	1	0	176	43	53

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
June. 2016	12,071	34,697
Sept. 2016	17,190	52,115
Dec. 2016	30,113	68,653
March 2017	24,977	48,909
June. 2017	23,594	35,668

\* 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" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

## *List of participating banks*

- 1 Akbank T.A.Ş.
- 2 Aktif Yatırım Bankası A.Ş.
- 3 Alternatifbank A.Ş.
- 4 Anadolubank A.Ş.
- 5 Arap Türk Bankası A.Ş.
- 6 BankPozitif Kredi ve Kalkınma Bankası A.Ş.
- 7 Burgan Bank A.Ş.
- 8 Denizbank A.Ş.
- 9 Fibabanka A.Ş.
- 10 Finans Bank A.Ş.
- 11 HSBC Bank A.Ş.
- 12 ING Bank A.Ş.
- 13 Nurol Yatırım Bankası A.Ş.
- 14 Odea Bank A.Ş.
- 15 Şekerbank T.A.Ş.
- 16 Turkish Bank A.Ş.
- 17 Tekstil Bankası A.Ş.
- 18 Türk Ekonomi Bankası A.Ş.
- 19 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 20 Türkiye Garanti Bankası A.Ş.
- 21 Türkiye Halk Bankası A.Ş.
- 22 Türkiye İş Bankası A.Ş.
- 23 Türkiye Sınai Kalkınma Bankası A.Ş.
- 24 Türkiye Vakıflar Bankası A.Ş.
- 25 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**

## Glossary

### 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.

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