

Call Center Statistics

June 2026

Report Code: DE23

August 2026



Summary Tables

Number of Call Center Employees

	March 2026				June 2026				
	Female	Male	Total	The average age	Female	Male	Total	The average age	Net change
The number of agents	6,867	2,256	9,123	28	6,655	2,160	8,815	28	-308
The number of supporting service personnel	806	380	1,186	35	763	403	1,166	36	-20
The number of managers	659	463	1,122	37	645	514	1,159	37	37
Total	8,332	3,099	11,431	-	8,063	3,077	11,140	-	-291
Outsource	-	-	7,856	-	-	-	7,369	-	-487

Distribution of Call Center Employees by City

	March 2026		June 2026	
	Total	(%)	Total	(%)
Istanbul and Izmit	4,164	36	4,011	36
Other	7,267	64	7,129	64
Total	11,431	100	11,140	100

Call Center Employee Profile

	March 2026					June 2026				
	High school	College	University graduate	Post-graduate	Total	High school	College	University graduate	Post-graduate	Total
The number of agents	524	2,748	5,682	169	9,123	525	2,654	5,476	160	8,815
The number of supporting service personnel	57	213	836	80	1,186	54	200	834	78	1,166
The number of managers	40	185	782	115	1,122	43	175	822	119	1,159
Total	621	3,146	7,300	364	11,431	622	3,029	7,132	357	11,140

Call Profile

	March 2026	June 2026
Inbound call		
Total number of incoming calls (million)	108.9	101.9
Number of incoming calls answered by agents (million)	62.4	57.4
Answered Calls (%)	97	97
Average talk time (second)	198	207
Outbound call		
The total number of outbound call customers (million)	67.6	71.2
Customers reached (%)	52	42
Total outbound calls (million)	-	170.4
Average talk time (second)	137	121
The number of chat calls (thousand)	5,871.1	6,035.8
The number of IVN calls (million)	79.8	98.2
The number of video calls (thousand)	3,737	4,427
Other (chat / co-browsing ..etc.) (thousand)	126.0	111.8

Financial transactions

	March 2026	June 2026
Number of transactions (million)*	2.2	2.1
Volume of transactions (billion TRY)*	73	70

* The total number and volume of financial transactions was provided from 21 banks (out of 28).

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included. While the data of the banks were aggregated, the data was not singularized.

The Banks Association of Türkiye
Call Center Statistics*
(Consolidated, 28 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 2025	280	52	7,453	1,060	8,845	1,116	982	118	11,061
Sept. 2025	280	48	7,862	1,115	9,305	1,134	1,033	119	11,591
Dec. 2025	272	53	7,836	1,228	9,389	1,180	993	127	11,689
March 2026	280	45	7,670	1,128	9,123	1,186	1,002	120	11,431
June 2026	301	49	7,400	1,065	8,815	1,166	1,020	139	11,140

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)**	The number of agents working in the Outsourcing company on behalf of Bank's call center
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		
457	58	144	13	8%	7,254
497	58	107	16	7%	7,515
483	43	170	22	8%	7,803
435	34	239	30	8%	7,856
478	33	99	16	7%	7,369

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 2025	6,523	2,322	756	360	632	468	7,911	3,150	28	35	37
Sept. 2025	6,945	2,360	772	362	670	482	8,387	3,204	28	35	36
Dec. 2025	7,014	2,375	813	367	633	487	8,460	3,229	28	36	36
March 2026	6,867	2,256	806	380	659	463	8,332	3,099	28	35	37
June 2026	6,655	2,160	763	403	645	514	8,063	3,077	28	36	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 2025	609	2,743	5,337	156	61	240	739	76	37	196	768	99	707	3,179	6,844	331
Sept. 2025	573	2,892	5,680	160	55	219	780	80	39	187	820	106	667	3,298	7,280	346
Dec. 2025	529	2,892	5,808	160	57	213	830	80	38	181	793	108	624	3,286	7,431	348
March 2026	524	2,748	5,682	169	57	213	836	80	40	185	782	115	621	3,146	7,300	364
June 2026	525	2,654	5,476	160	54	200	834	78	43	175	822	119	622	3,029	7,132	357

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 2025	2,463	6,382	812	304	544	556	3,819	7,242	111	24	69	204	361	122	132	615
Sept. 2025	2,915	6,390	834	300	584	568	4,333	7,258	118	26	69	213	321	115	124	560
Dec. 2025	2,680	6,709	868	312	521	599	4,069	7,620	126	23	73	222	313	103	127	543
March 2026	2,735	6,388	870	316	559	563	4,164	7,267	140	24	73	237	301	101	124	526
June 2026	2,586	6,229	853	313	572	587	4,011	7,129	130	21	68	219	328	97	129	554

* 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 Türkiye
Call Center Statistics*
(Consolidated, 28 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 2025	44,622,636	56,549,132	101,171,768	1,623,171	97%	194	3	2	23	96	31,727,002
Sept. 2025	47,792,046	61,480,589	109,272,635	1,956,940	97%	193	4	2	25	99	31,190,018
Dec. 2025	47,686,907	61,380,336	109,067,243	1,392,777	98%	196	4	2	22	104	32,743,942
March 2026	46,546,978	62,400,346	108,947,324	1,835,791	97%	198	3	2	24	114	31,626,307
June 2026	44,507,245	57,437,033	101,944,278	1,735,601	97%	207	3	2	22	143	33,699,560

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	23	23	18	10	21	15	10	7	8	6	21	9	11	12	3	23
Sept. 2025	24	24	19	10	21	15	11	8	9	6	22	9	11	14	3	25
Dec. 2025	25	24	19	9	21	15	11	8	8	6	23	10	10	13	3	25
March 2026	26	25	20	9	21	15	11	8	10	7	24	10	10	13	3	25
June 2026	26	25	20	12	22	15	11	10	11	7	25	12	11	15	3	25

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	2	2	0	8	3	1	14	6	12	9	6	11	8	4	4	1
Sept. 2025	2	2	0	8	3	1	14	6	12	9	6	11	8	4	4	1
Dec. 2025	2	2	0	8	3	1	14	6	12	9	6	11	9	5	4	1
March 2026	2	2	0	8	3	1	14	6	13	9	6	11	9	5	4	1
June 2026	4	4	2	9	4	3	15	6	14	9	6	11	9	5	4	2

The Banks Association of Türkiye
Call Center Statistics*
(Consolidated, 28 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 2025	10,068,686	1,149,644	17,405	2,024,693	13,260,428	12,189,377	1,671,550	10,676	2,141,424	16,013,027	22,258,063	2,821,194	28,081	4,166,117	29,273,455
Sept. 2025	10,576,807	1,527,598	13,235	2,391,217	14,508,857	12,053,087	5,067,995	7,657	2,500,244	19,628,983	22,629,894	6,595,593	20,892	4,891,461	34,137,840
Dec. 2025	12,207,979	1,673,312	13,176	2,712,063	16,606,530	13,729,851	4,951,085	5,258	2,528,461	21,214,655	25,937,830	6,624,397	18,434	5,240,524	37,821,185
March 2026	30,081,590	3,094,190	10,163	2,175,509	35,361,452	23,697,696	6,158,404	4,988	2,353,190	32,214,278	53,779,286	9,252,594	15,151	4,528,699	67,575,730
June 2026	23,398,753	3,835,729	8,850	2,796,016	30,039,348	29,565,106	6,970,745	4,231	4,578,288	41,118,370	52,963,859	10,806,474	13,081	7,374,304	71,157,718

Period	Outbound call profile														
	Number of connected calls					Number of unanswered calls					Total outbound calls				
	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 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2026	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
June 2026	39,784,765	7,318,563	13,938	3,853,776	50,971,042	75,564,247	29,113,789	13,376	14,698,149	119,389,561	115,349,012	36,432,352	27,314	18,551,925	170,360,603

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 2025	45%	41%	62%	49%	45%	156	99	83	142	149
Sept. 2025	47%	23%	63%	49%	43%	165	89	79	156	155
Dec. 2025	47%	25%	71%	52%	44%	148	88	81	150	142
March 2026	56%	33%	67%	48%	52%	143	84	79	134	137
June 2026	44%	35%	68%	38%	42%	128	82	83	116	121

E-mail - Fax - Other			
The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
3,789,062	80,722,006	3,284,445	114,461
4,185,701	95,943,932	3,454,948	142,067
5,771,114	93,726,542	3,559,709	130,271
5,871,060	79,786,668	3,737,406	126,016
6,035,845	98,235,463	4,426,670	111,756

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 2025	9	9	15	12	9	12	9	12	9	6
Sept. 2025	9	9	15	12	9	13	10	13	10	6
Dec. 2025	7	7	15	13	10	13	10	14	11	7
March 2026	7	8	15	12	10	13	10	14	10	7
June 2026	7	8	16	13	9	12	11	15	9	8

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 2025	10	11	14	9	10	8	10	12	10	6
Sept. 2025	10	11	15	9	10	9	10	12	11	6
Dec. 2025	11	12	15	9	10	8	9	12	11	7
March 2026	10	11	16	8	9	8	11	14	12	7
June 2026	10	11	15	9	9	9	11	14	11	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 Türkiye

Call Center Statistics* (Consolidated, 28 banks)

D. Other Statistics

Period	Other Statistics									
	Inbound calls					Outbound calls				
	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 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 2025	25	16	211	40	51	36	19	139	41	50
Sept. 2025	24	16	216	39	51	36	18	146	41	50
Dec. 2025	27	16	215	39	51	40	20	140	41	50
March 2026	28	16	264	39	51	43	15	131	41	50
June 2026	27	15	207	39	50	36	13	153	42	51

E. Financial transactions

Period	Number of transactions**	Volume of transactions (Thousand TRY)***
June 2025	2,337,581	68,725,671
Sept. 2025	2,259,795	70,530,915
Dec. 2025	2,200,305	71,558,213
March 2026	2,200,182	72,535,776
June 2026	2,082,397	70,176,119

* 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.
#REF!

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included.
While the data of the banks were aggregated, the data was not singularized.

The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 11)

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 2025	274	52	7,040	951	8,317	1,010	928	101	10,356
Sept. 2025	274	48	7,465	1,014	8,801	1,044	980	104	10,929
Dec. 2025	266	53	7,444	1,132	8,895	1,087	936	112	11,030
March 2026	276	45	7,190	1,034	8,545	1,094	944	106	10,689
June 2026	296	49	6,912	968	8,225	1,078	952	123	10,378

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	
395	42	135	12	7%
462	45	101	15	7%
451	40	164	22	8%
389	31	223	30	8%
341	31	87	16	6%

The number of agents working in the Outsource company on behalf of Bank's call center
6,619
6,892
7,188
7,249
6,871

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 2025	6,128	2,189	696	314	595	434	7,419	2,937	28	35	35
Sept. 2025	6,568	2,233	719	325	636	448	7,923	3,006	28	35	34
Dec. 2025	6,636	2,259	757	330	598	450	7,991	3,039	28	36	35
March 2026	6,431	2,114	751	343	622	428	7,804	2,885	28	36	35
June 2026	6,204	2,021	711	367	603	472	7,518	2,860	28	36	35

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate
June 2025	582	2,593	4,991	151	56	226	663	65	34	186	717	92	672	3,005	6,371	308
Sept. 2025	546	2,754	5,346	155	50	207	715	72	35	178	773	98	631	3,139	6,834	325
Dec. 2025	499	2,750	5,490	156	51	201	762	73	34	172	743	99	584	3,123	6,995	328
March 2026	481	2,587	5,317	160	50	198	771	75	36	177	731	106	567	2,962	6,819	341
June 2026	471	2,494	5,108	152	48	186	772	72	40	165	761	109	559	2,845	6,641	333

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 2025	2,254	6,063	742	268	503	526	3,499	6,857	99	21	60	180	312	102	119	533
Sept. 2025	2,725	6,076	780	264	547	537	4,052	6,877	102	22	59	183	277	94	111	482
Dec. 2025	2,502	6,393	810	277	487	561	3,799	7,231	108	20	63	191	269	83	113	465
March 2026	2,513	6,032	814	280	526	524	3,853	6,836	123	22	63	208	257	82	110	449
June 2026	2,368	5,857	800	278	535	540	3,703	6,675	113	19	57	189	279	86	118	483

* 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 Türkiye
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 11)

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 2025	42,809,218	54,452,327	97,261,545	1,560,530	97%	192	3	2	23	95	29,349,977
Sept. 2025	45,908,584	59,377,112	105,285,696	1,888,830	97%	192	4	2	25	97	28,768,037
Dec. 2025	45,896,171	59,401,177	105,297,348	1,334,332	98%	195	4	2	22	102	30,293,088
March 2026	44,870,976	60,453,169	105,324,145	1,782,602	97%	196	3	2	24	113	29,211,031
June 2026	43,107,568	55,693,702	98,801,270	1,680,669	97%	198	3	2	22	142	31,299,668

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	10	10	10	6	9	8	6	3	2	2	7	4	3	3	3	10
Sept. 2025	11	11	11	6	9	8	6	3	3	2	8	4	4	3	3	11
Dec. 2025	11	11	11	6	9	8	6	3	3	2	8	4	4	3	3	11
March 2026	11	11	11	6	9	8	6	3	3	3	8	4	4	3	3	11
June 2026	11	11	11	8	10	8	6	5	4	3	9	6	5	5	3	11

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
Sept. 2025	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
Dec. 2025	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
March 2026	1	1	0	4	2	0	8	5	9	5	4	6	7	3	4	0
June 2026	3	3	2	5	3	2	9	5	10	5	4	6	7	3	4	1

The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 11)

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 2025	9,312,958	1,009,852	17,405	1,971,240	12,311,455	11,480,465	1,610,259	10,676	2,056,781	15,158,181	20,793,423	2,620,111	28,081	4,028,021	27,469,636
Sept. 2025	9,680,736	1,380,489	13,235	2,329,071	13,403,531	11,127,936	5,006,417	7,657	2,420,508	18,562,518	20,808,672	6,386,906	20,892	4,749,579	31,966,049
Dec. 2025	11,407,673	1,534,320	13,176	2,630,552	15,585,721	12,748,013	4,887,172	5,258	2,447,973	20,088,416	24,155,686	6,421,492	18,434	5,078,525	35,674,137
March 2026	29,277,759	2,971,420	10,163	2,128,263	34,387,605	22,632,014	6,098,880	4,988	2,314,190	31,050,072	51,909,773	9,070,300	15,151	4,442,453	65,437,677
June 2026	22,814,911	3,700,043	8,850	2,733,515	29,257,319	28,763,156	6,846,714	4,231	4,539,881	40,153,982	51,578,067	10,546,757	13,081	7,273,396	69,411,301

Period	Outbound call profile														
	Number of connected calls					Number of unanswered calls					Total outbound calls				
	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 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2026	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
June 2026	38,796,174	6,853,627	13,938	3,779,251	49,442,990	73,829,241	26,377,113	13,376	14,613,168	114,832,898	112,625,415	33,230,740	27,314	18,392,419	164,275,888

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 2025	45%	39%	62%	49%	45%	156	99	83	143	149
Sept. 2025	47%	22%	63%	49%	42%	166	89	79	157	156
Dec. 2025	47%	24%	71%	52%	44%	147	87	81	151	142
March 2026	56%	33%	67%	48%	53%	143	83	79	135	137
June 2026	44%	35%	68%	38%	42%	128	82	83	116	121

E-mail - Fax - Other			
The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
3,460,324	79,579,287	2,684,715	453
3,770,801	94,325,959	2,893,386	370
5,452,265	92,053,640	2,805,817	387
5,542,973	78,003,645	2,930,716	1,913
5,748,590	96,654,588	3,576,661	303

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 2025	4	4	7	5	6	6	4	6	3	2
Sept. 2025	5	5	7	5	6	7	5	6	5	2
Dec. 2025	3	3	7	6	7	7	5	7	5	3
March 2026	3	3	7	6	7	7	5	7	5	3
June 2026	3	3	8	6	6	7	6	7	4	4

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 2025	7	7	9	5	8	5	6	7	5	5
Sept. 2025	7	7	9	5	8	6	6	7	6	5
Dec. 2025	7	7	9	5	8	5	5	7	6	5
March 2026	7	7	9	5	7	5	6	7	6	5
June 2026	7	7	9	6	7	6	7	7	6	5

* 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 Türkiye
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 11)

D. Other Statistics

Period	Other Statistics									
	Inbound calls					Outbound calls				
	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 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 2025	25	16	248	40	51	38	19	98	42	49
Sept. 2025	24	16	266	39	51	38	19	107	42	49
Dec. 2025	27	16	304	39	51	41	20	96	42	49
March 2026	28	16	392	39	51	46	16	107	44	49
June 2026	27	15	172	39	51	39	14	113	47	49

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2025	2,126,324	56,396,433
Sept. 2025	2,063,087	59,133,660
Dec. 2025	2,023,542	60,439,421
March 2026	2,029,857	60,823,400
June 2026	1,907,769	58,339,380

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**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.

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included. While the data of the banks were aggregated, the data was not singularized.

The Banks Association of Türkiye

Call Center Statistics*

(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

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 2025	6	0	244	81	331	61	21	10	423
Sept. 2025	0	0	246	76	322	58	26	10	416
Dec. 2025	0	0	225	71	296	61	27	10	394
March 2026	0	0	307	68	375	64	31	9	479
June 2026	0	0	310	54	364	68	41	8	481

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	
43	11	6	1	18%
24	9	1	0	11%
17	3	6	0	9%
26	3	10	0	10%
122	1	12	0	37%

The number of agents working in the Outsource company on behalf of Bank's call center
299
278
282
257
123

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 2025	252	79	33	28	16	15	301	122	28	36	36
Sept. 2025	237	85	34	24	19	17	290	126	27	35	34
Dec. 2025	221	75	37	24	19	18	277	117	28	35	34
March 2026	281	94	40	24	22	18	343	136	28	34	34
June 2026	281	83	42	26	27	22	350	131	28	32	33

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate
June 2025	14	95	218	4	3	12	40	6	1	7	21	2	18	114	279	12
Sept. 2025	11	76	231	4	2	8	41	7	1	6	24	5	14	90	296	16
Dec. 2025	10	74	209	3	3	8	44	6	1	6	25	5	14	88	278	14
March 2026	12	95	260	8	5	10	45	4	1	7	26	6	18	112	331	18
June 2026	32	92	234	6	4	11	48	5	1	8	33	7	37	111	315	18

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others								
June 2025	87	244	29	32	10	21	126	297	4	0	2	6	21	18	7	46
Sept. 2025	121	201	32	26	18	18	171	245	1	1	4	6	15	16	7	38
Dec. 2025	106	190	36	25	16	21	158	236	2	0	4	6	12	15	7	34
March 2026	137	238	37	27	17	23	191	288	2	0	4	6	11	14	7	32
June 2026	114	250	38	30	18	31	170	311	0	0	3	3	22	6	5	33

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The Banks Association of Türkiye
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

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 2025	1,240,378	1,067,311	2,307,689	25,185	98%	242	4	2	16	123	1,960,054
Sept. 2025	1,224,415	1,039,126	2,263,541	22,452	98%	243	5	2	17	115	1,974,159
Dec. 2025	1,213,980	977,785	2,191,765	26,073	97%	236	6	2	19	130	2,000,090
March 2026	1,117,111	956,124	2,073,235	23,201	98%	230	5	2	20	134	1,971,055
June 2026	793,795	688,343	1,482,138	22,490	97%	953	4	2	23	154	1,923,885

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	4	4	4	2	4	3	2	1	3	2	4	3	2	3	0	4
Sept. 2025	4	4	4	1	4	4	2	1	2	3	3	3	2	3	0	4
Dec. 2025	4	4	4	1	4	4	2	1	2	3	3	3	2	3	0	4
March 2026	4	4	4	1	4	4	2	2	2	3	3	3	2	3	0	4
June 2026	4	3	4	1	3	3	1	2	1	2	3	2	2	2	0	3

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	0	0	0	2	0	0	2	0	0	2	1	2	0	1	0	0
Sept. 2025	0	0	0	1	0	0	2	0	0	1	0	1	0	1	0	0
Dec. 2025	0	0	0	1	0	0	2	0	0	1	0	1	0	1	0	0
March 2026	0	0	0	1	0	0	2	0	0	1	0	1	0	1	0	0
June 2026	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

The Banks Association of Türkiye
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

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 2025	558,411	87,432	0	10,495	656,338	501,940	32,114	0	28,378	562,432	1,060,351	119,546	0	38,873	1,218,770
Sept. 2025	826,766	84,141	0	6,932	917,839	872,382	34,178	0	5,096	911,656	1,699,148	118,319	0	12,028	1,829,495
Dec. 2025	731,266	77,985	0	0	809,251	915,552	37,180	0	0	952,732	1,646,818	115,165	0	0	1,761,983
March 2026	710,386	62,719	0	8,731	781,836	944,040	34,438	0	8,321	986,799	1,654,426	97,157	0	17,052	1,768,635
June 2026	308,270	73,058	0	0	381,328	401,193	98,178	0	0	499,371	709,463	171,236	0	0	880,699

Period	Outbound call profile														
	Number of connected calls					Number of unanswered calls					Total outbound calls				
	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 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2026	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
June 2026	517,157	177,639	0	0	694,796	936,449	2,289,294	0	0	3,225,743	1,453,606	2,466,933	0	0	3,920,539

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 2025	53%	73%	-	27%	54%	179	107	-	72	168
Sept. 2025	49%	71%	-	58%	50%	161	105	-	0	155
Dec. 2025	44%	68%	-	-	46%	160	108	-	-	155
March 2026	43%	65%	-	51%	44%	161	123	-	0	157
June 2026	43%	43%	-	-	43%	128	82	83	116	135

E-mail - Fax - Other			
The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
91,767	418,001	485,823	0
109,407	797,780	381,943	0
23,340	993,229	515,310	0
64,307	1,077,811	551,985	0
54,714	922,752	550,496	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 2025	2	2	4	3	2	3	3	3	2	2
Sept. 2025	1	1	4	3	1	3	3	3	2	1
Dec. 2025	1	1	4	3	1	3	3	3	2	1
March 2026	1	1	4	2	1	3	3	3	2	1
June 2026	1	2	3	2	1	1	2	3	1	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 2025	1	2	3	2	1	2	2	2	2	0
Sept. 2025	1	2	4	2	1	2	2	3	2	0
Dec. 2025	1	2	4	2	1	2	2	3	2	0
March 2026	0	1	4	1	1	2	3	3	2	0
June 2026	0	0	2	0	1	1	1	3	1	0

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The Banks Association of Türkiye
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

D. Other Statistics

Period	Other Statistics									
	Inbound calls					Outbound calls				
	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 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 2025	16	16	266	40	49	16	14	172	38	55
Sept. 2025	20	14	242	40	49	19	13	258	38	55
Dec. 2025	20	13	176	40	49	17	12	251	38	55
March 2026	21	16	279	40	49	16	12	168	38	55
June 2026	7	13	243	39	51	6	10	158	42	55

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2025	88,057	6,965,241
Sept. 2025	114,744	7,035,630
Dec. 2025	102,638	7,321,519
March 2026	92,725	7,431,705
June 2026	85,812	4,922,082

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**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.

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included. While the data of the banks were aggregated, the data was not singularized.

The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 13)

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 2025	0	0	169	28	197	45	33	7	282
Sept. 2025	6	0	151	25	182	32	27	5	246
Dec. 2025	6	0	167	25	198	32	30	5	265
March 2026	4	0	173	26	203	28	27	5	263
June 2026	5	0	178	43	226	20	27	8	281

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	
19	5	3	0	14%
11	4	5	1	12%
15	0	0	0	8%
20	0	6	0	13%
15	1	0	0	7%

The number of agents working in the Outsource company on behalf of Bank's call center
336
345
333
350
375

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 2025	143	54	27	18	21	19	191	91	28	36	39
Sept. 2025	140	42	19	13	15	17	174	72	28	36	39
Dec. 2025	157	41	19	13	16	19	192	73	28	36	38
March 2026	155	48	15	13	15	17	185	78	28	36	39
June 2026	170	56	10	10	15	20	195	86	29	39	39

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 2025	13	55	128	1	2	2	36	5	2	3	30	5	17	60	194	11
Sept. 2025	16	62	103	1	3	4	24	1	3	3	23	3	22	69	150	5
Dec. 2025	20	68	109	1	3	4	24	1	3	3	25	4	26	75	158	6
March 2026	31	66	105	1	2	5	20	1	3	1	25	3	36	72	150	5
June 2026	22	68	134	2	2	3	14	1	2	2	28	3	26	73	176	6

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 2025	122	75	41	4	31	9	194	88	8	3	7	18	28	2	6	36
Sept. 2025	69	113	22	10	19	13	110	136	15	3	6	24	29	5	6	40
Dec. 2025	72	126	22	10	18	17	112	153	16	3	6	25	32	5	7	44
March 2026	85	118	19	9	16	16	120	143	15	2	6	23	33	5	7	45
June 2026	104	122	15	5	19	16	138	143	17	2	8	27	27	5	6	38

* 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 Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 13)

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 2025	573,040	1,029,494	1,602,534	37,456	96%	221	4	3	31	134	416,971
Sept. 2025	659,047	1,064,351	1,723,398	45,658	96%	217	4	3	28	186	447,822
Dec. 2025	576,756	1,001,374	1,578,130	32,372	97%	233	4	3	33	160	450,764
March 2026	558,891	991,053	1,549,944	29,988	97%	253	4	3	23	146	444,221
June 2026	605,882	1,054,988	1,660,870	32,442	97%	238	4	3	22	159	476,007

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	9	9	4	2	8	4	2	3	3	2	10	2	6	6	0	9
Sept. 2025	9	9	4	3	8	3	3	4	4	1	11	2	5	8	0	10
Dec. 2025	10	9	4	2	8	3	3	4	3	1	12	3	4	7	0	10
March 2026	11	10	5	2	8	3	3	3	5	1	13	3	4	7	0	10
June 2026	11	11	5	3	9	4	4	3	6	2	13	4	4	8	0	11

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Foreign language services	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 2025	1	1	0	2	1	1	4	1	3	1	1	3	1	0	0	1
Sept. 2025	1	1	0	3	1	1	4	1	3	2	2	4	1	0	0	1
Dec. 2025	1	1	0	3	1	1	4	1	3	2	2	4	2	1	0	1
March 2026	1	1	0	3	1	1	4	1	4	3	2	4	2	1	0	1
June 2026	1	1	0	4	1	1	5	1	4	4	2	5	2	2	0	1

The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 13)

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 2025	197,317	52,360	0	42,958	292,635	206,972	29,177	0	56,265	292,414	404,289	81,537	0	99,223	585,049
Sept. 2025	69,305	62,968	0	55,214	187,487	52,769	27,400	0	74,640	154,809	122,074	90,368	0	129,854	342,296
Dec. 2025	69,040	61,007	0	81,511	211,558	66,286	26,733	0	80,488	173,507	135,326	87,740	0	161,999	385,065
March 2026	93,445	60,051	0	38,515	192,011	121,642	25,086	0	30,679	177,407	215,087	85,137	0	69,194	369,418
June 2026	275,572	62,628	0	62,501	400,701	400,757	25,853	0	38,407	465,017	676,329	88,481	0	100,908	865,718

Period	Outbound call profile														
	Number of connected calls					Number of unanswered calls					Total outbound calls				
	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 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sept. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dec. 2025	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
March 2026	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
June 2026	471,434	287,297	0	74,525	833,256	798,557	447,382	0	84,981	1,330,920	1,269,991	734,679	0	159,506	2,164,176

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 2025	49%	64%	-	43%	50%	122	78	-	141	117
Sept. 2025	57%	70%	-	43%	55%	108	66	-	147	105
Dec. 2025	51%	70%	-	50%	55%	104	72	-	109	97
March 2026	43%	71%	-	56%	52%	92	78	-	90	87
June 2026	41%	71%	-	62%	46%	128	82	83	116	97

E-mail - Fax - Other			
The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
236,971	724,718	113,907	114,008
305,493	820,193	179,619	141,697
295,509	679,673	238,582	129,884
263,780	705,212	254,705	124,103
232,541	658,123	299,513	111,453

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2025	3	3	4	4	1	3	2	3	4	2
Sept. 2025	3	3	4	4	2	3	2	4	3	3
Dec. 2025	3	3	4	4	2	3	2	4	4	3
March 2026	3	4	4	4	2	3	2	4	3	3
June 2026	3	3	5	5	2	4	3	5	4	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2025	2	2	2	2	1	1	2	3	3	1
Sept. 2025	2	2	2	2	1	1	2	2	3	1
Dec. 2025	3	3	2	2	1	1	2	2	3	2
March 2026	3	3	3	2	1	1	2	4	4	2
June 2026	3	4	4	3	1	2	3	4	4	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 Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 13)

D. Other Statistics

Period	Other Statistics									
	Inbound calls					Outbound calls				
	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 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 2025	36	12	151	40	52	22	9	186	42	48
Sept. 2025	43	15	151	39	52	23	10	157	42	48
Dec. 2025	36	12	140	38	53	22	10	157	42	48
March 2026	38	16	141	39	51	20	5	145	38	50
June 2026	44	15	227	39	49	22	4	217	36	51

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2025	123,200	5,363,997
Sept. 2025	81,964	4,361,625
Dec. 2025	74,125	3,797,273
March 2026	77,600	4,280,672
June 2026	88,816	6,914,656

* 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.

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included. While the data of the banks were aggregated, the data was not singularized.

List of participating banks

- 1 Akbank T.A.Ş.
- 2 Aktif Yatırım Bankası A.Ş.
- 3 Alternatifbank A.Ş.
- 4 Anadolubank A.Ş.
- 5 Burgan Bank A.Ş.
- 6 Colendi Bank A.Ş.
- 7 Denizbank A.Ş.
- 8 Enpara Bank A.Ş.
- 9 Fibabanka A.Ş.
- 10 FUPS Bank A.Ş.
- 11 Golden Global Yatırım Bankası A.Ş.
- 12 HSBC Bank A.Ş.
- 13 ICBC Turkey Bank A.Ş.
- 14 ING Bank A.Ş.
- 15 Misyon Yatırım Bankası A.Ş.
- 16 Odea Bank A.Ş.
- 17 QNB Bank A.Ş.
- 18 Şekerbank T.A.Ş.
- 19 Turkish Bank A.Ş.
- 20 Türk Ekonomi Bankası A.Ş.
- 21 Türk Ticaret Bankası A.Ş.
- 22 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 23 Türkiye Garanti Bankası A.Ş.
- 24 Türkiye Halk Bankası A.Ş.
- 25 Türkiye İş Bankası A.Ş.
- 26 Türkiye Vakıflar Bankası A.Ş.
- 27 Yapı ve Kredi Bankası A.Ş.
- 28 Ziraat Dinamik Banka A.Ş.

Glossary

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 who work on the bank's own payroll or that of its subsidiaries.*

** Entry 7 includes the number of agents working on behalf of bank's call center, outside of the bank's 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 CMB License : Total number of agents, supporting service staff and managers where CMB 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.*

** Data from outsourced call centers on behalf of the bank is included.*

** Weighted average is used in average formulas.*

Inbound*

**Video calls are not included.*

- 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. Video calls are not included.
- 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

Glossary

Outbound

10. Number of connected calls: The ratio of successful calls made to the total number of call attempts should be written.

11. Number of reached customers : Not number of calls, the number of customers will be used.

12. Number of unanswered calls: The number of calls that could not be reached at all should be written. If the customer was successfully reached, it will not be included here

13. Number of customers not reached: Not number of calls, the number of customers will be used.

Customers reached (%) = (Number of unique customers reached / Total number of unique customers)*100

14. Average talk time (seconds) = Avg Talk Time

Outbound call services - From the same line / another line (Number of banks)

Outbound call profile

15. The number of chat calls

16. The number of IVN calls: The number of all types of IVN calls made from the Call Center to the customer (including AI 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 1 and 2.*

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

1. Number of calls evaluated per agent : These are the numbers of evaluated calls per agent in Inbound and Outbound teams. If Inbound and Outbound calls are handled by the same agents, the Outbound section has been calculated as left blank

2. Number of agents per first manager: These are the numbers of agents reporting to the first-level supervisor in Inbound and Outbound teams. If Inbound and Outbound calls are handled by the same agents, the Outbound section has been calculated as left blank

3. Training time per agent (hour) : The standard training duration of the preparation period (provided until all call types are answered) for agents in Inbound and Outbound teams shall be entered. If Inbound and Outbound calls are handled by the same agents, the Outbound section has been calculated as left blank

4. Daily lunch time per agent (minute) : This has been answered based on an agent working 9 hours in Inbound and Outbound teams. The standard daily personal break duration defined in the call center shall be entered. If Inbound and Outbound calls are handled by the same agents, the Outbound section has been calculated as left blank

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.

Abbreviations

AI: Artificial Intelligence

Agent: Customer Representative; the person who handles inbound and outbound calls.

CMB: Capital Markets Board of Türkiye

Chat: Simultaneous written communication between the agent in the call center and a customer logged into the website/mobile application.

Co-browsing: The system that enables the call center agent to navigate through pages simultaneously with a customer on the website and provide voice and visual assistance when needed.

IVR: Interactive Voice Response

*Publication Periods of the Report:

March: May 1.Week

June: August 1.Week

September: November 1.Week

December: February 1.Week

This report is prepared from the related statistics of member banks that give call center service to the customers. The data of participation banks is not included.

While the data of the banks were aggregated, the data was not singularized.

Whilst every effort has been made to ensure that the information contained in this book is correct, the Banks Association of Türkiye can not accept any responsibility for any errors or omissions or for any consequences resulting therefrom.

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