



**Call Center Statistics  
December 2011**

Report Code : DE23

January 2012

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

**A. Number of Call Center Employees**

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2010	317	5,174	5,491	371	646	6,508
March 2011	406	5,521	5,927	355	662	6,944
June 2011	402	5,462	5,864	373	658	6,895
Sept. 2011	395	5,324	5,719	364	708	6,791
Dec. 2011	340	5,332	5,672	393	710	6,775

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
309	158	9%
351	107	8%
325	203	9%
388	150	9%
389	181	10%

**B. Call Center Employee Profile**

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2010	4,129	1,362	263	108	422	224	4,814	1,694	26	23	33
March 2011	4,471	1,456	250	105	432	230	5,153	1,791	26	21	33
June 2011	4,421	1,443	269	104	428	230	5,118	1,777	26	28	33
Sept. 2011	4,363	1,356	258	106	465	243	5,086	1,705	25	27	31
Dec. 2011	4,326	1,346	278	115	436	274	5,040	1,735	25	29	32

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
Dec. 2010	1,036	1,952	2,445	58	64	103	191	13	72	96	444	34	1,172	2,151	3,080	105
March 2011	1,080	2,052	2,735	60	59	84	199	13	87	96	440	39	1,226	2,232	3,374	112
June 2011	933	2,170	2,700	61	55	106	203	9	73	97	451	37	1,061	2,373	3,354	107
Sept. 2011	865	2,108	2,681	65	57	92	205	10	89	106	479	34	1,011	2,306	3,365	109
Dec. 2011	867	2,051	2,698	56	62	95	224	12	87	105	487	31	1,016	2,251	3,409	99

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2010	4,613	878	324	47	551	95	5,488	1,020	64	17	77	158	329	73	174	576
March 2011	4,827	1,100	309	46	544	118	5,680	1,264	73	15	87	175	325	71	171	567
June 2011	4,673	1,191	324	49	540	118	5,537	1,358	73	14	82	169	277	68	158	503
Sept. 2011	4,555	1,164	308	56	583	125	5,446	1,345	80	11	75	166	276	60	152	488
Dec. 2011	4,369	1,303	333	60	582	128	5,284	1,491	74	9	77	160	299	68	152	519

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

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

**C. Call Profile**

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2010	38,545,511	30,179,990	68,725,501	2,360,030	92%	147	12	3	48	73
March 2011	35,870,583	32,350,869	68,221,452	2,127,883	93%	149	13	3	43	70
June 2011	35,848,805	30,752,109	66,600,914	2,148,305	93%	152	11	3	43	74
Sept. 2011	36,687,924	31,461,288	68,149,212	2,385,939	92%	144	9	2	45	83
Dec. 2011	39,699,091	31,446,449	71,145,540	2,321,153	93%	145	8	2	47	92

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2010	4,970,476	1,721,617	6,692,093	74%	97	80,302	47,162	354,919
March 2011	4,540,518	1,832,104	6,372,622	71%	93	91,365	33,993	489,692
June 2011	4,000,996	1,632,587	5,633,583	71%	93	101,132	35,533	508,410
Sept. 2011	4,453,960	1,971,058	6,425,017	69%	85	108,166	28,607	483,518
Dec. 2011	4,243,027	2,126,660	6,369,687	67%	81	109,200	28,788	464,420

**D. Other Statistics**

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2010	5,999	18	11	183	101	37	52
March 2011	5,942	19	11	192	114	37	51
June 2011	6,105	18	10	194	108	38	52
Sept. 2011	6,112	17	10	206	112	38	51
Dec. 2011	5,982	16	10	206	114	38	51

**E. Financial transactions**

	Number of transactions**	Volume of transactions*** (Thousand TRY)
Dec. 2010	1,358,745	4,042,167
March 2011	1,619,477	4,292,207
June 2011	1,712,094	4,001,439
Sept. 2011	1,688,606	4,384,604
Dec. 2011	1,541,000	3,895,396

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

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

\*\*\*The total volume of financial transactions was provided from 16 of 21 banks those supplying call center services to their customers.

\*\*\*\*"Number of financial transaction" figure was updated as a result of a change, made by a bank.

## The Banks Association of Turkey

### Call Center Statistics\*

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

#### A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2010	309	3,683	3,992	176	461	4,629
March 2011	396	4,259	4,655	193	498	5,346
June 2011	385	4,240	4,625	212	468	5,305
Sept. 2011	371	4,155	4,526	192	517	5,235
Dec. 2011	298	4,138	4,436	205	518	5,159

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
240	94	8%
244	68	7%
260	121	8%
279	102	8%
299	144	10%

#### B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2010	3,062	930	132	44	304	157	3,498	1,131	25	28	32
March 2011	3,579	1,076	144	49	332	166	4,055	1,291	25	28	31
June 2011	3,563	1,062	166	46	308	160	4,037	1,268	25	28	31
Sept. 2011	3,545	981	146	46	345	172	4,036	1,199	22	25	27
Dec. 2011	3,478	958	151	54	341	177	3,970	1,189	26	29	31

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
Dec. 2010	704	1,501	1,739	48	22	45	104	5	44	77	321	19	770	1,623	2,164	72
March 2011	827	1,708	2,069	51	26	48	114	5	67	80	326	25	920	1,836	2,509	81
June 2011	688	1,778	2,105	54	24	69	114	5	54	73	319	22	766	1,920	2,538	81
Sept. 2011	625	1,747	2,096	58	26	52	109	5	68	88	340	21	719	1,887	2,545	84
Dec. 2011	595	1,679	2,115	47	24	50	124	7	64	86	349	19	683	1,815	2,588	73

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2010	3,241	751	168	8	391	70	3,800	829	54	14	67	135	161	35	105	301
March 2011	3,689	966	186	7	412	86	4,287	1,059	69	14	80	163	192	45	120	357
June 2011	3,587	1,038	205	7	383	85	4,175	1,130	69	13	75	157	181	43	109	333
Sept. 2011	3,491	1,035	185	7	427	90	4,103	1,132	77	10	70	157	180	39	104	323
Dec. 2011	3,301	1,135	193	12	424	94	3,918	1,241	72	8	71	151	181	44	101	326

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

**The Banks Association of Turkey**  
**Call Center Statistics\***  
(The number of agents ≥ 251) (Number of banks: 7)

**C. Call Profile**

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2010	30,725,987	23,067,573	53,793,560	1,461,762	94%	154	9	1	40	68
March 2011	29,157,171	26,265,764	55,422,935	1,513,078	94%	161	10	1	43	78
June 2011	29,316,942	24,646,321	53,963,263	1,282,489	95%	167	9	1	37	71
Sept. 2011	28,999,423	24,877,389	53,876,812	1,563,171	94%	168	10	1	46	78
Dec. 2011	31,217,394	24,699,433	55,916,827	1,442,019	94%	157	8	1	44	88

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2010	2,304,415	909,760	3,214,175	72%	96	16,983	0	229,518
March 2011	2,535,054	1,062,247	3,597,301	70%	96	16,024	0	232,442
June 2011	2,416,754	1,028,935	3,445,689	70%	103	11,354	0	147,536
Sept. 2011	2,533,410	1,139,048	3,672,458	69%	140	15,077	0	135,785
Dec. 2011	2,299,124	1,342,929	3,642,053	63%	117	13,303	0	123,565

**D. Other Statistics**

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2010	4,477	19	13	304	204	42	51
March 2011	4,692	22	15	296	195	43	48
June 2011	4,870	23	15	295	192	43	49
Sept. 2011	4,793	20	14	292	189	43	48
Dec. 2011	4,870	22	14	291	203	43	48

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2010	1,013,384	2,900,410
March 2011	1,188,217	3,346,895
June 2011	1,182,680	2,969,111
Sept. 2011	1,165,222	2,969,693
Dec. 2011	1,041,032	2,502,266

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

## The Banks Association of Turkey

### Call Center Statistics\*

(51 ≤ The number of agents ≤ 250) (Number of banks: 7)

#### A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2010	8	1,432	1,440	192	173	1,805
March 2011	10	1,204	1,214	160	152	1,526
June 2011	17	1,161	1,178	159	177	1,514
Sept. 2011	24	1,107	1,131	171	178	1,480
Dec. 2011	42	1,142	1,184	186	180	1,550

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
65	63	9%
98	36	11%
63	80	12%
108	48	14%
75	35	9%

#### B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 2010	1,026	414	131	61	110	63	1,267	538	25	29	32
March 2011	853	361	106	54	92	60	1,051	475	25	29	33
June 2011	819	359	103	56	111	66	1,033	481	25	29	33
Sept. 2011	775	356	112	59	110	68	997	483	25	30	32
Dec. 2011	812	372	126	60	86	94	1,024	526	25	30	32

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
Dec. 2010	313	426	691	10	41	57	86	8	28	18	117	10	382	501	894	28
March 2011	240	327	638	9	32	35	85	8	20	15	109	8	292	377	832	25
June 2011	233	373	565	7	30	37	88	4	19	23	124	11	282	433	777	22
Sept. 2011	227	341	556	7	31	40	95	5	21	17	130	10	279	398	781	22
Dec. 2011	261	352	562	9	37	45	99	5	23	18	129	10	321	415	790	24

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2010	1,313	127	153	39	148	25	1,614	191	9	3	8	20	152	37	60	249
March 2011	1,080	134	121	39	120	32	1,321	205	4	1	5	10	118	26	41	185
June 2011	1,025	153	117	42	144	33	1,286	228	4	1	5	10	79	23	41	143
Sept. 2011	1,002	129	122	49	143	35	1,267	213	3	1	3	7	80	21	39	140
Dec. 2011	1,016	168	138	48	146	34	1,300	250	2	1	5	8	102	24	42	168

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

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

**C. Call Profile**

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2010	7,760,791	7,008,749	14,769,540	886,228	87%	165	11	3	60	110
March 2011	6,652,401	5,981,781	12,634,182	598,336	90%	166	10	3	40	95
June 2011	6,471,279	5,988,395	12,459,674	852,913	86%	163	8	2	50	117
Sept. 2011	7,612,257	6,471,967	14,084,224	814,068	87%	160	9	3	71	131
Dec. 2011	8,406,178	6,632,167	15,038,345	864,525	87%	168	9	3	68	132

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2010	2,611,087	774,099	3,385,186	77%	105	61,505	42,578	125,401
March 2011	1,917,486	721,916	2,639,402	73%	100	73,244	28,367	257,250
June 2011	1,508,985	556,046	2,065,031	73%	105	88,008	29,967	360,874
Sept. 2011	1,859,617	788,440	2,648,056	70%	76	91,950	23,556	347,733
Dec. 2011	1,880,713	740,830	2,621,543	72%	83	94,763	23,147	340,855

**D. Other Statistics**

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2010	1,458	12	15	201	103	36	51
March 2011	1,188	12	13	217	135	34	53
June 2011	1,173	12	13	233	112	36	51
Sept. 2011	1,256	13	12	247	114	35	52
Dec. 2011	1,059	11	13	249	106	35	52

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2010	344,984	1,141,628
March 2011	431,059	945,257
June 2011	529,197	1,032,243
Sept. 2011	523,061	1,414,820
Dec. 2011	499,806	1,393,064

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

## The Banks Association of Turkey

### Call Center Statistics\*

(The number of agents ≤ 50) (Number of banks: 7)

#### A. Number of Call Center Employees

Period	The number of part-time agents	The number of full-time agents	Total number of agents	The number of supporting service personnel	The number of managers	Total
Dec. 2010	0	59	59	3	12	74
March 2011	0	58	58	2	12	72
June 2011	0	61	61	2	13	76
Sept. 2011	0	62	62	1	13	76
Dec. 2011	0	52	52	2	12	66

The number of agents that resigned and fired	The number of agents that transferred to another department	Total Turnover (%)
4	1	8%
9	3	21%
2	2	7%
1	0	2%
15	2	33%

#### 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			
Dec. 2010	41	18	0	3	8	4	49	25	27	25	34
March 2011	39	19	0	2	8	4	47	25	27	24	35
June 2011	39	22	0	2	9	4	48	28	28	24	35
Sept. 2011	43	19	0	1	10	3	53	23	27	23	34
Dec. 2011	36	16	1	1	9	3	46	20	23	28	34

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
Dec. 2010	19	25	15	0	1	1	1	0	0	1	6	5	20	27	22	5
March 2011	13	17	28	0	1	1	0	0	0	1	5	6	14	19	33	6
June 2011	12	19	30	0	1	0	1	0	0	1	8	4	13	20	39	4
Sept. 2011	13	20	29	0	0	0	1	0	0	1	9	3	13	21	39	3
Dec. 2011	11	20	21	0	1	0	1	0	0	1	9	2	12	21	31	2

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul	Others	İstanbul	Others	İstanbul	Others	İstanbul	Others								
Dec. 2010	59	0	3	0	12	0	74	0	1	0	2	3	16	1	9	26
March 2011	58	0	2	0	12	0	72	0	0	0	2	2	15	0	10	25
June 2011	61	0	2	0	13	0	76	0	0	0	2	2	17	2	8	27
Sept. 2011	62	0	1	0	13	0	76	0	0	0	2	2	16	0	9	25
Dec. 2011	52	0	2	0	12	0	66	0	0	0	1	1	16	0	9	25

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



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

**C. Call Profile**

Period	Inbound									
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)
Dec. 2010	58,733	103,668	162,401	12,040	88%	118	16	4	38	30
March 2011	61,011	103,324	164,335	16,469	84%	119	19	6	46	36
June 2011	60,584	117,393	177,977	12,903	89%	130	16	5	41	38
Sept. 2011	76,244	111,932	188,176	8,700	92%	103	7	3	18	41
Dec. 2011	75,519	114,849	190,368	14,609	87%	110	7	3	29	55

Period	Outbound					E-mail - Fax - Other		
	Number of reached customers	Number of customers not reached	Total	Customers Reached (%)	Average Talk Time (second)	Number of e-mails received	Number of faxes received	Others
Dec. 2010	54,974	37,758	92,732	59%	88	1,814	4,584	0
March 2011	87,978	47,941	135,919	65%	85	2,097	5,626	0
June 2011	75,257	47,606	122,863	61%	73	1,770	5,566	0
Sept. 2011	60,933	43,570	104,503	58%	37	1,139	5,051	0
Dec. 2011	63,190	42,901	106,091	60%	42	1,134	5,641	0

**D. Other Statistics**

Period	Other Statistics						
	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Outbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 2010	64	25	6	58	12	35	54
March 2011	62	23	6	63	12	35	54
June 2011	62	20	4	70	30	34	54
Sept. 2011	63	16	5	80	34	35	54
Dec. 2011	53	16	5	80	34	35	54

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2010	377	129
March 2011	201	55
June 2011	217	85
Sept. 2011	323	91
Dec. 2011	162	66

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

## *List of participating banks*

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

## Glossary

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

1. **The number of part-time agents** : Total number of part-time agents that worked in the related three-month period.
  2. **The number of full-time agents**: Total number of full-time agents that worked in the related three-month period.
  3. **The number of supporting service staff** : Total number of employees who do not take calls in the call center in the related three-month period.
  4. **The number of managers** : Number of management team members who do not take calls in the related three-month period. ie. Team leaders, supervisors, call center manager
  5. **The number of agents that resigned and fired** : Total number of agents that resigned and laid off in the related three-month period.
  6. **The number of agents that transferred to another department** : Total number of agents that transferred to another department in the related three-month period.
- Total Turnover (%)** = (The number of agents that resigned and fired + The number of agents that transferred to another department) / Total number of agents

### B. Call Center Employee Profile\*

1. **Gender** : The distribution by gender of the total number agents, supporting service staff and managers in the related three-month period.
2. **Average age** : The average age of agents, supporting service staff and managers in the related three-month period.
3. **Academic background** : The distribution by education of the total number of agents, supporting service staff and managers in the related three-month period. Last school graduation was considered for students.
4. **Geographical location** : The distribution by geographical location of the total number of agents, supporting service staff and managers in the related three-month period.
5. **Availability of SPK License** : Total number of agents, supporting service staff and managers where SPK license is available in the related three-month period.
6. **Foreign language speaking** : Total number of agents, supporting service staff and managers who speak foreign language in the related three-month period.

### C. Call Profile\*

#### Inbound

1. **Number of incoming calls received calls by IVR** : All calls answered or ceased in the IVR system. Calls incoming to agents or abandoned by the agents are not included.
  2. **Number of incoming calls answered by agents** : Number of incoming calls answered and abandoned by the agents.
- Total number of incoming calls** = Number of calls answered by the agents + Number of calls abandoned by the agents.
- Answered Calls (%)** = (Number of incoming calls to agents-Number of agent abandoned calls) / Number of incoming calls to agents

#### Outbound

9. **Number of reached customers** : Not number of calls, the number of customers will be used.
  10. **Number of customers not reached**: Not number of calls, the number of customers will be used.
- Customers reached (%)** = Number of reached customers / Total number of customers
11. **E-mail - Fax - Other** : Number of mails, faxes or others.

### D. Other Statistics\*

1. **Number of seats** : Number of seats occupied.
2. **Number of calls evaluated per agent** : The average of inbound and outbound calls evaluated per agent will be used.
- 4 (5). **Inbound(Outbound) - Training time per agent (hour)** : For a full time agent who works 9 hours in a day.
6. **Daily break time per agent (minute)** : For a full time agent who works 9 hours in a day. Standard legal break time will be given.
7. **Daily lunch time per agent (minute)** : For a full time agent who works 9 hours in a day. Standard legal lunch time will be given.

### E. Financial Transactions\*

1. **Number of transactions** : Total number of financial transactions in the related three-month period.
2. **Volume of transactions (TL)**: Total volume of financial transactions in the related three-month period.

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

\* Arithmetic mean is used in average formulas

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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.