



# Call Center Statistics

December 2017

Report Code: DE23

January 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	
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
Sept. 2017	22	1	6,246	1,400	7,669	744	708	155	9,276
Dec. 2017	18	1	6,322	1,321	7,662	764	734	143	9,303

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	
421	103	162	30	10%
371	74	105	23	8%
365	79	106	28	8%
469	88	132	33	9%
462	81	143	27	9%

The number of agents working in the Outsource company on behalf of Bank's call center
2,763
2,552
2,485
2,622
2,938

**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. 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
Sept. 2017	5,527	2,142	529	215	512	351	6,568	2,708	26	31	34
Dec. 2017	5,596	2,066	541	223	513	364	6,650	2,653	27	31	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
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
Sept. 2017	866	2,724	4,013	66	140	189	371	44	58	203	509	93	1,064	3,116	4,893	203
Dec. 2017	859	3,064	3,682	57	138	205	370	51	75	192	530	80	1,072	3,461	4,582	188

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								
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
Sept. 2017	4,153	3,516	650	94	584	279	5,387	3,889	128	30	81	239	246	85	153	484
Dec. 2017	4,077	3,585	673	91	572	305	5,322	3,981	132	32	79	243	232	88	150	470

\* 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
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
Sept. 2017	77,284,588	45,461,782	122,746,370	4,295,092	91%	171	4	1	91	104	22,696,901
Dec. 2017	77,937,552	46,164,765	124,102,317	3,490,479	92%	170	4	1	73	95	24,302,962

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
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
Sept. 2017	22	21	19	7	23	13	12	4	9	4	17	11	7	9	5	23
Dec. 2017	22	20	20	7	23	14	13	5	9	6	18	13	9	10	4	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
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
Sept. 2017	0	2	0	6	1	1	8	8	10	8	4	10	8	4	7	1
Dec. 2017	0	2	0	6	1	1	8	8	9	8	4	8	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
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
Sept. 2017	8,008,539	649,133	16,478	1,603,892	10,278,042	6,446,692	727,048	21,194	1,269,152	8,464,086	14,455,231	1,376,181	37,672	2,873,044	18,742,128
Dec. 2017	9,175,193	692,844	12,114	2,554,473	12,434,624	8,032,100	809,368	12,385	2,455,874	11,309,727	17,207,293	1,502,212	24,499	5,010,347	23,744,351

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
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
Sept. 2017	55%	47%	44%	56%	55%	173	103	24	144	164
Dec. 2017	53%	46%	49%	51%	52%	171	106	32	122	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.)
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
348,892	6,156	435,074	22,679,343	2,661	109,045
344,994	4,798	454,727	22,521,347	1,583	105,748

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

\* 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)
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
Sept. 2017	6,358	14	20	171	40	53	1,944	17	16	145	37	54
Dec. 2017	6,499	14	20	209	40	52	1,966	18	14	138	39	52

**E. Financial transactions**

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
Dec. 2016	1,824,507	8,470,731
March 2017	1,995,212	7,740,489
June 2017	2,111,185	9,805,230
Sept. 2017	2,321,925	9,666,166
Dec. 2017	2,271,334	11,456,802

\* 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 18 banks (out of 25).

**The Banks Association of Turkey**  
**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	
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
Sept. 2017	22	1	5,831	1,315	7,169	708	654	144	8,675
Dec. 2017	18	1	5,979	1,248	7,246	726	690	133	8,795

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	
408	101	158	30	10%
338	73	103	22	8%
270	65	100	26	7%
413	78	118	31	9%
393	76	141	24	9%

The number of agents working in the Outsource company on behalf of Bank's call center
2,337
2,200
2,226
2,345
2,649

**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. 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
Sept. 2017	5,191	1,978	506	202	473	325	6,170	2,505	26	31	32
Dec. 2017	5,317	1,929	517	209	480	343	6,314	2,481	26	31	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. 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
Sept. 2017	836	2,541	3,738	54	140	178	353	37	58	193	463	84	1,034	2,912	4,554	175
Dec. 2017	834	2,890	3,472	50	138	195	350	43	74	184	492	73	1,046	3,269	4,314	166

  

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								
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
Sept. 2017	3,801	3,368	616	92	531	267	4,948	3,727	121	29	79	229	196	73	123	392
Dec. 2017	3,787	3,459	637	89	529	294	4,953	3,842	122	31	77	230	192	78	120	390

\* 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: 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
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
Sept. 2017	71,822,935	42,334,087	114,157,022	4,070,770	90%	168	4	1	96	103	21,621,558
Dec. 2017	73,896,303	43,114,023	117,010,326	3,276,021	92%	169	4	1	74	95	23,286,053

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
Dec. 2016	12	12	12	12	5	12	8	8	3	4	2	7	7	3	4	11
March 2017	11	11	11	11	4	11	7	7	2	4	1	6	6	3	4	10
June 2017	10	10	10	10	3	10	6	7	2	3	1	7	5	3	4	10
Sept. 2017	11	11	11	11	4	11	7	8	3	3	2	8	6	3	4	11
Dec. 2017	11	11	11	11	4	11	8	8	3	3	3	8	7	5	4	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
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
Sept. 2017	0	1	0	4	1	1	6	5	7	5	3	5	6	3	6	0
Dec. 2017	0	1	0	4	1	1	6	5	6	5	3	4	6	3	6	0

**The Banks Association of Turkey**  
**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
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
Sept. 2017	7,371,159	593,804	16,388	1,566,997	9,548,348	6,005,565	688,468	21,114	1,227,011	7,942,158	13,376,724	1,282,272	37,502	2,794,008	17,490,506
Dec. 2017	8,664,905	633,790	12,050	2,482,482	11,793,227	7,632,945	778,791	12,384	2,421,091	10,845,211	16,297,850	1,412,581	24,434	4,903,573	22,638,438

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
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
Sept. 2017	55%	46%	44%	56%	55%	180	103	24	145	168
Dec. 2017	53%	45%	49%	51%	52%	172	106	32	122	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.)
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
146,617	918	430,084	22,266,239	0	0
118,578	1,001	449,479	21,707,748	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
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
Sept. 2017	4	4	5	6	7	5	2	5	4	2
Dec. 2017	4	4	4	7	5	6	2	6	5	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
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
Sept. 2017	6	6	9	7	7	6	6	9	7	6
Dec. 2017	6	6	9	7	8	6	6	9	7	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\***  
**(The number of agents ≥ 251) (Number of banks: 11)**

**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)
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
Sept. 2017	5,972	14	21	204	41	52	1,765	18	17	156	36	54
Dec. 2017	5,996	13	20	295	40	53	1,769	18	15	144	39	51

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2016	1,747,490	8,276,758
March 2017	1,819,701	7,342,000
June 2017	1,774,286	8,973,453
Sept. 2017	2,133,469	9,191,458
Dec. 2017	2,093,414	10,907,595

\* 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: 2)

#### 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	
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
Sept. 2017	0	0	314	61	375	23	31	8	437
Dec. 2017	0	0	243	51	294	23	23	6	346

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	
4	1	1	0	3%
27	1	1	0	7%
83	14	5	2	16%
52	9	9	2	19%
61	4	2	3	24%

The number of agents working in the Outsource company on behalf of Bank's call center
135
106
0
26
25

#### 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. 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
Sept. 2017	272	103	14	9	24	15	310	127	27	30	32
Dec. 2017	214	80	13	10	17	12	244	102	27	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. 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
Sept. 2017	14	136	217	8	0	7	11	5	0	5	29	5	14	148	257	18
Dec. 2017	11	123	156	4	0	7	11	5	0	3	22	4	11	133	189	13

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								
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
Sept. 2017	227	148	21	2	27	12	275	162	5	1	1	7	24	10	17	51
Dec. 2017	168	126	21	2	18	11	207	139	5	1	1	7	16	8	17	41

\* 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: 2)

#### 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
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
Sept. 2017	3,887,892	1,819,841	5,707,733	167,307	91%	193	6	1	74	169	634,606
Dec. 2017	2,919,231	1,604,034	4,523,265	163,962	90%	169	4	1	74	95	518,266

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
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
Sept. 2017	2	2	2	1	2	2	0	0	1	0	0	2	0	0	0	1
Dec. 2017	2	2	2	1	2	2	0	0	1	0	0	2	0	0	0	1

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
Dec. 2016	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
March 2017	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
June 2017	0	0	0	0	1	0	0	2	1	1	1	1	1	1	0	1
Sept. 2017	0	0	0	0	1	0	0	2	1	1	1	1	1	1	0	1
Dec. 2017	0	0	0	1	0	0	0	2	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: 2)**

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
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
Sept. 2017	521,924	0	0	0	521,924	346,555	0	0	0	346,555	868,479	0	0	0	868,479
Dec. 2017	373,384	0	0	0	373,384	263,549	0	0	0	263,549	636,933	0	0	0	636,933

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
Dec. 2016	70%	-	-	-	70%	295	-	-	-	295
March 2017	63%	-	-	-	63%	238	-	-	-	238
June 2017	71%	-	-	-	71%	159	-	-	-	159
Sept. 2017	60%	-	-	-	60%	132	-	-	-	132
Dec. 2017	59%	-	-	-	59%	3,997	-	-	-	4,991

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.)
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
0	0	0	0	2,661	0
0	0	0	0	1,583	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
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
Sept. 2017	1	1	2	1	2	2	1	1	1	1
Dec. 2017	1	1	2	1	2	2	1	1	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
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
Sept. 2017	0	0	1	0	1	0	0	0	0	0
Dec. 2017	0	0	1	0	1	0	0	0	0	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: 2)

#### 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)
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
Sept. 2017	155	12	12	145	45	45	45	3	3	65	38	53
Dec. 2017	269	325	500	145	45	45	61	448	366	65	38	53

#### E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2016	46,904	125,320
March 2017	150,534	349,580
June 2017	313,305	796,110
Sept. 2017	162,352	441,768
Dec. 2017	146,556	483,383

\* 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	
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
Sept. 2017	0	0	101	24	125	13	23	3	164
Dec. 2017	0	0	100	22	122	15	21	4	162

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	
9	1	3	0	11%
6	0	1	1	7%
12	0	1	0	11%
4	1	5	0	8%
8	1	0	0	7%

The number of agents working in the Outsource company on behalf of Bank's call center
291
246
259
251
264

**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. 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
Sept. 2017	64	61	9	4	15	11	88	76	27	31	37
Dec. 2017	65	57	11	4	16	9	92	70	27	30	38

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. 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
Sept. 2017	16	47	58	4	0	4	7	2	0	5	17	4	16	56	82	10
Dec. 2017	14	51	54	3	0	3	9	3	1	5	16	3	15	59	79	9

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								
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
Sept. 2017	125	0	13	0	26	0	164	0	2	0	1	3	26	2	13	41
Dec. 2017	122	0	15	0	25	0	162	0	5	0	1	6	24	2	13	39

\* 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
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
Sept. 2017	1,573,761	1,307,854	2,881,615	57,015	96%	171	3	3	21	75	440,737
Dec. 2017	1,122,018	1,446,708	2,568,726	50,496	97%	172	4	4	16	40	498,643

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
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
Sept. 2017	9	8	6	2	10	4	4	1	5	2	9	3	4	5	1	11
Dec. 2017	9	7	7	2	10	4	5	2	5	3	10	4	4	6	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	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
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
Sept. 2017	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0
Dec. 2017	0	1	0	1	0	0	0	2	2	2	0	3	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
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
Sept. 2017	115,456	55,329	90	36,895	207,770	94,572	38,580	80	42,141	175,373	210,028	93,909	170	79,036	383,143
Dec. 2017	136,904	59,054	64	71,991	268,013	135,606	30,577	1	34,783	200,967	272,510	89,631	65	106,774	468,980

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
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
Sept. 2017	55%	59%	53%	47%	54%	155	102	62	105	132
Dec. 2017	50%	66%	98%	67%	57%	174	109	62	118	145

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
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
202,275	5,238	4,990	413,104	0	109,045
226,416	3,797	5,248	813,599	0	105,748

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	
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		
Sept. 2017	1	1	4	4	5	3	2	4	3		
Dec. 2017	1	1	4	5	5	3	3	4	3		

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
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	
Sept. 2017	3	5	4	3	2	3	1	3	3	
Dec. 2017	3	5	4	3	2	3	1	3	3	

\* 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)
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
Sept. 2017	231	51	16	142	39	55	134	4	3	164	39	55
Dec. 2017	234	51	16	142	39	52	136	5	5	164	39	55

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2016	30,113	68,653
March 2017	24,977	48,909
June 2017	23,594	35,668
Sept. 2017	26,104	32,940
Dec. 2017	31,364	65,825

\* 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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