



Call Center Statistics

March 2018

Report Code: DE23

April 2018



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	
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
March 2018	29	3	6,156	1,231	7,419	760	747	129	9,055

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	
371	74	105	23	8%
365	79	106	28	8%
469	88	132	33	9%
462	81	143	27	9%
299	72	244	42	9%

The number of agents working in the Outsource company on behalf of Bank's call center
2,552
2,485
2,622
2,938
3,215

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 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
March 2018	5,500	1,919	540	220	509	367	6,549	2,506	27	31	34

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
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
March 2018	903	2,806	3,654	56	132	183	395	50	80	178	532	86	1,115	3,167	4,581	192

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 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
March 2018	3,771	3,648	687	73	551	325	5,009	4,046	115	27	73	215	227	82	138	447

* 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
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
March 2018	80,678,475	46,050,722	126,729,197	3,182,749	93%	170	4	1	70	103	25,302,225

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 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
March 2018	22	20	20	9	23	15	12	4	8	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
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
March 2018	0	2	0	6	1	1	8	8	10	7	4	8	8	3	7	2

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
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
March 2018	10,677,673	950,450	15,558	1,675,583	13,319,264	10,153,152	978,009	16,490	1,798,700	12,946,351	20,830,825	1,928,459	32,048	3,474,283	26,265,615

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 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
March 2018	51%	49%	49%	48%	51%	160	92	25	144	153

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.)
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
367,804	4,827	487,026	21,556,929	241	100,606

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 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
March 2018	5	5	14	10	14	9	7	11	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
March 2017	9	10	14	9	10	8	7	11	8	7
June 2017	9	10	13	9	10	8	7	11	10	7
Sept. 2017	9	11	14	10	10	9	7	12	10	7
Dec. 2017	9	11	14	10	11	9	7	12	10	8
March 2018	10	12	13	11	11	9	6	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)
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
March 2018	6,897	20	16	200	40	51	1,603	18	15	138	40	51

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
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
March 2018	2,588,314	9,455,415

* 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	
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
March 2018	28	3	5,838	1,155	7,024	716	704	119	8,563

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	
338	73	103	22	8%
270	65	100	26	7%
413	78	118	31	9%
393	76	141	24	9%
264	52	241	40	8%

The number of agents working in the Outsource company on behalf of Bank's call center
2,200
2,226
2,345
2,649
2,813

B. Call Center Employee Profile

Period	Gender								Average Age							
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager					
	Female	Male	Female	Male	Female	Male	Female	Male								
March 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					
March 2018	5,233	1,791	509	207	480	343	6,222	2,341	27	31	32					
	Education															
Period	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
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
March 2018	871	2,627	3,473	53	128	173	375	40	79	166	497	81	1,078	2,966	4,345	174
	Geographical Location															
Period	The number of agents		The number of supporting service personnel		The number of managers		Total		Availability of SPK Licence				Foreign language speaking			
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	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
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
March 2018	3,510	3,514	645	71	508	315	4,663	3,900	111	26	72	209	182	74	122	378

* 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
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
March 2018	77,398,006	42,989,477	120,387,483	3,007,041	93%	169	4	1	73	100	24,350,050

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2017	11	11	11	4	11	7	7	2	4	1	6	6	3	4	4	10
June 2017	10	10	10	3	10	6	7	2	3	1	7	5	3	4	4	10
Sept. 2017	11	11	11	4	11	7	8	3	3	2	8	6	3	4	4	11
Dec. 2017	11	11	11	4	11	8	8	3	3	3	8	7	5	4	4	11
March 2018	11	11	11	6	11	9	8	3	2	3	8	7	5	4	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
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
March 2018	0	1	0	4	1	1	6	5	7	5	3	4	6	2	6	1

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
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
March 2018	10,218,068	851,208	15,492	1,626,584	12,711,352	9,840,042	922,858	16,469	1,762,078	12,541,447	20,058,110	1,774,066	31,961	3,388,662	25,252,799

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 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
March 2018	51%	48%	48%	48%	50%	162	94	25	145	155

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.)
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
156,075	1,244	482,281	20,208,591	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
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	7	5	7	6	2	6	5	2
March 2018	4	4	8	5	8	5	4	6	5	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 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
March 2018	7	7	9	6	7	5	5	8	6	6

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted average" formula is used in average formulas as of December 2012 period.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 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)
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
March 2018	6,427	19	16	275	40	52	1,408	18	16	144	41	49

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
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
March 2018	2,070,144	8,922,462

* 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	
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
March 2018	0	0	202	48	250	28	19	6	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	
27	1	1	0	7%
83	14	5	2	16%
52	9	9	2	19%
61	4	2	3	24%
31	19	2	2	22%

The number of agents working in the Outsource company on behalf of Bank's call center
106
0
26
25
99

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 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
March 2018	189	61	19	9	13	12	221	82	26	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
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
March 2018	8	116	126	0	0	8	14	6	0	7	17	1	8	131	157	7

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 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
March 2018	116	134	26	2	15	10	157	146	0	1	0	1	18	6	3	27

* 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
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
March 2018	2,427,983	1,430,082	3,858,065	79,193	94%	169	4	1	73	100	473,564

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 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
March 2018	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
March 2017	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
June 2017	0	0	0	1	0	0	2	1	1	1	1	1	1	1	1	1
Sept. 2017	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
Dec. 2017	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
March 2018	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1

The Banks Association of Turkey
Call Center Statistics*

(51 ≤ The number of agents ≤ 250) (Number of banks: 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
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
March 2018	317,833	0	0	0	317,833	190,480	0	0	0	190,480	508,313	0	0	0	508,313

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 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
March 2018	63%	-	-	-	63%	5,216	-	-	-	6,211

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	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
0	0	0	0	241	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
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
March 2018	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
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
March 2018	0	0	1	1	2	1	0	0	0	1

* 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)
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
March 2018	222	566	459	145	45	45	53	444	383	65	38	53

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2017	150,534	349,580
June 2017	313,305	796,110
Sept. 2017	162,352	441,768
Dec. 2017	146,556	483,383
March 2018	484,615	378,356

* 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	
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
March 2018	1	0	116	28	145	16	24	4	189

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
6	0	1	1	7%
12	0	1	0	11%
4	1	5	0	8%
8	1	0	0	7%
4	1	1	0	4%

The number of agents working in the Outsource company on behalf of Bank's call center
246
259
251
264
303

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 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
March 2018	78	67	12	4	16	12	106	83	27	32	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
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
March 2018	24	63	55	3	4	2	6	4	1	5	18	4	29	70	79	11

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 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
March 2018	145	0	16	0	28	0	189	0	4	0	1	5	27	2	13	42

* 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
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
March 2018	852,486	1,631,163	2,483,649	96,515	94%	165	4	3	28	104	478,611

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 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
March 2018	9	7	7	2	10	4	4	1	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
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
March 2018	0	1	0	1	0	0	0	2	2	1	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
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
March 2018	141,772	99,242	66	48,999	290,079	122,630	55,151	21	36,622	214,424	264,402	154,393	87	85,621	504,503

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 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
March 2018	54%	64%	76%	57%	57%	141	77	59	116	115

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.)
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
211,729	3,583	4,745	1,348,338	0	100,606

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2017	1	1	4	4	5	3	3	4	2	4
June 2017	1	1	4	4	5	3	3	4	2	4
Sept. 2017	1	1	4	4	5	3	2	4	3	4
Dec. 2017	1	1	4	5	5	3	3	4	3	4
March 2018	0	0	4	4	4	2	2	4	3	

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2017	4	5	4	3	2	2	1	2	2	1
June 2017	4	5	4	3	2	2	1	2	2	1
Sept. 2017	3	5	4	3	2	3	1	3	3	1
Dec. 2017	3	5	4	3	2	3	1	3	3	1
March 2018	3	5	3	4	2	3	1	4	4	1

* 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)
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
March 2018	248	51	15	140	39	52	142	5	0	157	40	53

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
March 2017	24,977	48,909
June 2017	23,594	35,668
Sept. 2017	26,104	32,940
Dec. 2017	31,364	65,825
March 2018	33,555	154,597

* 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.
- 11 HSBC Bank A.Ş.
- 12 ING Bank A.Ş.
- 13 Nurol Yatırım Bankası A.Ş.
- 14 Odea Bank A.Ş.
- 10 QNB Finansbank A.Ş.
- 15 Şekerbank T.A.Ş.
- 17 Tekstil Bankası A.Ş.
- 16 Turkish Bank 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.

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 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.

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.

All rights reserved. No part of this report may be reproduced or transmitted, in any form or by any means, electronic, photocopying or otherwise, without the prior written permission of the Banks Association of Turkey.