

Call Center Statistics

June 2019

Report Code: DE23

July 2019



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

A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
June 2018	37	5	5,919	1,239	7,200	761	719	128	8,808
Sept. 2018	61	34	5,932	1,178	7,205	842	715	123	8,885
Dec. 2018	54	22	6,028	1,099	7,203	792	705	106	8,806
March 2019	57	19	6,041	1,091	7,208	783	654	107	8,752
June 2019	55	16	6,058	985	7,114	777	649	101	8,641

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	
469	82	218	22	11%
468	138	108	11	10%
403	69	134	19	9%
309	83	104	20	7%
358	67	177	37	9%

The number of agents working in the Outsource company on behalf of Bank's call center
3,023
2,772
2,805
2,819
2,811

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
June 2018	5,368	1,832	538	223	463	384	6,369	2,439	27	31	34
Sept. 2018	5,364	1,841	566	276	475	363	6,405	2,480	27	32	34
Dec. 2018	5,373	1,830	550	242	465	346	6,388	2,418	27	32	34
March 2019	5,352	1,856	533	250	451	310	6,336	2,416	27	32	34
June 2019	5,244	1,870	526	251	440	310	6,210	2,431	27	32	34

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
June 2018	888	2,661	3,594	57	121	191	400	49	76	175	511	85	1,085	3,027	4,505	191
Sept. 2018	885	2,613	3,643	64	137	213	441	51	72	180	499	87	1,094	3,006	4,583	202
Dec. 2018	867	2,582	3,692	62	120	196	428	48	67	172	487	85	1,054	2,950	4,607	195
March 2019	862	2,522	3,755	69	111	196	429	47	59	151	473	78	1,032	2,869	4,657	194
June 2019	861	2,467	3,706	80	109	192	421	55	56	142	473	79	1,026	2,801	4,600	214

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
June 2018	3,567	3,633	680	81	534	313	4,781	4,027	130	27	74	231	232	76	117	425
Sept. 2018	3,621	3,584	763	79	522	316	4,906	3,979	152	28	74	254	220	79	142	441
Dec. 2018	3,537	3,666	712	80	503	308	4,752	4,054	168	29	72	269	228	79	140	447
March 2019	3,533	3,675	679	104	479	282	4,691	4,061	107	30	71	208	235	76	136	447
June 2019	3,630	3,484	695	82	474	276	4,799	3,842	171	33	77	281	241	74	136	451

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

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

C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
June 2018	78,780,637	45,833,248	124,613,885	3,790,930	92%	168	4	1	68	119	24,701,058
Sept. 2018	75,469,431	46,450,746	121,920,177	5,453,959	88%	165	4	1	92	135	24,156,831
Dec. 2018	78,714,224	44,409,177	123,123,401	2,496,980	94%	166	4	2	47	100	23,208,564
March 2019	77,176,162	45,021,539	122,197,701	3,043,001	93%	166	4	2	62	117	26,441,976
June 2019	64,024,843	41,886,187	105,911,030	2,063,205	95%	163	4	2	39	111	24,337,273

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2018	22	20	19	10	24	15	13	5	8	5	18	13	9	11	5	23
Sept. 2018	22	20	20	9	23	15	13	5	8	6	18	13	9	10	4	23
Dec. 2018	22	20	20	9	23	16	13	6	9	6	18	12	9	10	4	23
March 2019	22	21	20	9	23	16	13	6	9	6	18	13	9	11	4	23
June 2019	22	21	20	9	23	16	13	6	8	6	18	13	9	11	4	22

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2018	0	2	0	6	1	1	7	8	10	8	4	8	8	3	7	2
Sept. 2018	0	2	0	6	1	1	8	8	11	8	4	8	8	3	7	2
Dec. 2018	1	2	0	6	1	1	8	8	10	8	4	9	8	3	7	2
March 2019	1	2	0	6	1	1	8	8	10	8	4	9	8	3	7	2
June 2019	1	2	0	6	1	1	8	8	11	8	4	9	8	3	7	1

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

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2018	9,745,878	913,169	11,214	1,373,108	12,043,369	11,121,445	883,792	11,979	1,682,373	13,699,589	20,867,323	1,796,961	23,193	3,055,481	25,742,958
Sept. 2018	9,151,475	1,214,948	8,408	1,599,187	11,974,018	10,520,788	1,181,328	8,961	2,009,644	13,720,721	19,672,263	2,396,276	17,369	3,608,831	25,694,739
Dec. 2018	10,721,635	1,187,267	6,830	1,763,813	13,679,545	11,476,328	1,449,662	6,562	2,332,731	15,265,283	22,197,963	2,636,929	13,392	4,096,544	28,944,828
March 2019	9,108,836	1,441,292	5,020	1,778,934	12,334,082	10,264,710	1,411,807	4,413	2,197,577	13,878,507	19,373,546	2,853,099	9,433	3,976,511	26,212,589
June 2019	8,591,250	1,511,406	4,239	1,202,710	11,309,605	10,114,674	1,767,108	3,899	1,487,263	13,372,944	18,705,924	3,278,514	8,138	2,689,973	24,682,549

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2018	47%	51%	48%	45%	47%	166	90	27	141	157
Sept. 2018	47%	51%	48%	44%	47%	159	92	30	154	152
Dec. 2018	48%	45%	51%	43%	47%	149	97	36	145	144
March 2019	47%	51%	53%	45%	47%	162	82	33	131	148
June 2019	46%	46%	52%	45%	46%	161	94	39	143	150

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.)
344,966	3,199	448,718	22,139,612	1,253	90,121
295,801	3,289	420,518	23,304,627	1,213	75,148
232,482	2,561	665,952	24,198,493	2,997	69,166
245,955	2,751	1,076,878	21,993,150	7,246	57,656
219,274	2,370	1,031,724	19,572,768	8,202	55,138

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	5	5	13	9	14	8	7	11	8	9
Sept. 2018	6	6	14	10	13	10	6	11	8	10
Dec. 2018	5	5	14	10	13	9	6	11	7	9
March 2019	6	6	14	10	13	10	5	11	7	9
June 2019	6	6	14	9	12	10	5	10	6	9

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	10	12	14	11	11	8	6	12	10	8
Sept. 2018	11	12	15	10	11	8	6	12	10	9
Dec. 2018	10	12	16	9	11	8	6	12	9	7
March 2019	10	12	15	9	11	8	7	12	9	7
June 2019	9	11	15	8	11	9	6	10	8	7

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

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

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
June 2018	6,857	20	16	173	39	51	1,795	18	15	136	39	51
Sept. 2018	6,981	19	16	202	39	51	1,629	17	16	132	39	51
Dec. 2018	7,134	21	17	195	39	51	1,592	17	16	133	39	51
March 2019	7,195	18	16	176	39	51	1,542	19	15	113	39	50
June 2019	6,960	17	16	168	39	51	1,540	18	16	108	39	50

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
June 2018	2,634,372	10,045,671
Sept. 2018	2,380,188	11,488,978
Dec. 2018	2,701,024	12,001,217
March 2019	2,484,957	12,993,373
June 2019	2,116,306	11,300,330

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**Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

***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	
June 2018	36	5	5,630	1,157	6,828	720	679	117	8,344
Sept. 2018	60	34	5,415	1,106	6,615	790	652	113	8,170
Dec. 2018	53	22	5,692	1,020	6,787	752	662	96	8,297
March 2019	56	19	5,727	1,017	6,819	742	605	97	8,263
June 2019	54	16	5,785	909	6,764	739	603	88	8,194

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	
415	78	212	17	11%
423	132	81	9	10%
373	65	129	19	9%
286	78	99	20	7%
342	65	171	37	9%

The number of agents working in the Outsource company on behalf of Bank's call center
2,688
2,345
2,448
2,478
2,460

B. Call Center Employee Profile

Period	Gender								Average Age							
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager					
	Female	Male	Female	Male	Female	Male	Female	Male								
June 2018	5,121	1,707	512	208	435	361	6,068	2,276	26	31	32					
Sept. 2018	4,966	1,649	536	254	433	332	5,935	2,235	27	32	33					
Dec. 2018	5,095	1,692	527	225	438	320	6,060	2,237	26	32	32					
March 2019	5,087	1,732	511	231	423	279	6,021	2,242	27	32	33					
June 2019	5,008	1,756	504	235	412	279	5,924	2,270	27	32	33					
	Education															
Period	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
June 2018	859	2,500	3,417	52	120	179	379	42	74	163	480	79	1,053	2,842	4,276	173
Sept. 2018	857	2,311	3,385	62	135	198	413	44	71	151	462	81	1,063	2,660	4,260	187
Dec. 2018	826	2,435	3,467	59	119	185	407	41	65	161	453	79	1,010	2,781	4,327	179
March 2019	817	2,387	3,548	67	110	184	408	40	55	140	435	72	982	2,711	4,391	179
June 2019	824	2,350	3,514	76	108	182	402	47	53	131	435	72	985	2,663	4,351	195
	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
June 2018	3,310	3,518	641	79	493	303	4,444	3,900	127	26	74	227	187	71	103	361
Sept. 2018	3,387	3,228	723	67	482	283	4,592	3,578	148	28	74	250	176	71	127	374
Dec. 2018	3,239	3,548	675	77	462	296	4,376	3,921	166	29	72	267	187	72	126	385
March 2019	3,258	3,561	641	101	432	270	4,331	3,932	105	30	71	206	199	69	123	391
June 2019	3,382	3,382	658	81	426	265	4,466	3,728	168	33	77	278	207	67	123	397

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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
June 2018	75,452,998	42,691,380	118,144,378	3,559,978	92%	167	4	1	70	118	24,162,294
Sept. 2018	71,082,630	42,095,078	113,177,708	5,025,846	88%	162	4	1	95	135	22,894,788
Dec. 2018	75,243,010	41,435,065	116,678,075	2,303,842	94%	164	4	1	48	97	22,639,811
March 2019	74,319,482	42,537,758	116,857,240	2,933,941	93%	164	4	1	64	119	25,849,446
June 2019	61,922,729	39,676,740	101,599,469	1,965,484	95%	162	4	1	40	112	23,645,139

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2018	11	11	11	6	11	9	8	3	2	3	8	7	5	5	4	11
Sept. 2018	10	10	10	5	10	8	7	2	2	2	7	6	4	4	4	10
Dec. 2018	11	11	11	6	11	9	8	3	3	3	8	7	5	4	4	11
March 2019	11	11	11	6	11	9	8	3	3	3	8	7	5	5	4	11
June 2019	11	11	11	6	11	9	8	3	2	3	8	7	5	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
June 2018	0	1	0	4	1	1	5	5	7	5	3	4	6	2	6	1
Sept. 2018	0	1	0	4	1	1	6	5	8	5	3	4	6	2	6	1
Dec. 2018	1	1	0	4	1	1	6	5	7	5	3	4	6	2	6	1
March 2019	1	1	0	4	1	1	6	5	7	5	3	4	6	2	6	1
June 2019	1	1	0	4	1	1	6	5	8	5	3	4	6	2	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
June 2018	9,324,197	843,581	11,131	1,310,008	11,488,917	10,938,336	847,095	11,962	1,643,881	13,441,274	20,262,533	1,690,676	23,093	2,953,889	24,930,191
Sept. 2018	8,312,904	1,104,187	8,336	1,551,788	10,977,215	10,172,162	1,054,946	8,952	1,976,590	13,212,650	18,485,066	2,159,133	17,288	3,528,378	24,189,865
Dec. 2018	10,345,984	1,037,390	6,731	1,699,770	13,089,875	11,229,575	1,301,481	6,533	2,274,968	14,812,557	21,575,559	2,338,871	13,264	3,974,738	27,902,432
March 2019	8,730,474	1,291,161	5,009	1,720,335	11,746,979	9,939,728	1,288,809	4,402	2,140,841	13,373,780	18,670,202	2,579,970	9,411	3,861,176	25,120,759
June 2019	8,175,264	1,328,467	4,235	1,136,196	10,644,162	9,739,691	1,610,879	3,888	1,422,683	12,777,141	17,914,955	2,939,346	8,123	2,558,879	23,421,303

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2018	46%	50%	48%	44%	46%	168	89	27	141	159
Sept. 2018	45%	51%	48%	44%	45%	165	90	30	155	156
Dec. 2018	48%	44%	51%	43%	47%	151	100	36	146	146
March 2019	47%	50%	53%	45%	47%	163	82	33	132	150
June 2019	46%	45%	52%	44%	45%	164	92	39	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.)
152,483	907	444,294	20,981,901	0	0
140,793	830	267,407	19,998,607	0	0
112,801	732	660,834	19,512,402	1,639	0
130,431	697	1,072,373	18,074,101	5,839	0
121,277	670	1,028,270	16,233,249	6,286	0

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	4	4	7	4	8	4	4	6	4	4
Sept. 2018	4	4	7	4	7	5	3	5	3	3
Dec. 2018	4	4	8	5	8	5	3	6	4	4
March 2019	4	4	8	5	8	6	3	6	4	4
June 2019	4	4	8	5	8	6	3	6	4	4

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	7	7	10	6	7	4	5	8	6	6
Sept. 2018	7	7	9	5	6	3	5	7	5	6
Dec. 2018	7	7	10	5	7	4	5	8	6	5
March 2019	7	7	9	5	7	4	5	8	5	5
June 2019	6	6	9	4	7	5	4	7	4	5

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

The Banks Association of 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)
June 2018	6,416	20	16	207	40	52	1,600	19	15	133	41	49
Sept. 2018	6,272	19	16	276	41	51	1,422	17	17	125	41	49
Dec. 2018	6,690	21	16	257	39	52	1,381	18	17	126	41	49
March 2019	6,742	18	16	214	39	52	1,331	20	16	86	42	47
June 2019	6,547	17	16	209	39	52	1,323	19	17	96	42	47

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2018	2,269,544	9,698,897
Sept. 2018	1,935,805	10,588,152
Dec. 2018	2,292,490	11,277,766
March 2019	1,979,762	12,255,976
June 2019	1,778,206	10,213,380

* 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	
June 2018	0	0	168	45	213	25	19	6	263
Sept. 2018	0	0	398	42	440	38	42	5	525
Dec. 2018	0	0	247	49	296	26	22	5	349
March 2019	0	0	226	48	274	27	27	5	333
June 2019	0	0	153	34	187	24	17	5	233

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	
48	3	3	4	27%
37	3	26	0	15%
18	4	2	0	8%
18	2	4	0	9%
8	2	1	0	6%

The number of agents working in the Outsource company on behalf of Bank's call center
74
175
102
127
50

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
June 2018	165	48	14	11	13	12	192	71	27	31	33
Sept. 2018	321	119	20	18	27	20	368	157	26	32	32
Dec. 2018	221	75	14	12	15	12	250	99	27	32	33
March 2019	209	65	13	14	17	15	239	94	27	32	33
June 2019	145	42	13	11	12	10	170	63	27	32	33

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
June 2018	0	105	105	3	0	8	12	5	0	7	15	3	0	120	132	11
Sept. 2018	0	248	191	1	0	12	21	5	0	24	20	3	0	284	232	9
Dec. 2018	16	115	164	1	0	8	13	5	0	7	17	3	16	130	194	9
March 2019	18	104	151	1	0	8	14	5	1	7	21	3	19	119	186	9
June 2019	0	76	111	0	0	7	12	5	0	7	13	2	0	90	136	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								
June 2018	98	115	23	2	15	10	136	127	0	1	0	1	16	3	2	21
Sept. 2018	84	356	26	12	14	33	124	401	0	0	0	0	23	6	4	33
Dec. 2018	187	109	24	2	17	10	228	121	0	0	0	0	25	5	4	34
March 2019	169	105	25	2	22	10	216	117	0	0	0	0	21	5	4	30
June 2019	94	93	24	0	12	10	130	103	0	0	0	0	18	5	2	25

* 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
June 2018	2,578,218	1,508,536	4,086,754	130,058	91%	167	3	3	28	105	91,788
Sept. 2018	3,541,017	2,618,503	6,159,520	277,276	89%	169	4	1	96	137	777,535
Dec. 2018	2,659,851	1,888,826	4,548,677	145,573	92%	166	4	1	49	98	173,700
March 2019	1,933,491	1,347,297	3,280,788	70,238	95%	166	4	1	65	120	194,367
June 2019	1,128,275	722,314	1,850,589	37,101	95%	163	4	1	40	113	58,659

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2018	2	2	2	1	2	2	0	0	1	0	0	2	0	0	0	1
Sept. 2018	3	3	3	2	3	3	1	1	1	1	1	3	1	0	0	2
Dec. 2018	3	3	3	1	3	3	0	1	2	0	1	3	0	0	0	2
March 2019	3	3	3	1	3	3	0	1	2	0	1	3	0	0	0	2
June 2019	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
June 2018	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
Sept. 2018	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
Dec. 2018	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
March 2019	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
June 2019	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
June 2018	321,707	0	0	0	321,707	108,292	0	0	0	108,292	429,999	0	0	0	429,999
Sept. 2018	752,165	0	0	0	752,165	292,754	0	0	0	292,754	1,044,919	0	0	0	1,044,919
Dec. 2018	336,937	0	0	0	336,937	208,308	0	0	0	208,308	545,245	0	0	0	545,245
March 2019	311,543	23,429	0	0	334,972	283,939	16,051	0	0	299,990	595,482	39,480	0	0	634,962
June 2019	164,175	60,719	0	0	224,894	219,038	53,625	0	0	272,663	383,213	114,344	0	0	497,557

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2018	75%	-	-	-	75%	44	-	-	-	90
Sept. 2018	72%	-	-	-	72%	1,890	-	-	-	2,342
Dec. 2018	62%	-	-	-	62%	4,669	-	-	-	5,716
March 2019	52%	59%	-	-	53%	4,610	4,690	-	-	5,292
June 2019	43%	53%	-	-	45%	8,179	2,203	-	-	7,296

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	0	1,253	0
0	0	149,232	392,065	1,213	0
0	0	0	0	1,358	0
0	0	0	0	1,407	0
0	0	0	0	1,916	0

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	1	1	2	1	2	2	1	1	1	1
Sept. 2018	1	1	3	2	3	3	1	2	2	2
Dec. 2018	1	1	3	2	3	2	1	2	1	1
March 2019	2	2	3	2	3	2	1	2	1	1
June 2019	2	2	2	1	2	2	1	1	0	1

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	0	0	1	1	2	1	0	0	0	1
Sept. 2018	0	0	2	1	3	2	0	1	1	1
Dec. 2018	0	0	2	1	2	1	0	1	0	1
March 2019	0	0	2	1	2	1	0	1	0	1
June 2019	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)
June 2018	196	37	15	145	45	45	49	10	6	65	38	53
Sept. 2018	475	268	232	174	40	50	46	468	451	65	38	53
Dec. 2018	245	488	388	163	40	50	59	379	358	110	35	55
March 2019	253	460	427	163	40	50	59	426	354	110	35	55
June 2019	196	651	630	145	45	45	49	525	466	65	38	53

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2018	313,243	18,090
Sept. 2018	388,666	367,598
Dec. 2018	373,748	498,521
March 2019	470,461	516,261
June 2019	257,501	431,331

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

**Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

The Banks Association of Turkey
Call Center Statistics*

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

A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
June 2018	1	0	121	37	159	16	21	5	201
Sept. 2018	1	0	119	30	150	14	21	5	190
Dec. 2018	1	0	89	30	120	14	21	5	160
March 2019	1	0	88	26	115	14	22	5	156
June 2019	1	0	120	42	163	14	29	8	214

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	1	3	1	7%
8	3	1	2	9%
12	0	3	0	13%
5	3	1	0	8%
8	0	5	0	8%

The number of agents working in the Outsource company on behalf of Bank's call center
261
252
255
214
301

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
June 2018	82	77	12	4	15	11	109	92	28	33	36
Sept. 2018	77	73	10	4	15	11	102	88	27	33	36
Dec. 2018	57	63	9	5	12	14	78	82	27	36	36
March 2019	56	59	9	5	11	16	76	80	27	36	36
June 2019	91	72	9	5	16	21	116	98	27	36	35

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
June 2018	29	56	72	2	1	4	9	2	2	5	16	3	32	65	97	7
Sept. 2018	28	54	67	1	2	3	7	2	1	5	17	3	31	62	91	6
Dec. 2018	25	32	61	2	2	3	8	2	2	4	17	3	28	39	86	7
March 2019	27	31	56	1	1	4	7	2	3	4	17	3	31	39	80	6
June 2019	37	41	81	4	1	3	7	3	3	4	25	5	41	48	113	12

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
June 2018	159	0	16	0	26	0	201	0	3	0	0	3	29	2	12	43
Sept. 2018	150	0	14	0	26	0	190	0	4	0	0	4	21	2	11	34
Dec. 2018	111	9	13	1	24	2	148	12	2	0	0	2	16	2	10	28
March 2019	106	9	13	1	25	2	144	12	2	0	0	2	15	2	9	26
June 2019	154	9	13	1	36	1	203	11	3	0	0	3	16	2	11	29

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

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

C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
June 2018	749,421	1,633,332	2,382,753	100,894	94%	167	3	3	28	105	446,976
Sept. 2018	845,784	1,737,165	2,582,949	150,837	91%	175	4	3	43	113	484,508
Dec. 2018	811,363	1,085,286	1,896,649	47,565	96%	185	3	3	21	81	395,053
March 2019	923,189	1,136,484	2,059,673	38,822	97%	173	3	3	21	62	398,163
June 2019	973,839	1,487,133	2,460,972	60,620	96%	176	4	3	21	86	633,475

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2018	9	7	6	3	11	4	5	2	5	2	10	4	4	6	1	11
Sept. 2018	9	7	7	2	10	4	5	2	5	3	10	4	4	6	0	11
Dec. 2018	8	6	6	2	9	4	5	2	4	3	9	2	4	6	0	10
March 2019	8	7	6	2	9	4	5	2	4	3	9	3	4	6	0	10
June 2019	9	8	7	2	10	5	5	3	5	3	10	4	4	6	0	10

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
June 2018	0	1	0	1	0	0	0	2	2	2	0	3	1	0	1	0
Sept. 2018	0	1	0	1	0	0	0	2	2	2	0	3	1	0	1	0
Dec. 2018	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0
March 2019	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0
June 2019	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0

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

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2018	99,974	69,588	83	63,100	232,745	74,817	36,697	17	38,492	150,023	174,791	106,285	100	101,592	382,768
Sept. 2018	86,406	110,761	72	47,399	244,638	55,872	126,382	9	33,054	215,317	142,278	237,143	81	80,453	459,955
Dec. 2018	38,714	149,877	99	64,043	252,733	38,445	148,181	29	57,763	244,418	77,159	298,058	128	121,806	497,151
March 2019	66,819	126,702	11	58,599	252,131	41,043	106,947	11	56,736	204,737	107,862	233,649	22	115,335	456,868
June 2019	251,811	122,220	4	66,514	440,549	155,945	102,604	11	64,580	323,140	407,756	224,824	15	131,094	763,689

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
June 2018	57%	65%	83%	62%	61%	142	91	53	136	125
Sept. 2018	61%	47%	89%	59%	53%	136	113	53	129	124
Dec. 2018	50%	50%	77%	53%	51%	143	75	21	113	95
March 2019	62%	54%	50%	51%	55%	226	66	14	125	122
June 2019	62%	54%	27%	51%	58%	120	62	167	129	105

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.)
192,483	2,292	4,424	1,157,711	0	90,121
155,008	2,459	3,879	2,913,955	0	75,148
119,681	1,829	5,118	4,686,091	0	69,166
115,524	2,054	4,505	3,919,049	0	57,656
97,997	1,700	3,454	3,339,519	0	55,138

Period	Outbound services (Number of banks)										
	Inhouse										
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement	
June 2018	0	0	4	4	4	2	2	4	3		
Sept. 2018	1	1	4	4	3	2	2	4	3		
Dec. 2018	0	0	3	3	2	2	2	3	2		
March 2019	0	0	3	3	2	2	1	3	2		
June 2019	0	0	4	3	2	2	1	3	2		

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2018	3	5	3	4	2	3	1	4	4	
Sept. 2018	4	5	4	4	2	3	1	4	4	
Dec. 2018	3	5	4	3	2	3	1	3	3	
March 2019	3	5	4	3	2	3	2	3	4	
June 2019	3	5	5	3	2	3	2	3	4	

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

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

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
June 2018	245	51	20	147	37	51	146	13	7	164	38	53
Sept. 2018	234	55	19	147	37	51	161	14	5	164	38	53
Dec. 2018	199	58	8	142	38	50	152	6	4	157	39	51
March 2019	200	39	9	142	38	50	152	6	4	164	38	53
June 2019	217	34	11	134	37	51	168	6	6	141	36	54

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2018	51,585	328,683
Sept. 2018	55,717	533,227
Dec. 2018	34,786	224,930
March 2019	34,734	221,136
June 2019	80,599	655,619

* 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 ICBC Turkey Bank A.Ş.
- 13 ING Bank A.Ş.
- 14 Nurol Yatırım Bankası A.Ş.
- 10 Odea Bank A.Ş.
- 15 QNB Finansbank A.Ş.
- 17 Şekerbank T.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.

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.

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