



# Call Center Statistics

March 2020

Report Code: DE23

April 2020



**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 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
Sept. 2019	57	33	6,065	978	7,133	699	693	100	8,625
Dec. 2019	50	37	6,198	948	7,233	692	696	91	8,712
March 2020	46	21	5,833	922	6,822	698	670	88	8,278

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	
309	83	104	20	7%
412	95	175	37	10%
483	109	142	16	11%
432	88	112	20	9%
373	72	217	49	10%

The number of agents working in the Outsource company on behalf of Bank's call center
2,819
2,811
2,766
2,866
2,794

**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 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
Sept. 2019	5,223	1,910	476	223	452	341	6,151	2,474	27	33	34
Dec. 2019	5,300	1,933	479	213	449	338	6,228	2,484	27	33	34
March 2020	5,001	1,821	482	216	432	326	5,915	2,363	27	33	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 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
Sept. 2019	830	2,471	3,745	87	97	164	383	55	61	151	491	90	988	2,786	4,619	232
Dec. 2019	819	2,406	3,922	86	91	165	381	55	61	149	485	92	971	2,720	4,788	233
March 2020	789	2,242	3,718	73	87	170	380	61	58	141	473	86	934	2,553	4,571	220

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 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
Sept. 2019	3,533	3,600	612	87	482	311	4,627	3,998	189	31	75	295	233	76	138	447
Dec. 2019	3,503	3,730	613	79	479	308	4,595	4,117	188	33	73	294	236	72	137	445
March 2020	3,320	3,502	602	96	451	307	4,373	3,905	94	29	57	180	223	72	132	427

\* 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 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
Sept. 2019	67,490,803	45,266,823	112,757,626	3,692,759	92%	162	4	2	76	122	24,919,457
Dec. 2019	69,674,244	46,781,805	116,456,049	3,355,840	93%	164	4	2	65	113	24,234,703
March 2020	69,225,546	48,586,575	117,812,121	5,642,154	88%	166	4	2	92	161	24,119,467

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 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
Sept. 2019	22	21	20	9	23	16	13	6	8	6	18	13	9	11	4	23
Dec. 2019	22	20	20	9	23	16	13	6	8	6	18	13	9	11	4	23
March 2020	22	20	20	9	23	16	13	6	8	6	18	13	8	11	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 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
Sept. 2019	1	2	0	6	1	1	8	8	11	8	4	9	8	3	7	1
Dec. 2019	1	2	0	6	1	1	8	8	11	8	4	8	8	3	7	1
March 2020	1	2	0	6	1	1	8	8	11	8	4	8	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
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
Sept. 2019	7,684,508	1,823,326	6,999	1,387,103	10,901,936	9,556,665	1,999,725	6,071	1,850,128	13,412,589	17,241,173	3,823,051	13,070	3,237,231	24,314,525
Dec. 2019	7,978,145	1,656,916	7,506	1,375,936	11,018,503	9,657,197	1,614,264	6,572	1,546,019	12,824,052	17,635,342	3,271,180	14,078	2,921,955	23,842,555
March 2020	6,631,306	1,404,173	5,246	1,833,699	9,874,424	8,310,014	1,343,268	4,151	1,759,637	11,417,070	14,941,320	2,747,441	9,397	3,593,336	21,291,494

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 2019	47%	51%	53%	45%	47%	162	82	33	131	148
June 2019	46%	46%	52%	45%	46%	161	94	39	143	150
Sept. 2019	45%	48%	54%	43%	45%	167	144	35	164	163
Dec. 2019	45%	51%	53%	47%	46%	173	138	36	160	166
March 2020	44%	51%	56%	51%	46%	182	136	42	133	166

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
245,955	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
242,301	2,298	1,146,694	20,909,169	28,645	81,405
252,148	3,005	1,474,546	19,020,202	34,357	79,027
263,153	2,746	1,818,717	18,966,455	58,665	144,317

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 2019	6	6	14	10	13	10	5	11	7	9
June 2019	6	6	14	9	12	10	5	10	6	9
Sept. 2019	6	6	14	9	12	10	5	10	6	9
Dec. 2019	6	6	14	10	12	10	5	11	7	9
March 2020	7	7	14	10	12	10	5	11	7	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
March 2019	10	12	15	9	11	8	7	12	9	7
June 2019	9	11	15	8	11	9	6	10	8	7
Sept. 2019	9	11	15	9	11	9	7	10	10	6
Dec. 2019	10	12	14	8	11	8	7	10	10	6
March 2020	11	12	15	9	11	8	6	11	10	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)
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
Sept. 2019	7,040	20	16	164	39	51	1,525	20	15	99	39	50
Dec. 2019	7,054	20	17	156	39	51	1,524	21	16	103	39	50
March 2020	7,074	20	17	160	39	51	1,350	21	15	98	39	50

**E. Financial transactions**

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
March 2019	2,484,957	12,993,373
June 2019	2,116,306	11,300,330
Sept. 2019	2,791,903	13,672,256
Dec. 2019	3,563,163	15,525,374
March 2020	2,505,331	13,834,287

\* 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: 10)

**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 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
Sept. 2019	56	33	5,814	910	6,813	660	648	91	8,212
Dec. 2019	49	37	5,716	886	6,688	639	639	82	8,048
March 2020	45	21	5,322	830	6,218	639	615	80	7,552

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	
286	78	99	20	7%
396	93	169	37	10%
459	105	134	16	10%
381	83	91	20	9%
326	71	211	48	11%

The number of agents working in the Outsource company on behalf of Bank's call center
2,478
2,460
2,417
2,421
2,331

**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 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
Sept. 2019	5,006	1,807	453	207	428	311	5,887	2,325	27	32	32
Dec. 2019	4,909	1,779	449	190	416	305	5,774	2,274	27	32	33
March 2020	4,575	1,643	452	187	398	297	5,425	2,127	27	33	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 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
Sept. 2019	790	2,359	3,580	84	96	153	364	47	59	140	456	84	945	2,652	4,400	215
Dec. 2019	784	2,182	3,640	82	90	152	348	49	59	131	446	85	933	2,465	4,434	216
March 2020	721	1,997	3,431	69	86	153	348	52	56	125	433	81	863	2,275	4,212	202

  

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 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
Sept. 2019	3,306	3,507	574	86	439	300	4,319	3,893	186	31	75	292	196	69	124	389
Dec. 2019	3,296	3,392	571	68	436	285	4,303	3,745	185	33	73	291	196	59	121	376
March 2020	3,046	3,172	560	79	408	287	4,014	3,538	90	28	56	174	181	57	116	354

\* 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: 10)**

**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 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
Sept. 2019	64,945,044	42,838,286	107,783,330	3,553,243	92%	161	4	1	78	124	24,172,614
Dec. 2019	64,512,052	42,829,160	107,341,212	3,135,361	93%	161	4	1	67	117	22,704,227
March 2020	64,527,840	44,534,735	109,062,575	5,433,459	88%	163	4	1	96	169	22,631,470

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 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
Sept. 2019	11	11	11	6	11	9	8	3	2	3	8	7	5	5	4	11
Dec. 2019	10	10	10	5	10	8	7	2	2	2	7	6	4	4	4	10
March 2020	10	10	10	5	10	8	7	2	2	2	7	6	4	4	4	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
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
Sept. 2019	1	1	0	4	1	1	6	5	8	5	3	4	6	2	6	0
Dec. 2019	1	1	0	4	1	1	6	5	8	5	3	4	6	2	6	0
March 2020	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: 10)**

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 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
Sept. 2019	7,311,933	1,637,785	6,999	1,324,982	10,281,699	9,165,418	1,836,212	6,071	1,786,149	12,793,850	16,477,351	3,473,997	13,070	3,111,131	23,075,549
Dec. 2019	7,082,307	1,466,186	7,506	1,305,051	9,861,050	8,919,975	1,455,623	6,572	1,467,344	11,849,514	16,002,282	2,921,809	14,078	2,772,395	21,710,564
March 2020	5,561,763	1,270,387	5,246	1,763,349	8,600,745	7,654,248	1,223,416	4,151	1,678,203	10,560,018	13,216,011	2,493,803	9,397	3,441,552	19,160,763

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 2019	47%	50%	53%	45%	47%	163	82	33	132	150
June 2019	46%	45%	52%	44%	45%	164	92	39	144	153
Sept. 2019	44%	47%	54%	43%	45%	170	150	35	166	166
Dec. 2019	44%	50%	53%	47%	45%	181	144	36	163	173
March 2020	42%	51%	56%	51%	45%	198	143	42	133	176

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.)
130,431	697	1,072,373	18,074,101	5,839	0
121,277	670	1,028,270	16,233,249	6,286	0
150,160	649	1,141,500	18,520,471	27,238	0
169,289	1,050	1,372,839	16,971,083	33,455	0
162,499	814	1,729,385	17,250,774	57,498	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 2019	4	4	8	5	8	6	3	6	4	4
June 2019	4	4	8	5	8	6	3	6	4	4
Sept. 2019	4	4	8	5	8	6	3	6	4	4
Dec. 2019	4	4	7	4	7	5	3	5	3	3
March 2020	4	4	7	4	7	5	3	5	3	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 2019	7	7	9	5	7	4	5	8	5	5
June 2019	6	6	9	4	7	5	4	7	4	5
Sept. 2019	6	6	9	5	7	5	5	7	6	4
Dec. 2019	7	7	8	5	6	4	5	6	5	4
March 2020	7	7	8	5	6	3	4	6	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: 10)**

**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 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
Sept. 2019	6,627	20	16	201	39	52	1,313	21	15	79	42	47
Dec. 2019	6,326	21	17	177	40	51	1,312	22	16	87	42	47
March 2020	6,326	21	16	182	40	51	1,107	22	16	74	42	47

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2019	1,979,762	12,255,976
June 2019	1,778,206	10,213,380
Sept. 2019	2,486,244	12,620,429
Dec. 2019	2,466,537	14,086,442
March 2020	2,160,574	12,116,254

\* 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: 4)

#### A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2019	0	0	226	48	274	27	27	5	333
June 2019	0	0	153	34	187	24	17	5	233
Sept. 2019	0	0	133	33	166	24	15	5	210
Dec. 2019	0	0	361	29	390	39	28	5	462
March 2020	0	0	425	69	494	45	38	4	581

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)	The number of agents working in the Outsource company on behalf of Bank's call center
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls		
18	2	4	0	9%	127
8	2	1	0	6%	50
13	4	1	0	11%	48
43	5	16	0	16%	143
39	1	5	0	9%	229

#### 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 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
Sept. 2019	131	35	13	11	10	10	154	56	27	32	34
Dec. 2019	299	91	21	18	20	13	340	122	27	32	33
March 2020	367	127	21	24	25	17	413	168	27	31	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 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
Sept. 2019	0	69	97	0	0	7	12	5	0	7	11	2	0	83	120	7
Dec. 2019	0	179	211	0	0	9	26	4	0	14	16	3	0	202	253	7
March 2020	42	213	236	3	0	13	27	5	1	13	25	3	43	239	288	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 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
Sept. 2019	82	84	24	0	10	10	116	94	0	0	0	0	18	5	2	25
Dec. 2019	64	326	29	10	11	22	104	358	0	0	0	0	22	11	4	37
March 2020	176	318	29	16	23	19	228	353	1	0	0	1	24	13	7	44

\* 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: 4)

#### C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
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
Sept. 2019	1,591,800	741,939	2,333,739	75,254	90%	164	4	2	79	126	52,420
Dec. 2019	4,190,538	2,199,391	6,389,929	172,168	92%	168	4	2	70	119	898,974
March 2020	3,924,245	2,738,372	6,662,617	163,924	94%	170	4	2	99	171	933,852

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 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
Sept. 2019	2	2	2	1	2	2	0	0	1	0	0	2	0	0	0	1
Dec. 2019	3	3	3	2	3	3	1	1	1	1	1	3	1	1	0	2
March 2020	4	4	4	2	4	4	1	2	2	1	2	4	1	1	0	3

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	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 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
Sept. 2019	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
Dec. 2019	0	0	0	1	0	0	2	1	1	1	1	1	1	1	0	1
March 2020	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: 4)

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
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
Sept. 2019	166,650	60,015	0	0	226,665	246,245	56,169	0	0	302,414	412,895	116,184	0	0	529,079
Dec. 2019	690,108	49,022	0	13,905	753,035	554,367	46,192	0	21,743	622,302	1,244,475	95,214	0	35,648	1,375,337
March 2020	982,834	32,567	0	0	1,015,401	526,437	30,192	0	0	556,629	1,509,271	62,759	0	0	1,572,030

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 2019	52%	59%	-	-	53%	4,610	4,690	-	-	5,292
June 2019	43%	53%	-	-	45%	8,179	2,203	-	-	7,296
Sept. 2019	40%	52%	-	-	43%	7,535	4,089	-	-	7,593
Dec. 2019	55%	51%	-	39%	55%	1,936	4,316	-	-	2,338
March 2020	65%	52%	-	-	65%	1,180	5,567	-	-	1,553

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	1,407	0
0	0	0	0	1,916	0
0	0	0	0	1,407	0
0	0	98,966	297,206	902	0
0	0	85,092	375,801	1,167	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 2019	2	2	3	2	3	2	1	2	1	1
June 2019	2	2	2	1	2	2	1	1	0	1
Sept. 2019	2	2	2	1	2	2	1	1	0	1
Dec. 2019	2	2	3	2	3	3	1	2	1	2
March 2020	2	2	4	3	3	3	1	3	2	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
March 2019	0	0	2	1	2	1	0	1	0	1
June 2019	0	0	1	1	2	1	0	0	0	1
Sept. 2019	0	0	1	1	2	1	0	0	0	1
Dec. 2019	0	0	2	1	3	2	0	1	1	1
March 2020	0	0	3	1	3	2	0	2	2	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: 4)

#### 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 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
Sept. 2019	196	887	720	145	45	45	49	598	442	65	38	53
Dec. 2019	508	335	280	174	40	50	49	691	520	65	38	53
March 2020	567	263	223	143	38	53	90	271	195	60	35	55

#### E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2019	470,461	516,261
June 2019	257,501	431,331
Sept. 2019	229,823	467,256
Dec. 2019	1,030,776	953,504
March 2020	300,061	1,387,375

\* 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: 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 2019	1	0	88	26	115	14	22	5	156
June 2019	1	0	120	42	163	14	29	8	214
Sept. 2019	1	0	118	35	154	15	30	4	203
Dec. 2019	1	0	121	33	155	14	29	4	202
March 2020	1	0	86	23	110	14	17	4	145

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

The number of agents working in the Outsource company on behalf of Bank's call center
214
301
301
302
234

**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 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
Sept. 2019	86	68	10	5	14	20	110	93	27	36	35
Dec. 2019	92	63	9	5	13	20	114	88	27	36	36
March 2020	59	51	9	5	9	12	77	68	27	38	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
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
Sept. 2019	40	43	68	3	1	4	7	3	2	4	24	4	43	51	99	10
Dec. 2019	35	45	71	4	1	4	7	2	2	4	23	4	38	53	101	10
March 2020	26	32	51	1	1	4	5	4	1	3	15	2	28	39	71	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 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
Sept. 2019	145	9	14	1	33	1	192	11	3	0	0	3	19	2	12	33
Dec. 2019	143	12	13	1	32	1	188	14	3	0	0	3	18	2	12	32
March 2020	98	12	13	1	20	1	131	14	3	1	1	5	18	2	9	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: 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 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
Sept. 2019	953,959	1,686,598	2,640,557	64,262	96%	178	4	3	23	62	694,423
Dec. 2019	971,654	1,753,254	2,724,908	48,311	97%	187	3	2	18	45	631,502
March 2020	773,461	1,313,468	2,086,929	44,771	97%	170	3	3	20	33	554,145

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 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
Sept. 2019	9	8	7	2	10	5	5	3	5	3	10	4	4	6	0	11
Dec. 2019	9	7	7	2	10	5	5	3	5	3	10	4	4	6	0	11
March 2020	8	6	6	2	9	4	5	2	4	3	9	3	3	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
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
Sept. 2019	0	1	0	1	0	0	0	2	2	2	0	4	1	0	1	0
Dec. 2019	0	1	0	1	0	0	0	2	2	2	0	3	1	0	1	0
March 2020	0	1	0	1	0	0	0	2	2	2	0	3	1	0	1	0

**The Banks Association of Turkey**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 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 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
Sept. 2019	205,925	125,526	0	62,121	393,572	145,002	107,344	0	63,979	316,325	350,927	232,870	0	126,100	709,897
Dec. 2019	205,730	141,708	0	56,980	404,418	182,855	112,449	0	56,932	352,236	388,585	254,157	0	113,912	756,654
March 2020	86,709	101,219	0	70,350	258,278	129,329	89,660	0	81,434	300,423	216,038	190,879	0	151,784	558,701

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 2019	62%	54%	50%	51%	55%	226	66	14	125	122
June 2019	62%	54%	27%	51%	58%	120	62	167	129	105
Sept. 2019	59%	54%	-	49%	55%	123	59	-	129	103
Dec. 2019	53%	56%	-	50%	53%	136	58	-	126	107
March 2020	40%	53%	-	46%	46%	182	55	#DIV/0!	124	117

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.)
115,524	2,054	4,505	3,919,049	0	57,656
97,997	1,700	3,454	3,339,519	0	55,138
92,141	1,649	5,194	2,388,698	0	81,405
82,859	1,955	2,741	1,751,913	0	79,027
100,654	1,932	4,240	1,339,880	0	144,317

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 2019	0	0	3	3	2	2	1	3	2	4
June 2019	0	0	4	3	2	2	1	3	2	4
Sept. 2019	0	0	4	3	2	2	1	3	2	4
Dec. 2019	0	0	4	4	2	2	1	4	3	4
March 2020	1	1	3	3	2	2	1	3	2	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
March 2019	3	5	4	3	2	3	2	3	4	1
June 2019	3	5	5	3	2	3	2	3	4	1
Sept. 2019	3	5	5	3	2	3	2	3	4	1
Dec. 2019	3	5	4	2	2	2	2	3	4	1
March 2020	4	5	4	3	2	3	2	3	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: 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 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
Sept. 2019	217	32	11	134	37	51	163	7	8	141	36	54
Dec. 2019	220	26	11	134	37	51	163	7	8	141	36	54
March 2020	181	40	9	145	39	50	153	6	3	164	38	53

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
March 2019	34,734	221,136
June 2019	80,599	655,619
Sept. 2019	75,836	584,572
Dec. 2019	65,850	485,428
March 2020	44,696	330,658

\* 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.

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.