

# Call Center Statistics

June 2022

Report Code: DE23

July 2022



## Summary Tables

### Number of Call Center Employees

	March 2022				June 2022				
	Female	Male	Total	The average age	Female	Male	Total	The average age	Net change
The number of agents	6,051	2,262	8,313	27	6,045	2,206	8,251	27	-62
The number of supporting service personnel	656	266	922	34	659	278	937	34	15
The number of managers	533	415	948	34	508	418	926	34	-22
<b>Total</b>	<b>7,240</b>	<b>2,943</b>	<b>10,183</b>	-	<b>7,212</b>	<b>2,902</b>	<b>10,114</b>	-	<b>-69</b>
Outsource	-	-	4,297	-	-	-	4,648	-	351

### Distribution of Call Center Employees by City

	March 2022		June 2022	
	Total	(%)	Total	(%)
Istanbul and Izmit	4,867	48	4,761	47
Other	5,316	52	5,353	53
<b>Total</b>	<b>10,183</b>	<b>100</b>	<b>10,114</b>	<b>100</b>

### Call Center Employee Profile

	March 2022					June 2022				
	High school	College	University graduate	Post-graduate	Total	High school	College	University graduate	Post-graduate	Total
The number of agents	736	2,312	5,143	122	8,313	745	2,278	5,092	136	8,251
The number of supporting service personnel	89	240	524	69	922	87	244	540	66	937
The number of managers	47	167	655	79	948	47	174	628	77	926
<b>Total</b>	<b>872</b>	<b>2,719</b>	<b>6,322</b>	<b>270</b>	<b>10,183</b>	<b>879</b>	<b>2,696</b>	<b>6,260</b>	<b>279</b>	<b>10,114</b>

### Call Profile

	March 2022	June 2022
<b>Inbound call</b>		
Total number of incoming calls (million)	99.5	101.9
Number of incoming calls answered by agents (million)	48.9	49.4
Answered Calls (%)	97	97
Average talk time (second)	187	185
<b>Outbound call</b>		
The total number of outbound call customers (million)	24.9	22.4
Customers reached (%)	41	44
Average talk time (second)	194	165
Number of e-mails received (thousand)	290.0	265.2
Number of faxes received (thousand)	1.4	1.2
The number of chat calls (thousand)	2,401.9	2,877.7
The number of IVN calls (million)	44.9	53.6
The number of video calls	1,573,434	2,433,622
Other (chat / co-browsing ..etc.) (thousand)	203.2	181.6

### Financial transactions

	March 2022	June 2022
Number of transactions (million)*	2.3	2.4
Volume of transactions (billion TRY)*	11	14

\* The total number and volume of financial transactions was provided from 18 banks (out of 22).

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 22 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 2021	82	32	7,565	1,069	8,748	852	714	176	10,490
Sept. 2021	133	55	7,151	994	8,333	801	787	105	10,026
Dec. 2021	123	64	7,195	961	8,343	896	813	105	10,157
March 2022	116	69	7,154	974	8,313	922	841	107	10,183
June 2022	127	40	7,137	947	8,251	937	820	106	10,114

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	
611	75	152	28	10%
814	136	160	31	14%
661	99	203	27	12%
537	91	220	41	11%
526	88	247	37	11%

The number of agents working in the Outsource company on behalf of Bank's call center
3,253
3,928
4,596
4,297
4,648

**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 2021	6,387	2,361	594	258	520	370	7,501	2,989	27	33	34
Sept. 2021	6,073	2,260	551	250	502	390	7,126	2,900	27	34	34
Dec. 2021	6,142	2,201	617	279	518	400	7,277	2,880	27	34	34
March 2022	6,051	2,262	656	266	533	415	7,240	2,943	27	34	34
June 2022	6,045	2,206	659	278	508	418	7,212	2,902	27	34	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 2021	835	2,426	5,376	111	88	214	487	63	48	161	597	84	971	2,801	6,460	258
Sept. 2021	794	2,296	5,134	109	76	185	471	69	46	162	609	75	916	2,643	6,214	253
Dec. 2021	747	2,290	5,190	116	85	224	518	69	50	165	629	74	882	2,679	6,337	259
March 2022	736	2,312	5,143	122	89	240	524	69	47	167	655	79	872	2,719	6,322	270
June 2022	745	2,278	5,092	136	87	244	540	66	47	174	628	77	879	2,696	6,260	279

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul and izmit	Others	İstanbul and izmit	Others	İstanbul and izmit	Others	İstanbul and izmit	Others								
June 2021	4,156	4,592	723	129	534	356	5,413	5,077	133	31	60	224	285	76	140	501
Sept. 2021	3,759	4,574	674	127	537	355	4,970	5,056	156	31	66	253	312	78	180	570
Dec. 2021	3,681	4,662	764	132	560	358	5,005	5,152	149	27	74	250	331	76	181	588
March 2022	3,522	4,791	777	145	568	380	4,867	5,316	146	28	75	249	299	73	178	550
June 2022	3,439	4,812	780	157	542	384	4,761	5,353	142	27	74	243	274	69	181	524

*ths period. In calculating the average ratios, the data that is "greater than zero" is used in this report.*

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 22 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 2021	51,550,873	47,152,810	98,703,683	1,280,427	97%	179	5	2	22	105	23,330,367
Sept. 2021	56,968,354	48,663,821	105,632,175	1,648,852	97%	175	5	2	27	110	23,976,133
Dec. 2021	60,268,300	52,435,062	112,703,362	1,716,338	97%	181	5	2	27	109	26,172,990
March 2022	50,666,632	48,882,767	99,549,399	1,286,432	97%	187	5	2	22	104	25,162,672
June 2022	52,437,718	49,448,995	101,886,713	1,286,759	97%	185	4	2	24	119	25,880,462

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 2021	19	20	17	9	21	16	12	5	7	5	16	11	7	9	4	19
Sept. 2021	19	22	17	9	22	16	11	5	7	5	16	11	7	9	4	20
Dec. 2021	19	22	17	9	22	16	11	5	7	5	16	11	7	10	4	20
March 2022	19	22	17	10	22	16	12	6	7	5	16	11	7	10	4	20
June 2022	19	22	17	10	22	16	12	6	7	5	16	11	7	10	4	20

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 2021	1	2	0	7	1	1	9	7	12	8	5	9	8	4	5	1
Sept. 2021	2	2	0	7	2	2	10	7	12	8	6	10	8	3	5	2
Dec. 2021	3	3	1	7	3	3	11	7	13	9	7	11	8	3	5	3
March 2022	3	3	1	7	3	3	11	8	14	10	6	13	8	3	6	3
June 2022	3	3	1	8	3	3	11	8	14	11	6	13	8	3	6	3

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 22 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 2021	6,398,801	1,632,065	2,908	1,343,128	9,376,902	7,883,728	1,325,166	2,040	1,301,739	10,512,673	14,282,529	2,957,231	4,948	2,644,867	19,889,575
Sept. 2021	6,217,667	1,013,894	3,359	1,540,883	8,775,803	10,102,084	1,460,479	3,399	1,592,379	13,158,341	16,319,751	2,474,373	6,758	3,133,262	21,934,144
Dec. 2021	7,349,501	1,380,329	4,005	1,652,865	10,386,700	13,363,201	1,747,906	2,964	1,887,881	17,001,952	20,712,702	3,128,235	6,969	3,540,746	27,388,652
March 2022	7,391,978	1,502,625	2,118	1,364,511	10,261,232	10,962,935	2,347,871	1,587	1,299,336	14,611,729	18,354,913	3,850,496	3,705	2,663,847	24,872,961
June 2022	7,365,855	1,293,629	2,341	1,267,514	9,929,339	9,473,014	2,002,383	1,160	997,081	12,473,638	16,838,869	3,296,012	3,501	2,264,595	22,402,977

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 2021	45%	55%	59%	51%	47%	155	111	43	124	143
Sept. 2021	38%	41%	50%	49%	40%	175	108	34	130	159
Dec. 2021	35%	44%	57%	47%	38%	178	104	40	141	163
March 2022	40%	39%	57%	51%	41%	195	200	37	182	194
June 2022	44%	39%	67%	56%	44%	163	154	47	184	165

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.)
250,914	1,149	1,767,082	30,935,434	822,037	175,048
276,854	1,208	1,955,718	28,456,763	1,379,646	195,964
299,218	1,243	2,268,503	37,211,494	1,668,876	219,252
290,037	1,387	2,401,856	44,868,442	1,573,434	203,225
265,186	1,224	2,877,703	53,572,036	2,433,622	181,614

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 2021	5	5	14	7	9	10	4	10	7	5
Sept. 2021	6	6	14	7	9	10	4	10	7	5
Dec. 2021	5	5	14	7	9	10	4	11	8	6
March 2022	6	6	14	8	10	10	4	11	8	6
June 2022	6	6	14	8	10	10	4	12	8	6

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 2021	9	12	15	10	12	8	7	12	8	7
Sept. 2021	10	12	16	11	12	8	7	12	8	7
Dec. 2021	10	12	16	11	12	8	8	12	8	7
March 2022	10	11	15	11	11	7	7	11	8	7
June 2022	10	11	15	11	11	9	7	12	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 Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 22 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 2021	7,423	20	18	193	40	49	1,136	23	18	113	41	49
Sept. 2021	7,326	20	17	170	40	50	1,102	21	16	108	41	49
Dec. 2021	7,243	21	17	199	40	50	976	24	18	116	41	49
March 2022	7,031	22	16	199	40	50	1,027	28	16	107	40	50
June 2022	7,271	21	16	172	40	50	955	33	16	121	40	50

**E. Financial transactions**

Period	Number of transactions** *	Volume of transactions (Thousand TRY)***
June 2021	2,415,026	12,813,353
Sept. 2021	2,560,634	12,592,231
Dec. 2021	2,614,641	17,072,315
March 2022	2,283,782	11,460,866
June 2022	2,425,486	14,329,305

\* 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 22).

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included.

**The Banks Association of Türkiye**  
**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	
June 2021	82	32	7,059	982	8,155	796	664	162	9,777
Sept. 2021	124	55	6,705	911	7,795	741	738	92	9,366
Dec. 2021	111	64	6,754	884	7,813	811	760	91	9,475
March 2022	109	69	6,741	896	7,815	842	789	95	9,541
June 2022	107	40	6,723	869	7,739	855	771	96	9,461

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	
580	73	147	25	10%
725	112	150	28	13%
615	95	195	21	12%
501	89	212	35	11%
472	77	229	30	10%

The number of agents working in the Outsource company on behalf of Bank's call center
2,768
3,287
3,999
3,720
4,045

**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 2021	5,956	2,199	563	233	486	340	7,005	2,772	27	33	34
Sept. 2021	5,711	2,084	519	222	470	360	6,700	2,666	28	34	34
Dec. 2021	5,752	2,061	575	236	483	368	6,810	2,665	28	34	34
March 2022	5,722	2,093	611	231	501	383	6,834	2,707	27	34	34
June 2022	5,660	2,079	613	242	479	388	6,752	2,709	28	34	34

Period	Education															
	The number of agents															
	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 2021	788	2,205	5,057	105	85	204	456	51	46	146	553	81	919	2,555	6,066	237
Sept. 2021	753	2,094	4,842	106	72	173	439	57	44	148	566	72	869	2,415	5,847	235
Dec. 2021	707	2,089	4,908	109	81	209	467	54	48	148	584	71	836	2,446	5,959	234
March 2022	698	2,128	4,871	118	81	225	481	55	46	154	609	75	825	2,507	5,961	248
June 2022	708	2,093	4,808	130	80	225	498	52	46	162	585	74	834	2,480	5,891	256

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others								
June 2021	3,843	4,312	684	112	491	335	5,018	4,759	128	31	59	218	229	61	129	419
Sept. 2021	3,481	4,314	630	111	496	334	4,607	4,759	136	29	60	225	255	64	169	488
Dec. 2021	3,401	4,412	695	116	514	337	4,610	4,865	134	25	65	224	246	62	165	473
March 2022	3,252	4,563	715	127	524	360	4,491	5,050	131	25	66	222	249	59	166	474
June 2022	3,168	4,571	715	140	503	364	4,386	5,075	126	24	68	218	234	57	167	458

\* 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 Türkiye**  
**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
June 2021	48,381,765	43,921,946	92,303,711	1,203,337	97%	177	5	2	22	107	22,097,619
Sept. 2021	53,829,443	44,685,591	98,515,034	1,374,294	97%	169	6	2	25	96	22,500,869
Dec. 2021	57,164,779	48,564,435	105,729,214	1,519,143	97%	175	5	2	26	97	24,590,638
March 2022	47,890,031	45,342,102	93,232,133	1,135,323	97%	184	5	2	21	100	23,591,640
June 2022	49,711,973	45,958,890	95,670,863	1,137,473	98%	182	4	2	24	116	24,308,819

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 2021	10	10	10	5	10	8	7	2	2	2	6	5	4	4	4	10
Sept. 2021	10	10	10	5	10	8	7	2	2	2	6	5	4	4	4	10
Dec. 2021	10	10	10	5	10	8	7	2	2	2	6	5	4	4	4	10
March 2022	10	10	10	6	10	8	7	3	2	2	7	5	4	4	4	10
June 2022	10	10	10	6	10	8	7	3	2	2	7	5	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
June 2021	1	1	0	4	1	1	6	5	8	6	4	5	6	3	5	0
Sept. 2021	1	1	0	4	1	1	6	5	8	6	4	5	6	2	5	0
Dec. 2021	1	1	0	4	1	1	6	5	8	6	4	5	6	2	5	0
March 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	5	0
June 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	5	0

**The Banks Association of Türkiye**  
**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
June 2021	5,771,346	1,554,107	2,908	1,307,547	8,635,908	7,338,759	1,295,788	2,040	1,278,577	9,915,164	13,110,105	2,849,895	4,948	2,586,124	18,551,072
Sept. 2021	5,755,586	954,176	3,359	1,506,295	8,219,416	9,644,598	1,431,737	3,399	1,567,670	12,647,404	15,400,184	2,385,913	6,758	3,073,965	20,866,820
Dec. 2021	6,690,662	1,309,142	4,005	1,611,079	9,614,888	12,739,419	1,716,040	2,964	1,842,210	16,300,633	19,430,081	3,025,182	6,969	3,453,289	25,915,521
March 2022	6,898,192	1,421,625	2,118	1,313,440	9,635,375	10,560,407	2,317,996	1,587	1,245,162	14,125,152	17,458,599	3,739,621	3,705	2,558,602	23,760,527
June 2022	6,764,430	1,218,033	2,341	1,204,098	9,188,902	8,973,764	1,971,933	1,160	912,622	11,859,479	15,738,194	3,189,966	3,501	2,116,720	21,048,381

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 2021	44%	55%	59%	51%	47%	163	113	43	124	148
Sept. 2021	37%	40%	50%	49%	39%	181	110	34	129	163
Dec. 2021	34%	43%	57%	47%	37%	187	106	40	142	168
March 2022	40%	38%	57%	51%	41%	203	207	37	184	201
June 2022	43%	38%	67%	57%	44%	170	160	47	188	171

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.)
149,121	731	1,717,588	28,931,980	796,460	0
143,904	673	1,917,287	27,732,098	1,327,640	1,067
182,392	638	2,232,131	36,482,672	1,569,344	663
170,695	727	2,366,034	43,906,752	1,422,404	582
152,284	654	2,848,118	52,805,161	2,243,170	566

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 2021	3	3	7	3	6	5	3	5	3	3
Sept. 2021	3	3	7	3	6	5	3	5	3	3
Dec. 2021	3	3	7	3	6	5	3	6	4	3
March 2022	4	4	7	4	7	5	3	6	4	3
June 2022	4	4	7	4	7	5	3	7	4	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2021	6	6	9	6	7	3	5	7	4	5
Sept. 2021	6	6	9	6	7	3	5	7	4	5
Dec. 2021	6	6	9	6	7	3	6	7	4	5
March 2022	7	7	9	6	7	3	5	7	5	5
June 2022	7	7	9	6	7	5	5	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 Türkiye**  
**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)
June 2021	6,670	20	18	228	41	51	898	24	18	92	44	47
Sept. 2021	6,571	21	18	189	41	50	863	22	17	81	44	47
Dec. 2021	6,496	22	17	267	41	50	741	25	19	100	44	47
March 2022	6,289	22	16	237	41	51	797	29	16	82	44	47
June 2022	6,519	22	16	189	41	51	725	35	16	111	44	47

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2021	2,188,009	10,821,711
Sept. 2021	2,293,538	10,673,753
Dec. 2021	2,369,572	14,340,347
March 2022	2,042,846	9,767,553
June 2022	2,178,647	12,112,341

\* 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 Türkiye

### 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	
June 2021	0	0	440	68	508	41	39	9	597
Sept. 2021	9	0	330	59	398	37	32	7	474
Dec. 2021	12	0	378	61	451	69	39	9	568
March 2022	7	0	353	66	426	62	37	8	533
June 2022	20	0	307	62	389	55	32	6	482

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
27	2	3	1	6%
71	22	7	1	25%
39	3	7	4	12%
32	1	5	4	10%
40	7	12	5	16%

The number of agents working in the Outsource company on behalf of Bank's call center
263
264
219
231
286

#### 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 2021	385	123	22	19	28	20	435	162	27	33	33
Sept. 2021	276	122	18	19	22	17	316	158	27	32	33
Dec. 2021	344	107	32	37	28	20	404	164	27	32	33
March 2022	289	137	34	28	26	19	349	184	27	34	32
June 2022	309	80	30	25	21	17	360	122	28	34	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 2021	35	194	273	6	3	7	22	9	2	13	31	2	40	214	326	17
Sept. 2021	32	175	189	2	4	10	16	7	2	13	23	1	38	198	228	10
Dec. 2021	32	178	234	7	4	13	40	12	2	13	31	2	38	204	305	21
March 2022	28	166	229	3	5	14	32	11	1	11	31	2	34	191	292	16
June 2022	25	167	195	2	5	16	25	9	1	11	25	1	31	194	245	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
	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others								
June 2021	243	265	25	16	28	20	296	301	5	0	1	6	44	14	7	65
Sept. 2021	153	245	22	15	19	20	194	280	11	0	2	13	19	10	6	35
Dec. 2021	216	235	54	15	28	20	298	270	7	0	2	9	71	13	12	96
March 2022	213	213	45	17	26	19	284	249	7	0	2	9	38	12	10	60
June 2022	163	226	39	16	19	19	221	261	8	0	2	10	20	7	10	37

\* 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 Türkiye**  
**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
June 2021	2,861,996	2,302,484	5,164,480	52,634	98%	200	4	3	17	89	943,208
Sept. 2021	2,637,707	2,234,417	4,872,124	59,086	97%	207	6	2	27	155	944,798
Dec. 2021	2,617,591	2,082,092	4,699,683	58,546	97%	218	2	1	32	160	1,034,356
March 2022	2,275,975	1,913,262	4,189,237	45,731	98%	243	3	2	22	96	1,019,096
June 2022	2,231,763	1,852,587	4,084,350	53,136	97%	240	3	2	20	107	1,026,877

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 2021	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
Sept. 2021	4	4	4	2	4	4	3	1	3	2	3	4	1	2	0	3
Dec. 2021	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
March 2022	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
June 2022	4	4	4	2	4	4	3	1	3	2	3	4	1	2	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
June 2021	0	0	0	2	0	0	3	1	1	1	1	2	1	1	0	1
Sept. 2021	0	0	0	2	0	0	2	1	1	1	1	2	1	1	0	1
Dec. 2021	1	1	1	2	1	1	4	1	2	2	2	3	1	1	0	2
March 2022	1	1	1	2	1	1	4	1	2	2	2	3	1	1	0	2
June 2022	1	1	1	2	1	1	3	1	2	3	2	3	1	1	0	2

**The Banks Association of Türkiye**  
**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
June 2021	561,381	0	0	1,991	563,372	457,385	0	0	592	457,977	1,018,766	0	0	2,583	1,021,349
Sept. 2021	394,774	0	0	2,557	397,331	360,367	0	0	1,150	361,517	755,141	0	0	3,707	758,848
Dec. 2021	626,475	0	0	4,074	630,549	595,795	0	0	3,037	598,832	1,222,270	0	0	7,111	1,229,381
March 2022	456,458	0	0	12,109	468,567	338,275	0	0	17,143	355,418	794,733	0	0	29,252	823,985
June 2022	517,262	0	0	15,588	532,850	386,934	0	0	44,555	431,489	904,196	0	0	60,143	964,339

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 2021	55%	-	-	77%	55%	75	-	-	159	75
Sept. 2021	52%	-	-	69%	52%	87	-	-	-	87
Dec. 2021	51%	-	-	57%	51%	87	-	-	-	87
March 2022	57%	-	-	41%	57%	90	-	-	108	90
June 2022	57%	-	-	26%	55%	81	-	-	104	82

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.)
126	0	48,198	621,180	25,577	0
105	0	37,243	363,069	42,464	0
110	0	34,650	312,835	96,034	0
130	0	33,759	803,866	147,571	0
131	0	27,299	453,305	173,541	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 2021	2	2	5	3	3	4	1	4	3	2
Sept. 2021	1	1	4	3	2	3	1	4	3	2
Dec. 2021	1	1	5	3	3	4	1	4	3	2
March 2022	1	1	5	3	3	4	1	4	3	2
June 2022	1	1	4	3	2	3	1	4	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 2021	0	1	4	2	3	3	0	2	1	1
Sept. 2021	0	1	3	2	2	3	0	2	1	1
Dec. 2021	0	1	4	2	3	3	0	2	1	1
March 2022	0	1	4	2	3	3	0	2	1	1
June 2022	0	1	3	2	2	3	0	3	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 Türkiye**  
**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)
June 2021	601	9	16	174	38	48	95	10	9	60	34	56
Sept. 2021	479	4	15	155	38	51	81	6	10	45	38	53
Dec. 2021	594	4	15	157	38	51	95	5	10	45	38	53
March 2022	591	9	16	143	38	48	95	8	13	60	34	56
June 2022	481	9	16	139	36	49	82	7	13	45	35	55

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2021	191,593	1,648,659
Sept. 2021	162,223	1,583,534
Dec. 2021	190,597	2,318,042
March 2022	189,872	1,285,791
June 2022	144,823	1,565,625

\* 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 Türkiye**  
**Call Center Statistics\***  
(The number of agents ≤ 50) (Number of banks: 8)

**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 2021	0	0	66	19	85	15	11	5	116
Sept. 2021	0	0	116	24	140	23	17	6	186
Dec. 2021	0	0	63	16	79	16	14	5	114
March 2022	0	0	60	12	72	18	15	4	109
June 2022	0	0	107	16	123	27	17	4	171

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
4	0	2	2	9%
18	2	3	2	18%
7	1	1	2	14%
4	1	3	2	14%
14	4	6	2	21%

The number of agents working in the Outsource company on behalf of Bank's call center
222
377
378
346
317

**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 2021	46	39	9	6	6	10	61	55	27	34	35
Sept. 2021	86	54	14	9	10	13	110	76	26	36	35
Dec. 2021	46	33	10	6	7	12	63	51	25	34	34
March 2022	40	32	11	7	6	13	57	52	25	36	35
June 2022	76	47	16	11	8	13	100	71	26	33	36

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 2021	12	27	46	0	0	3	9	3	0	2	13	1	12	32	68	4
Sept. 2021	9	27	103	1	0	2	16	5	0	1	20	2	9	30	139	8
Dec. 2021	8	23	48	0	0	2	11	3	0	4	14	1	8	29	73	4
March 2022	10	18	43	1	3	1	11	3	0	2	15	2	13	21	69	6
June 2022	12	18	89	4	2	3	17	5	0	1	18	2	14	22	124	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
	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others								
June 2021	70	15	14	1	15	1	99	17	0	0	0	0	12	1	4	17
Sept. 2021	125	15	22	1	22	1	169	17	9	2	4	15	38	4	5	47
Dec. 2021	64	15	15	1	18	1	97	17	8	2	7	17	14	1	4	19
March 2022	57	15	17	1	18	1	92	17	8	3	7	18	12	2	2	16
June 2022	108	15	26	1	20	1	154	17	8	3	4	15	20	5	4	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 Türkiye**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 8)**

**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 2021	307,112	928,380	1,235,492	24,456	97%	205	2	7	18	47	289,540
Sept. 2021	501,204	1,743,813	2,245,017	215,472	88%	206	4	3	53	279	530,466
Dec. 2021	485,930	1,788,535	2,274,465	138,649	92%	207	4	4	36	224	547,996
March 2022	500,626	1,627,403	2,128,029	105,378	94%	203	4	4	31	222	551,936
June 2022	493,982	1,637,518	2,131,500	96,150	94%	209	3	3	28	204	544,766

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 2021	4	5	2	2	6	3	2	2	2	1	7	1	2	3	0	5
Sept. 2021	5	8	3	2	8	4	1	2	2	1	7	2	2	3	0	7
Dec. 2021	4	7	2	2	7	3	1	2	2	1	7	1	2	4	0	6
March 2022	4	7	2	2	7	3	2	2	2	1	6	1	2	4	0	6
June 2022	5	8	3	2	8	4	2	2	2	1	6	2	2	4	0	7

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 2021	0	1	0	1	0	0	0	1	3	1	0	2	1	0	0	0
Sept. 2021	1	1	0	1	1	1	2	1	3	1	1	3	1	0	0	1
Dec. 2021	1	1	0	1	1	1	1	1	3	1	1	3	1	0	0	1
March 2022	1	1	0	1	1	1	1	2	3	2	1	4	1	0	1	1
June 2022	1	1	0	2	1	1	2	2	3	2	1	4	1	0	1	1

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 8)**

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 2021	66,074	77,958	0	33,590	177,622	87,584	29,378	0	22,570	139,532	153,658	107,336	0	56,160	317,154
Sept. 2021	67,307	59,718	0	32,031	159,056	97,119	28,742	0	23,559	149,420	164,426	88,460	0	55,590	308,476
Dec. 2021	32,364	71,187	0	37,712	141,263	27,987	31,866	0	42,634	102,487	60,351	103,053	0	80,346	243,750
March 2022	37,328	81,000	0	38,962	157,290	64,253	29,875	0	37,031	131,159	101,581	110,875	0	75,993	288,449
June 2022	84,163	75,596	0	47,828	207,587	112,316	30,450	0	39,904	182,670	196,479	106,046	0	87,732	390,257

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 2021	43%	73%	-	60%	56%	131	68	-	146	106
Sept. 2021	41%	68%	-	58%	52%	141	66	-	168	121
Dec. 2021	54%	69%	-	47%	58%	138	64	-	112	110
March 2022	37%	73%	-	51%	55%	122	67	-	131	96
June 2022	43%	71%	-	55%	53%	132	67	-	113	104

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.)
101,667	418	1,296	1,382,274	0	175,048
132,845	535	1,188	361,596	9,542	194,897
116,716	605	1,722	415,987	3,498	218,589
119,212	660	2,063	157,824	3,459	202,643
112,771	570	2,286	313,570	16,911	181,048

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 2021	0	0	2	1	0	1	0	1	1	0
Sept. 2021	2	2	3	1	1	2	0	1	1	0
Dec. 2021	1	1	2	1	0	1	0	1	1	1
March 2022	1	1	2	1	0	1	0	1	1	1
June 2022	1	1	3	1	1	2	0	1	1	1

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2021	3	5	2	2	2	2	2	3	3	1
Sept. 2021	4	5	4	3	3	2	2	3	3	1
Dec. 2021	4	5	3	3	2	2	2	3	3	1
March 2022	3	3	2	3	1	1	2	2	2	1
June 2022	3	3	3	3	2	1	2	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 Türkiye**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 8)**

**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 2021	152	40	13	157	40	47	143	8	4	208	45	45
Sept. 2021	276	42	13	159	40	49	158	32	6	178	39	51
Dec. 2021	153	30	12	155	40	49	140	19	5	178	39	51
March 2022	151	47	12	177	40	51	135	31	3	186	41	49
June 2022	271	31	12	166	41	51	148	27	5	167	39	51

**E. Financial transactions**

	Number of transactions	Volume of transactions (Thousand TRY)
June 2021	35,424	342,983
Sept. 2021	104,873	334,943
Dec. 2021	54,472	413,926
March 2022	51,064	407,522
June 2022	102,016	651,339

\* 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 Burgan Bank A.Ş.
- 6 Citibank A.Ş.
- 7 Denizbank A.Ş.
- 8 Fibabanka A.Ş.
- 9 HSBC Bank A.Ş.
- 10 ICBC Turkey Bank A.Ş.
- 11 ING Bank A.Ş.
- 12 Odea Bank A.Ş.
- 13 QNB Finansbank A.Ş.
- 14 Şekerbank T.A.Ş.
- 15 Turkish Bank A.Ş.
- 16 Türk Ekonomi Bankası A.Ş.
- 17 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 18 Türkiye Garanti Bankası A.Ş.
- 19 Türkiye Halk Bankası A.Ş.
- 20 Türkiye İş Bankası A.Ş.
- 21 Türkiye Vakıflar Bankası A.Ş.
- 22 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 resignd 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 avarage is used in average formulas.

### Inbound

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

**Answered calls (%)** = (Number of incoming calls to agents-Number of agent abandoned calls) / Number of incoming calls to agents

4. **Average talk time (second)**
5. **Average after call work time (second)**
6. **Average ringing time (second)**
7. **Average speed of answer (second)**
8. **Average time to abandonment (second)**
9. **Number of active customers**: Number of customers that has called at least once in the past 3 months

**Inbound call services - From the same line / another line**

## Glossary

### Outbound

**10. Number of reached customers :** Not number of calls, the number of customers will be used.

**11. Number of customers not reached:** Not number of calls, the number of customers will be used.

**Customers reached (%) =** Number of reached customers / Total number of customers

**12. E-mail - Fax - Other :** Number of mails, faxes or others.

### Outbound call services - From the same line / another line

### Outbound call profile

**13. Number of e-mails received**

**14. Number of faxes received**

**15. The number of chat calls**

**16. The number of IVN calls**

**17. The number of video calls**

**18. Others (chat / co-browsing ..etc.)**

## D. Other Statistics\* - Both inbound calls and outbound calls

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

*\* Weighted average is used in items 2 and 3.*

*\* Arithmetic mean (for data "greater than zero") is used for items 4, 5 and 6.*

**1. Number of seats :** Number of seats occupied.

**2. Number of calls evaluated per agent :** Inbound and outbound calls evaluated per agent will be used.

**3. Number of agents per first manager**

**4. Training time per agent (hour) :** For a full time agent who works 9 hours in a day.

**5. Daily break time per agent (minute) :** For a full time agent who works 9 hours in a day. Standard legal break time will be given.

**6. Daily lunch time per agent (minute) :** For a full time agent who works 9 hours in a day. Standard legal lunch time will be given.

## E. Financial Transactions\*

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

**1. Number of transactions :** Total number of financial transactions in the related three-month period.

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

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This report is prepared from the related statistics of banks that give call center service to the customers. Whilst every effort has been made to ensure that the information contained in this book is correct, the Banks Association of Turkey can not accept any responsibility for any errors or omissions or for any consequences resulting therefrom.

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