Call Center Statistics

December 2022

Number of Call Center Employees

	Sept. 2022				Dec. 2022				
	Female	Male	Total	The average age	Female	Male	Total	The average age	Net change
The number of agents	6,151	2,282	8,433	27	6,212	2,308	8,520	27	87
The number of supporting service personnel	695	297	992	34	706	309	1,015	34	23
The number of managers	516	416	932	34	529	439	968	34	36
Total	**7,362**	**2,995**	**10,357**	**-**	**7,447**	**3,056**	**10,503**	**-**	**146**
Outsource	-	-	5,052	-	-	-	6,168	-	1,116

Distribution of Call Center Employees by City

	Sept. 2022		Dec. 2022	
	Total	(%)	Total	(%)
Istanbul and Izmit	4,947	48	4,931	47
Other	5,410	52	5,572	53
Total	**10,357**	100	**10,503**	100

Call Center Employee Profile

	Sept. 2022					Dec. 2022				
	High school	College	University graduate	Post-graduate	Total	High school	College	University graduate	Post-graduate	Total
The number of agents	728	2,340	5,232	133	8,433	710	2,341	5,312	157	8,520
The number of supporting service personnel	80	259	584	69	992	83	256	607	69	1,015
The number of managers	45	172	638	77	932	45	175	664	84	968
Total	853	2,771	6,454	279	10,357	838	2,772	6,583	310	10,503

Call Profile

	Sept. 2022	Dec. 2022
Inbound call		
Total number of incoming calls (million)	112.4	114.7
Number of incoming calls answered by agents (million)	57.1	58.1
Answered Calls (%)	94	97
Average talk time (second)	184	192
Outbound call		
The total number of outbound call customers (million)	18.9	25.4
Customers reached (%)	49	54
Average talk time (second)	168	157
Number of e-mails received (thousand)	251.1	285.7
Number of faxes received (thousand)	1.7	1.3
The number of chat calls (thousand)	3,385.5	3,106.3
The number of IVN calls (million)	37.8	69.6
The number of video calls	2,827,527	2,468,365
Other (chat / co-browsing ..etc.) (thousand)	206.0	202.7

Financial transactions

	Sept. 2022	Dec. 2022
Number of transactions (million)*	2.2	2.8
Volume of transactions (billion TRY)*	16	19

The total number and volume of financial transactions was provided from 19 banks (out of 21).

The Banks Association of Türkiye
Call Center Statistics*
(Consolidated, 21 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 agents that resingned 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			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls		The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls		
Dec. 2021	123	64	7,195	961	8,343	896	813	105	10,157	661	99	203	27	12%	4,596
March 2022	116	69	7,154	974	8,313	922	841	107	10,183	537	91	220	41	11%	4,297
June 2022	127	40	7,137	947	8,251	937	820	106	10,114	526	88	247	37	11%	4,648
Sept. 2022	132	41	7,376	884	8,433	992	822	110	10,357	518	72	166	33	9%	5,052
Dec. 2022	143	43	7,418	916	8,520	1,015	857	111	10,503	525	63	201	24	10%	6,168

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 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
Sept. 2022	6,151	2,282	695	297	516	416	7,362	2,995	27	34	34
Dec. 2022	6,212	2,308	706	309	529	439	7,447	3,056	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
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
Sept. 2022	728	2,340	5,232	133	80	259	584	69	45	172	638	77	853	2,771	6,454	279
Dec. 2022	710	2,341	5,312	157	83	256	607	69	45	175	664	84	838	2,772	6,583	310

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								
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
Sept. 2022	3,596	4,837	803	189	548	384	4,947	5,410	144	28	73	245	292	65	161	518
Dec. 2022	3,534	4,986	821	194	576	392	4,931	5,572	143	32	70	245	265	76	161	502

nths 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, 21 banks)

C. Call Profile

Period	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 snswer (second)	Average time to abandon-ment (second)	Number of active customers
					Inbound call profile						
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
Sept. 2022	55,363,841	57,077,166	112,441,007	3,372,993	94%	184	4	2	41	134	26,602,700
Dec. 2022	56,655,411	58,081,139	114,736,550	1,855,424	97%	192	4	2	29	118	29,040,651

Period	Banking services	Card services	Applications (credit card, supple-mentary 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
						Inbound call services (Number of banks) — From the same line										
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
Sept. 2022	19	21	17	10	21	16	12	6	7	5	16	11	7	10	4	19
Dec. 2022	19	21	17	10	21	16	11	6	7	5	17	11	7	10	4	19

Period	Banking services	Card services	Applications (credit card, supple-mentary 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
						Inbound call services (Number of banks) — From the another line										
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
Sept. 2022	3	3	1	8	3	3	12	8	14	11	6	13	8	3	6	3
Dec. 2022	3	3	1	8	3	3	12	8	14	11	6	13	8	3	5	3

The Banks Association of Türkiye
Call Center Statistics*
(Consolidated, 21 banks)

| Period | Outbound call profile | | | | | | | | | | | | | | |
| | Number of reached customers | | | | | Number of customers not reached | | | | | The total number of outbound call customers | | | | |
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 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
Sept. 2022	6,798,581	1,171,017	1,388	1,379,937	9,350,923	7,296,088	1,283,524	1,037	990,721	9,571,370	14,094,669	2,454,541	2,425	2,370,658	18,922,293
Dec. 2022	9,381,087	1,364,821	964	2,965,417	13,712,289	8,223,343	1,749,004	508	1,717,616	11,690,471	17,604,430	3,113,825	1,472	4,683,033	25,402,760

| Period | Outbound call profile | | | | | | | | | |
| | Customers Reached (%) | | | | | Average Talk Time (second) | | | | |
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 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
Sept. 2022	48%	48%	57%	58%	49%	166	151	45	190	168
Dec. 2022	53%	44%	65%	63%	54%	156	173	47	152	157

| E-mail - Fax - Other | | | | | |
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
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
251,127	1,665	3,385,463	37,817,318	2,827,527	205,997
285,728	1,294	3,106,263	69,606,157	2,468,365	202,685

| 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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	6	6	14	9	10	10	5	13	8	6
Dec. 2022	6	6	14	9	10	10	5	13	9	7

| Period | Outbound services (Number of banks) | | | | | | | | | |
| | Outsource / Other departments | | | | | | | | | |
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	10	11	14	11	10	7	7	12	7	7
Dec. 2022	10	11	14	11	11	8	7	12	8	7

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

The Banks Association of Türkiye
Call Center Statistics*
(Consolidated, 21 banks)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 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
Sept. 2022	7,732	19	16	187	41	50	1,350	31	14	118	40	50
Dec. 2022	7,811	20	16	178	41	50	1,391	31	15	112	40	50

E. Financial transactions

Period	Number of transactions***	Volume of transactions (Thousand TRY)***
Dec. 2021	2,614,641	17,072,315
March 2022	2,283,782	11,460,866
June 2022	2,425,486	14,329,305
Sept. 2022	2,242,990	16,430,782
Dec. 2022	2,810,224	18,813,864

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

* The total number and volume of financial transactions was provided from 19 banks (out of 21).

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 personnel in the service of inbound calls	The number of part-time agents – The number of personnel in the service of outbound calls	The number of full-time agents – The number of personnel in the service of inbound calls	The number of full-time agents – The number of personnel in the service of outbound calls	Total number of agents	The number of supporting service personnel	The number of managers – The number of personnel in the service of inbound calls	The number of managers – The number of personnel in the service of outbound calls	Total
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
Sept. 2022	114	41	6,926	817	7,898	910	774	99	9,681
Dec. 2022	128	43	6,918	841	7,930	931	804	100	9,765

Period	The number of agents that resigned and fired – inbound calls	The number of agents that resigned and fired – outbound calls	The number of agents that transferred to another department – inbound calls	The number of agents that transferred to another department – outbound calls	Total Turnover (%)	The number of agents working in the Outsource company on behalf of Bank's call center
Dec. 2021	615	95	195	21	12%	3,999
March 2022	501	89	212	35	11%	3,720
June 2022	472	77	229	30	10%	4,045
Sept. 2022	481	66	156	25	9%	4,425
Dec. 2022	488	57	182	17	9%	5,497

B. Call Center Employee Profile

Period	Gender – agents Female	Male	Gender – supporting service personnel Female	Male	Gender – managers Female	Male	Gender – Total Female	Male	Average Age – Agent	Supporting service personnel	Manager
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
Sept. 2022	5,749	2,149	650	260	489	384	6,888	2,793	28	34	34
Dec. 2022	5,784	2,146	662	269	498	406	6,944	2,821	28	34	34

Education

Period	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
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
Sept. 2022	695	2,151	4,926	126	73	241	540	56	44	161	595	73	812	2,553	6,061	255
Dec. 2022	677	2,120	4,987	146	73	240	561	57	44	165	615	80	794	2,525	6,163	283

Period	Geographical Location – agents İstanbul and İzmit	Others	Geographical Location – supporting service personnel İstanbul and İzmit	Others	Geographical Location – managers İstanbul and İzmit	Others	Geographical Location – Total İstanbul and İzmit	Others	Availability of SPK Licence – The number of agents	Availability of SPK Licence – supporting service personnel	Availability of SPK Licence – managers	Total	Foreign language speaking – agents	Foreign language speaking – supporting service personnel	Foreign language speaking – managers	Total
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
Sept. 2022	3,292	4,606	737	173	510	363	4,539	5,142	122	25	67	214	240	55	148	443
Dec. 2022	3,195	4,735	754	177	532	372	4,481	5,284	117	29	63	209	220	64	147	431

* 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 snswer (second)	Average time to abandon-ment (second)	Number of active customers
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
Sept. 2022	52,510,747	53,433,451	105,944,198	3,116,980	94%	180	4	2	41	132	25,041,718
Dec. 2022	54,420,807	54,704,171	109,124,978	1,716,119	97%	189	4	2	29	117	27,484,484

| Period | Inbound call services (Number of banks) | | | | | | | | | | | | | | | |
	From the same line															
	Banking services	Card services	Applications (credit card, supple-mentary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
Dec. 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
Sept. 2022	10	10	10	6	10	8	7	3	2	2	7	5	4	4	4	10
Dec. 2022	10	10	10	6	10	8	7	3	2	2	8	5	4	4	4	10

| Period | Inbound call services (Number of banks) | | | | | | | | | | | | | | | |
	From the another line															
	Banking services	Card services	Applications (credit card, supple-mentary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
Dec. 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
Sept. 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	5	0
Dec. 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	4	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
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
Sept. 2022	6,283,782	1,119,839	1,388	1,309,963	8,714,972	6,925,855	1,257,879	1,037	934,877	9,119,648	13,209,637	2,377,718	2,425	2,244,840	17,834,620
Dec. 2022	8,634,400	1,315,940	964	2,894,746	12,846,050	7,613,208	1,726,685	508	1,643,693	10,984,094	16,247,608	3,042,625	1,472	4,538,439	23,830,144

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 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
Sept. 2022	48%	47%	57%	58%	49%	172	154	45	188	172
Dec. 2022	53%	43%	65%	64%	54%	161	177	47	152	161

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.)
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
145,476	864	3,356,222	36,924,714	2,621,198	480
170,062	973	3,051,677	68,573,108	2,243,281	498

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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	4	4	7	4	7	5	3	7	4	3
Dec. 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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	7	7	9	6	7	3	5	7	4	5
Dec. 2022	7	7	9	6	8	4	5	7	4	5

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted avarage" 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)
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
Sept. 2022	6,963	19	16	212	41	51	1,128	33	14	104	44	47
Dec. 2022	7,017	20	16	190	41	51	1,164	33	15	92	44	47

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2021	2,369,572	14,340,347
March 2022	2,042,846	9,767,553
June 2022	2,178,647	12,112,341
Sept. 2022	2,004,161	14,292,563
Dec. 2022	2,551,014	15,737,776

* 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 avarage is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Aritmetic 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: 5)

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 agents that resingned 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			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls		
Dec. 2021	12	0	378	61	451	69	39	9	568		39	3	7	4	12%	219
March 2022	7	0	353	66	426	62	37	8	533		32	1	5	4	10%	231
June 2022	20	0	307	62	389	55	32	6	482		40	7	12	5	16%	286
Sept. 2022	18	0	375	58	451	63	37	8	559		34	6	5	6	11%	270
Dec. 2022	15	0	433	66	514	65	40	8	627		30	6	15	4	11%	250

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 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
Sept. 2022	351	100	35	28	22	23	408	151	28	34	33
Dec. 2022	382	132	35	30	27	21	444	183	27	33	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
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
Sept. 2022	27	169	251	4	5	16	32	10	1	11	31	2	33	196	314	16
Dec. 2022	27	203	276	8	7	14	34	10	1	10	35	2	35	227	345	20

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								
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
Sept. 2022	235	216	48	15	25	20	308	251	10	0	2	12	32	9	10	51
Dec. 2022	278	236	49	16	29	19	356	271	13	0	2	15	27	11	10	48

* 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: 5)

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 snswer (second)	Average time to abandon-ment (second)	Number of active customers
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
Sept. 2022	2,248,443	1,982,672	4,231,115	57,433	97%	236	3	2	19	103	1,047,432
Dec. 2022	1,678,395	1,960,452	3,638,847	41,890	98%	241	3	2	17	101	1,083,477

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supple-mentary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
Dec. 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
Sept. 2022	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
Dec. 2022	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supple-mentary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
Dec. 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
Sept. 2022	1	1	1	2	1	1	4	1	2	3	2	3	1	1	0	2
Dec. 2022	1	1	1	2	1	1	4	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: 5)

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 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
Sept. 2022	490,850	0	0	19,754	510,604	344,250	0	0	9,628	353,878	835,100	0	0	29,382	864,482
Dec. 2022	708,096	0	0	17,601	725,697	540,311	0	0	23,806	564,117	1,248,407	0	0	41,407	1,289,814

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 2021	51%	-	-	57%	51%	87	-	-	-	87
March 2022	57%	-	-	41%	57%	90	-	-	108	90
June 2022	57%	-	-	26%	55%	81	-	-	104	82
Sept. 2022	59%	-	-	67%	59%	93	-	-	104	94
Dec. 2022	57%	-	-	43%	56%	97	-	-	102	97

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.)
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
172	0	26,815	435,306	189,021	0
219	0	33,172	434,911	210,875	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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	1	1	5	4	3	4	2	5	3	2
Dec. 2022	1	1	5	4	3	4	2	5	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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	0	1	3	2	2	3	0	3	2	1
Dec. 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 avarage" 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: 5)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 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
Sept. 2022	611	11	15	147	38	48	89	7	12	60	34	56
Dec. 2022	644	10	15	151	38	48	94	8	12	60	34	56

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2021	190,597	2,318,042
March 2022	189,872	1,285,791
June 2022	144,823	1,565,625
Sept. 2022	183,672	1,540,551
Dec. 2022	204,237	2,222,476

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**Weighted avarage is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Aritmetic 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: 6)

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 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			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls		The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls		
Dec. 2021	0	0	63	16	79	16	14	5	114	7	1	1	2	14%	378
March 2022	0	0	60	12	72	18	15	4	109	4	1	3	2	14%	346
June 2022	0	0	107	16	123	27	17	4	171	14	4	6	2	21%	317
Sept. 2022	0	0	75	9	84	19	11	3	117	3	0	5	2	12%	357
Dec. 2022	0	0	67	9	76	19	13	3	111	7	0	4	3	18%	421

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
Dec. 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
Sept. 2022	51	33	10	9	5	9	66	51	25	36	37
Dec. 2022	46	30	9	10	4	12	59	52	25	34	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
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
Sept. 2022	6	20	55	3	2	2	12	3	0	0	12	2	8	22	79	8
Dec. 2022	6	18	49	3	3	2	12	2	0	0	14	2	9	20	75	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
	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others	İstanbul and İzmit	Others								
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
Sept. 2022	69	15	18	1	13	1	100	17	12	3	4	19	20	1	3	24
Dec. 2022	61	15	18	1	15	1	94	17	13	3	5	21	18	1	4	23

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The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 6)

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 abandon- ment (second)	Number of active customers
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
Sept. 2022	604,651	1,661,043	2,265,694	198,580	88%	237	2	3	54	250	513,550
Dec. 2022	556,209	1,416,516	1,972,725	97,415	93%	261	3	3	35	201	472,690

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supple- mentary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
Dec. 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
Sept. 2022	4	6	2	2	6	3	2	2	2	1	6	1	2	4	0	5
Dec. 2022	4	6	2	2	6	3	1	2	2	1	6	1	2	4	0	5

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supple- mentary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
Dec. 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
Sept. 2022	1	1	0	2	1	1	2	2	3	2	1	4	1	0	1	1
Dec. 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: 6)

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 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
Sept. 2022	23,949	51,178	0	50,220	125,347	25,983	25,645	0	46,216	97,844	49,932	76,823	0	96,436	223,191
Dec. 2022	38,591	48,881	0	53,070	140,542	69,824	22,319	0	50,117	142,260	108,415	71,200	0	103,187	282,802

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
Dec. 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
Sept. 2022	48%	67%	-	52%	56%	138	71	-	280	167
Dec. 2022	36%	69%	-	51%	50%	143	69	-	131	113

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.)
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
105,479	801	2,426	457,298	17,308	205,517
115,447	321	21,414	598,138	14,209	202,187

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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	1	1	2	1	0	1	0	1	1	1
Dec. 2022	1	1	2	1	0	1	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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
Dec. 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
Sept. 2022	3	3	2	3	1	1	2	2	1	1
Dec. 2022	3	3	2	3	1	1	2	2	2	1

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted avarage" 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: 6)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
Dec. 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
Sept. 2022	158	41	11	180	42	50	133	38	2	186	41	49
Dec. 2022	150	41	10	180	42	50	133	38	2	186	41	49

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2021	54,472	413,926
March 2022	51,064	407,522
June 2022	102,016	651,339
Sept. 2022	55,157	597,668
Dec. 2022	54,973	853,612

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 avarage is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Aritmetic 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 Denizbank A.Ş.

  7 Fibabanka A.Ş.

  8 HSBC Bank A.Ş.

  9 ICBC Turkey Bank A.Ş.

10 ING Bank A.Ş.

11 Odea Bank A.Ş.

12 QNB Finansbank A.Ş.

13 Şekerbank T.A.Ş.

14 Turkish Bank A.Ş.

15 Türk Ekonomi Bankası A.Ş.

16 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.

17 Türkiye Garanti Bankası A.Ş.

18 Türkiye Halk Bankası A.Ş.

19 Türkiye İş Bankası A.Ş.

20 Türkiye Vakıflar Bankası A.Ş.

21 Yapı ve Kredi Bankası A.Ş.

Glossary

A. Total Number of Call Center Personnel*

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.
* Entry 1 to 6 include the number of agents working in the bank's call center.
* Entry 7 includes the number of agents working on be half of bank's call center, outside of the banks location.

1. The number of part-time agents : Total number of part-time agents that worked in the related three-month period.

2. The number of full-time agents: Total number of full-time agents that worked in the related three-month period.

3. The number of supporting service staff : Total number of employees who do not take calls in the call center in the related thre-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

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 avarage 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 tranactions in the related three-month period.

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

__Publication Periods of the Report:__

March: May 1.Week

June: August 1.Week

September: November 1.Week

December: February 1.Week

Glossary