

Call Center Statistics

June 2024

Report Code: DE23

August 2024



Summary Tables

Number of Call Center Employees

	March 2024				June 2024				
	Female	Male	Total	The average age	Female	Male	Total	The average age	Net change
The number of agents	6.393	2.277	8.670	28	6.309	2.291	8.600	28	-70
The number of supporting service personnel	613	274	887	35	636	288	924	35	37
The number of managers	617	443	1.060	36	590	453	1.043	36	-17
Total	7.623	2.994	10.617	-	7.535	3.032	10.567	-	-50
Outsource	-	-	6.758	-	-	-	6.333	-	-425

Distribution of Call Center Employees by City

	March 2024		June 2024	
	Total	(%)	Total	(%)
Istanbul and Izmit	4.315	41	4.214	40
Other	6.302	59	6.353	60
Total	10.617	100	10.567	100

Call Center Employee Profile

	March 2024					June 2024				
	High school	College	University graduate	Post-graduate	Total	High school	College	University graduate	Post-graduate	Total
The number of agents	709	2.534	5.281	146	8.670	733	2.517	5.195	155	8.600
The number of supporting service personnel	72	199	560	56	887	69	200	598	57	924
The number of managers	42	179	756	83	1.060	41	171	743	88	1.043
Total	823	2.912	6.597	285	10.617	843	2.888	6.536	300	10.567

Call Profile

	March 2024	June 2024
Inbound call		
Total number of incoming calls (million)	114,3	104,2
Number of incoming calls answered by agents (million)	62,5	56,3
Answered Calls (%)	97	96
Average talk time (second)	194	194
Outbound call		
The total number of outbound call customers (million)	22,5	23,0
Customers reached (%)	51	49
Average talk time (second)	179	180
Number of e-mails received (thousand)	223,6	169,4
Number of faxes received (thousand)	0,8	0,5
The number of chat calls (thousand)	4.324,2	3.416,9
The number of IVN calls (million)	77,2	72,2
The number of video calls (thousand)	4.029	3.136
Other (chat / co-browsing ..etc.) (thousand)	146,2	121,4

Financial transactions

	March 2024	June 2024
Number of transactions (million)*	2,6	2,3
Volume of transactions (billion TRY)*	42	40

* The total number and volume of financial transactions was provided from 18 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. While the data of the banks were aggregated, the data was not singularized.

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 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 2023	141	39	7.325	959	8.464	935	879	107	10.385
Sept. 2023	159	37	7.171	944	8.311	922	885	104	10.222
Dec. 2023	154	45	7.269	891	8.359	922	888	104	10.273
March 2024	202	48	7.550	870	8.670	887	956	104	10.617
June 2024	222	51	7.473	854	8.600	924	939	104	10.567

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	79	246	49	12%
516	64	182	35	10%
513	55	204	18	9%
548	61	240	24	10%
560	67	296	17	11%

The number of agents working in the Outsource company on behalf of Bank's call center
6.504
6.328
6.666
6.758
6.333

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 2023	6.175	2.289	640	295	558	428	7.373	3.012	27	34	35
Sept. 2023	6.092	2.219	643	279	560	429	7.295	2.927	27	34	35
Dec. 2023	6.129	2.230	640	282	565	427	7.334	2.939	27	35	36
March 2024	6.393	2.277	613	274	617	443	7.623	2.994	28	35	36
June 2024	6.309	2.291	636	288	590	453	7.535	3.032	28	35	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 2023	737	2.386	5.206	135	96	217	564	58	42	172	696	76	875	2.775	6.466	269
Sept. 2023	667	2.357	5.157	130	83	220	558	61	36	167	709	77	786	2.744	6.424	268
Dec. 2023	680	2.391	5.150	138	82	212	567	61	37	165	706	84	799	2.768	6.423	283
March 2024	709	2.534	5.281	146	72	199	560	56	42	179	756	83	823	2.912	6.597	285
June 2024	733	2.517	5.195	155	69	200	598	57	41	171	743	88	843	2.888	6.536	300

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and izmit	Others	Istanbul and izmit	Others	Istanbul and izmit	Others	Istanbul and izmit	Others								
June 2023	3.242	5.222	773	162	557	429	4.572	5.813	119	29	157	305	281	93	147	521
Sept. 2023	3.082	5.229	762	160	557	432	4.401	5.821	115	26	71	212	344	96	156	596
Dec. 2023	2.945	5.414	771	151	547	445	4.263	6.010	112	26	68	206	345	92	153	590
March 2024	2.996	5.674	730	157	589	471	4.315	6.302	118	26	65	209	309	105	148	562
June 2024	2.880	5.720	757	167	577	466	4.214	6.353	105	27	69	201	334	112	153	599

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, 21 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 2023	55.715.882	58.899.193	114.615.075	2.127.748	96%	194	4	2	30	136	31.092.566
Sept. 2023	56.167.619	60.502.600	116.670.219	1.874.328	97%	193	4	2	26	130	31.358.700
Dec. 2023	59.420.822	63.530.837	122.951.659	2.529.123	96%	194	4	2	34	175	32.711.667
March 2024	51.730.980	62.534.940	114.265.920	1.719.703	97%	194	4	2	27	124	32.720.085
June 2024	47.835.358	56.325.229	104.160.587	2.398.602	96%	194	3	2	35	130	30.595.789

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 2023	19	21	17	10	20	16	11	7	7	6	16	10	6	9	3	19
Sept. 2023	19	21	17	10	19	16	11	7	7	6	16	10	6	9	3	19
Dec. 2023	19	21	17	10	19	15	12	6	7	6	17	10	6	9	3	20
March 2024	19	21	17	10	19	15	11	7	7	6	17	10	6	9	3	20
June 2024	19	21	17	10	19	15	11	7	7	6	17	10	6	9	3	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 2023	3	3	1	8	4	2	15	7	14	10	7	12	9	4	4	3
Sept. 2023	3	3	1	8	4	2	15	7	14	10	7	12	9	4	4	3
Dec. 2023	3	3	1	8	4	2	15	6	13	10	7	12	8	3	4	2
March 2024	3	3	1	8	4	2	15	6	13	10	7	12	8	3	4	2
June 2024	3	3	1	8	4	2	15	6	13	10	7	12	8	3	4	2

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
June 2023	6.689.098	731.213	660	1.760.886	9.181.857	7.645.988	1.082.044	359	905.536	9.633.927	14.335.086	1.813.257	1.019	2.666.422	18.815.784
Sept. 2023	6.383.268	762.083	489	2.379.645	9.525.485	6.858.415	553.807	270	1.329.447	8.741.939	13.241.683	1.315.890	759	3.709.092	18.267.424
Dec. 2023	7.090.529	769.503	492	2.408.288	10.268.812	6.494.061	889.229	231	1.211.491	8.595.012	13.584.590	1.658.732	723	3.619.779	18.863.824
March 2024	8.153.419	775.587	384	2.575.941	11.505.331	8.152.415	859.896	195	1.972.706	10.985.212	16.305.834	1.635.483	579	4.548.647	22.490.543
June 2024	8.271.083	768.371	566	2.197.355	11.237.375	9.337.665	971.733	332	1.490.363	11.800.093	17.608.748	1.740.104	898	3.687.718	23.037.468

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 2023	47%	40%	65%	66%	49%	173	201	46	174	175
Sept. 2023	48%	58%	64%	64%	52%	163	148	42	194	170
Dec. 2023	52%	46%	68%	67%	54%	173	154	68	333	209
March 2024	50%	47%	66%	57%	51%	163	161	41	234	179
June 2024	47%	44%	63%	60%	49%	166	184	78	233	180

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.)
262.875	1.558	3.272.205	64.686.435	3.004.402	168.770
280.119	1.477	3.606.921	72.297.123	3.265.222	200.243
233.066	1.135	4.160.717	76.536.548	3.392.602	161.735
223.648	847	4.324.197	77.199.026	4.028.845	146.180
169.402	521	3.416.855	72.168.159	3.135.890	121.370

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 2023	6	6	15	10	9	10	6	12	8	7
Sept. 2023	6	6	14	10	9	11	5	12	7	6
Dec. 2023	6	6	14	9	9	11	6	12	7	6
March 2024	7	7	14	9	9	11	6	12	7	6
June 2024	7	7	14	9	9	11	6	12	7	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 2023	10	11	13	9	11	8	7	13	7	7
Sept. 2023	10	11	14	9	11	9	8	12	8	7
Dec. 2023	10	11	14	9	11	9	8	12	8	7
March 2024	10	11	14	9	11	10	8	13	9	7
June 2024	10	11	14	9	11	10	8	13	9	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, 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)
June 2023	7.592	21	16	183	41	50	1.381	27	15	118	40	50
Sept. 2023	7.566	23	16	204	41	50	1.373	31	15	116	40	50
Dec. 2023	7.423	25	16	224	41	50	1.308	38	22	116	40	50
March 2024	7.568	25	16	254	41	50	1.340	31	16	134	41	50
June 2024	7.439	25	16	202	41	49	1.333	31	16	125	41	50

E. Financial transactions

Period	Number of transactions**	Volume of transactions (Thousand TRY)***
June 2023	2.538.537	29.477.183
Sept. 2023	2.448.027	30.920.887
Dec. 2023	2.704.608	35.752.855
March 2024	2.594.305	42.349.954
June 2024	2.258.210	40.118.119

* 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 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. While the data of the banks were aggregated, the data was not singularized.

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 2023	141	39	6.890	892	7.962	843	828	98	9.731
Sept. 2023	159	37	6.736	884	7.816	833	836	95	9.580
Dec. 2023	154	45	6.849	821	7.869	831	837	92	9.629
March 2024	195	48	7.184	798	8.225	798	908	91	10.022
June 2024	216	51	7.102	776	8.145	836	892	89	9.962

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	
531	72	235	48	11%
477	61	170	35	10%
467	55	185	15	9%
508	60	230	20	10%
523	64	290	13	11%

The number of agents working in the Outsource company on behalf of Bank's call center
5.830
5.660
6.028
6.028
5.671

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 2023	5.812	2.150	587	256	525	401	6.924	2.807	28	35	34
Sept. 2023	5.728	2.088	593	240	529	402	6.850	2.730	28	34	33
Dec. 2023	5.786	2.083	589	242	530	399	6.905	2.724	28	35	34
March 2024	6.065	2.160	565	233	588	411	7.218	2.804	28	35	34
June 2024	5.975	2.170	589	247	561	420	7.125	2.837	28	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 2023	691	2.247	4.895	129	87	197	510	49	42	162	653	69	820	2.606	6.058	247
Sept. 2023	624	2.230	4.838	124	74	200	509	50	36	157	668	70	734	2.587	6.015	244
Dec. 2023	635	2.261	4.842	131	75	192	514	50	36	153	661	79	746	2.606	6.017	260
March 2024	673	2.412	5.001	139	64	185	499	50	41	171	709	78	778	2.768	6.209	267
June 2024	700	2.402	4.896	147	62	187	536	51	39	164	696	82	801	2.753	6.128	280

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 2023	2.945	5.017	709	134	515	411	4.169	5.562	102	26	150	278	241	82	134	457
Sept. 2023	2.785	5.031	700	133	516	415	4.001	5.579	98	23	63	184	296	84	143	523
Dec. 2023	2.683	5.186	709	122	503	426	3.895	5.734	95	23	60	178	300	82	142	524
March 2024	2.777	5.448	671	127	551	448	3.999	6.023	104	23	57	184	266	94	137	497
June 2024	2.667	5.478	703	133	540	441	3.910	6.052	95	24	60	179	289	101	140	530

* 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 2023	53.567.517	55.810.651	109.378.168	2.022.412	96%	190	4	2	31	136	28.387.750
Sept. 2023	53.958.760	57.374.819	111.333.579	1.768.882	97%	188	4	2	27	129	28.608.082
Dec. 2023	57.333.563	60.587.661	117.921.224	2.434.202	96%	191	4	2	35	177	30.038.465
March 2024	49.836.972	59.452.798	109.289.770	1.612.654	97%	191	4	2	27	123	30.022.902
June 2024	46.173.496	53.728.230	99.901.726	2.283.015	96%	191	3	2	35	130	28.104.162

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 2023	10	10	10	6	9	8	6	3	2	2	7	4	3	3	3	10
Sept. 2023	10	10	10	6	9	8	6	3	2	2	7	4	3	3	3	10
Dec. 2023	10	10	10	6	9	8	6	3	2	2	7	4	3	3	3	10
March 2024	10	10	10	6	9	8	6	3	2	2	7	4	3	3	3	10
June 2024	10	10	10	6	9	8	6	3	2	2	7	4	3	3	3	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 2023	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
Sept. 2023	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
Dec. 2023	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
March 2024	1	1	0	4	2	0	8	5	9	6	4	6	7	3	4	0
June 2024	1	1	0	4	2	0	8	5	9	6	4	6	7	3	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
June 2023	5.955.743	689.148	660	1.655.908	8.301.459	7.155.870	1.066.531	359	859.149	9.081.909	13.111.613	1.755.679	1.019	2.515.057	17.383.368
Sept. 2023	5.660.254	727.882	489	2.276.012	8.664.637	6.431.639	535.794	270	1.285.422	8.253.125	12.091.893	1.263.676	759	3.561.434	16.917.762
Dec. 2023	6.571.356	738.237	492	2.314.639	9.624.724	6.155.696	864.822	231	1.166.091	8.186.840	12.727.052	1.603.059	723	3.480.730	17.811.564
March 2024	7.705.221	741.507	384	2.489.164	10.936.276	7.815.581	838.614	195	1.929.171	10.583.561	15.520.802	1.580.121	579	4.418.335	21.519.837
June 2024	7.737.979	736.495	566	2.111.610	10.586.650	8.862.866	953.996	332	1.441.329	11.258.523	16.600.845	1.690.491	898	3.552.939	21.845.173

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 2023	45%	39%	65%	66%	48%	181	208	46	177	182
Sept. 2023	47%	58%	64%	64%	51%	171	151	42	198	176
Dec. 2023	52%	46%	68%	66%	54%	177	157	68	342	336
March 2024	50%	47%	66%	56%	51%	165	165	41	238	254
June 2024	47%	44%	63%	59%	48%	168	188	78	238	219

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.)
172.911	1.259	2.999.410	63.792.663	2.657.770	504
167.502	1.271	3.224.818	71.262.365	2.877.658	435
160.269	956	3.793.533	75.620.789	2.941.698	534
121.020	539	3.958.687	76.318.428	3.619.188	386
88.921	442	3.060.690	71.431.846	2.706.865	302

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 2023	4	4	8	5	7	6	3	6	3	3
Sept. 2023	4	4	7	5	7	6	3	6	3	3
Dec. 2023	4	4	7	5	7	6	3	6	3	3
March 2024	4	4	7	5	7	6	3	6	3	3
June 2024	4	4	7	5	7	6	3	6	3	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
June 2023	7	7	8	5	8	4	6	7	4	5
Sept. 2023	7	7	9	5	8	5	6	7	5	5
Dec. 2023	7	7	9	5	8	5	6	7	5	5
March 2024	7	7	9	5	8	6	6	7	5	5
June 2024	7	7	9	5	8	6	6	7	5	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 2023	6.811	21	16	198	41	51	1.157	28	15	104	44	47
Sept. 2023	6.791	23	16	250	41	51	1.156	32	15	100	44	47
Dec. 2023	6.862	26	16	270	42	49	1.152	22	14	79	34	36
March 2024	7.016	25	17	309	42	49	1.154	17	13	95	35	36
June 2024	6.896	25	16	229	42	48	1.164	32	16	121	52	40

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2023	2.311.532	26.457.448
Sept. 2023	2.193.286	27.026.126
Dec. 2023	2.440.327	30.203.380
March 2024	2.320.435	34.570.224
June 2024	2.035.921	32.503.629

* 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.

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. While the data of the banks were aggregated, the data was not singularized.

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 2023	0	0	320	54	374	73	33	6	486
Sept. 2023	0	0	323	45	368	70	32	6	476
Dec. 2023	0	0	348	46	394	71	38	7	510
March 2024	7	0	259	36	302	71	30	6	409
June 2024	0	0	265	46	311	55	31	9	406

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	
58	4	7	0	18%
24	3	10	0	10%
41	0	16	3	15%
34	1	8	4	16%
30	3	1	0	11%

The number of agents working in the Outsource company on behalf of Bank's call center
261
245
267
246
289

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 2023	295	79	45	28	24	15	364	122	28	33	33
Sept. 2023	291	77	42	28	23	15	356	120	28	33	34
Dec. 2023	293	101	42	29	28	17	363	147	28	34	34
March 2024	245	57	40	31	20	16	305	104	29	35	35
June 2024	221	90	31	24	22	18	274	132	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 2023	26	115	231	2	5	18	42	8	0	8	27	4	31	141	300	14
Sept. 2023	23	102	241	2	5	18	37	10	0	9	25	4	28	129	303	16
Dec. 2023	28	103	259	4	5	17	39	10	0	12	30	3	33	132	328	17
March 2024	15	90	193	4	7	12	46	6	1	5	26	4	23	107	265	14
June 2024	16	85	205	5	6	7	36	6	2	5	28	5	24	97	269	16

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 2023	188	186	46	27	22	17	256	230	5	0	1	6	16	10	6	32
Sept. 2023	189	179	44	26	22	16	255	221	5	0	1	6	16	10	6	32
Dec. 2023	207	187	44	27	30	15	281	229	7	0	3	10	24	9	6	39
March 2024	121	181	43	28	17	19	181	228	6	0	1	7	14	10	5	29
June 2024	163	148	28	27	24	16	215	191	4	0	4	8	21	7	7	35

* 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 2023	1.315.044	1.634.646	2.949.690	41.842	97%	238	3	2	17	127	2.155.517
Sept. 2023	1.276.065	1.542.186	2.818.251	37.372	98%	233	3	2	14	125	2.147.799
Dec. 2023	1.409.117	1.664.256	3.073.373	45.591	97%	240	3	2	19	115	2.192.350
March 2024	860.716	1.418.789	2.279.505	38.066	97%	259	4	2	19	116	2.076.129
June 2024	794.779	1.283.507	2.078.286	47.787	96%	248	4	2	24	116	2.019.725

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 2023	4	4	4	2	4	4	2	1	2	2	2	4	1	1	0	3
Sept. 2023	4	4	4	2	4	4	2	1	2	2	2	4	1	1	0	3
Dec. 2023	5	5	5	2	5	4	3	1	3	3	4	5	1	2	0	5
March 2024	4	4	4	2	4	3	2	1	2	2	3	4	1	1	0	4
June 2024	4	4	4	1	4	4	3	1	2	3	3	4	1	2	0	4

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 2023	1	1	1	1	1	1	3	1	2	2	2	2	1	1	0	2
Sept. 2023	1	1	1	1	1	1	3	1	2	2	2	2	1	1	0	2
Dec. 2023	1	1	1	2	1	1	4	0	1	3	2	3	0	0	0	1
March 2024	1	1	1	1	1	1	3	0	1	2	2	2	0	0	0	1
June 2024	1	1	1	1	1	1	3	0	1	2	1	2	0	0	0	1

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 2023	654.283	0	0	0	654.283	417.710	0	0	0	417.710	1.071.993	0	0	0	1.071.993
Sept. 2023	604.420	0	0	0	604.420	329.520	0	0	0	329.520	933.940	0	0	0	933.940
Dec. 2023	435.936	0	0	0	435.936	254.906	0	0	0	254.906	690.842	0	0	0	690.842
March 2024	304.008	0	0	0	304.008	173.102	0	0	0	173.102	477.110	0	0	0	477.110
June 2024	468.154	0	0	0	468.154	410.182	0	0	0	410.182	878.336	0	0	0	878.336

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 2023	61%	-	-	-	61%	108	-	-	-	108
Sept. 2023	65%	-	-	-	65%	93	-	-	-	93
Dec. 2023	63%	-	-	-	63%	129	-	-	-	221
March 2024	64%	-	-	-	64%	134	-	-	-	235
June 2024	53%	-	-	-	53%	144	-	-	-	164

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
0	0	37.147	464.900	249.233	0
0	0	44.198	532.344	267.433	0
219	0	39.572	618.439	405.335	0
0	0	23.576	618.780	248.142	0
299	0	59.281	469.662	367.375	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 2023	1	1	4	3	2	2	3	4	3	3
Sept. 2023	1	1	4	3	2	3	2	4	2	2
Dec. 2023	1	1	5	3	2	4	3	5	3	2
March 2024	2	2	4	2	2	3	3	4	2	2
June 2024	1	1	4	2	1	3	2	4	3	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 2023	0	0	2	1	2	2	0	2	1	1
Sept. 2023	0	0	2	1	2	2	0	2	1	1
Dec. 2023	0	1	3	2	2	3	0	3	2	1
March 2024	0	0	2	1	2	2	0	3	1	1
June 2024	0	1	3	1	1	2	0	4	2	0

* 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 2023	598	8	15	143	38	47	85	6	13	60	35	55
Sept. 2023	594	8	15	143	38	47	78	6	13	60	35	55
Dec. 2023	409	13	13	140	37	47	26	8	6	16	23	40
March 2024	370	7	13	125	39	48	38	5	7	22	26	38
June 2024	329	17	13	168	38	49	34	20	11	69	34	60

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2023	167.234	1.551.735
Sept. 2023	183.232	2.021.488
Dec. 2023	197.927	3.777.028
March 2024	184.076	3.268.765
June 2024	115.356	4.517.131

* 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.

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. While the data of the banks were aggregated, the data was not singularized.

The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 7)

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 2023	0	0	115	13	128	19	18	3	168
Sept. 2023	0	0	112	15	127	19	17	3	166
Dec. 2023	0	0	72	24	96	20	13	5	134
March 2024	0	0	107	36	143	18	18	7	186
June 2024	6	0	106	32	144	33	16	6	199

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	
22	3	4	1	23%
15	0	2	0	13%
5	0	3	0	8%
6	0	2	0	6%
7	0	5	4	11%

The number of agents working in the Outsorce company on behalf of Bank's call center
413
423
371
484
373

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 2023	68	60	8	11	9	12	85	83	26	34	39
Sept. 2023	73	54	8	11	8	12	89	77	26	34	39
Dec. 2023	50	46	9	11	7	11	66	68	27	35	40
March 2024	83	60	8	10	9	16	100	86	27	35	39
June 2024	113	31	16	17	7	15	136	63	28	36	41

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 2023	20	24	80	4	4	2	12	1	0	2	16	3	24	28	108	8
Sept. 2023	20	25	78	4	4	2	12	1	0	1	16	3	24	28	106	8
Dec. 2023	17	27	49	3	2	3	14	1	1	0	15	2	20	30	78	6
March 2024	21	32	87	3	1	2	15	0	0	3	21	1	22	37	123	4
June 2024	17	30	94	3	1	6	26	0	0	2	19	1	18	38	139	4

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 2023	109	19	18	1	20	1	147	21	12	3	6	21	24	1	7	32
Sept. 2023	108	19	18	1	19	1	145	21	12	3	7	22	32	2	7	41
Dec. 2023	55	41	18	2	14	4	87	47	10	3	5	18	21	1	5	27
March 2024	98	45	16	2	21	4	135	51	8	3	7	18	29	1	6	36
June 2024	50	94	26	7	13	9	89	110	6	3	5	14	24	4	6	34

* 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: 7)

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 2023	833.321	1.453.896	2.287.217	63.494	96%	291	3	4	22	153	549.299
Sept. 2023	932.794	1.585.595	2.518.389	68.074	96%	286	3	3	24	148	602.819
Dec. 2023	678.142	1.278.920	1.957.062	49.330	96%	268	3	3	22	141	480.852
March 2024	1.033.292	1.663.353	2.696.645	68.983	96%	243	3	3	27	146	621.054
June 2024	867.083	1.313.492	2.180.575	67.800	95%	235	3	3	28	174	471.902

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 2023	5	7	3	2	7	4	3	3	3	2	7	2	2	5	0	6
Sept. 2023	5	7	3	2	6	4	3	3	3	2	7	2	2	5	0	6
Dec. 2023	4	6	2	2	5	3	3	2	2	1	6	1	2	4	0	5
March 2024	5	7	3	2	6	4	3	3	3	2	7	2	2	5	0	6
June 2024	5	7	3	3	6	3	2	3	3	1	7	2	2	4	0	6

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 2023	1	1	0	3	1	1	4	1	3	2	1	4	1	0	0	1
Sept. 2023	1	1	0	3	1	1	4	1	3	2	1	4	1	0	0	1
Dec. 2023	1	1	0	2	1	1	3	1	3	1	1	3	1	0	0	1
March 2024	1	1	0	3	1	1	4	1	3	2	1	4	1	0	0	1
June 2024	1	1	0	3	1	1	4	1	3	2	2	4	1	0	0	1

The Banks Association of Türkiye
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 7)

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 2023	79.072	42.065	0	104.978	226.115	72.408	15.513	0	46.387	134.308	151.480	57.578	0	151.365	360.423
Sept. 2023	118.594	34.201	0	103.633	256.428	97.256	18.013	0	44.025	159.294	215.850	52.214	0	147.658	415.722
Dec. 2023	83.237	31.266	0	93.649	208.152	83.459	24.407	0	45.400	153.266	166.696	55.673	0	139.049	361.418
March 2024	144.190	34.080	0	86.777	265.047	163.732	21.282	0	43.535	228.549	307.922	55.362	0	130.312	493.596
June 2024	64.950	31.876	0	85.745	182.571	64.617	17.737	0	49.034	131.388	129.567	49.613	0	134.779	313.959

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 2023	52%	73%	-	69%	63%	134	80	-	119	117
Sept. 2023	55%	66%	-	70%	62%	137	83	-	116	122
Dec. 2023	50%	56%	-	67%	58%	127	86	-	121	294
March 2024	47%	62%	-	67%	54%	99	67	-	117	163
June 2024	50%	64%	-	64%	58%	129	81	-	118	327

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.)
89.964	299	235.648	428.872	97.399	168.266
112.617	206	337.905	502.414	120.131	199.808
72.578	179	327.612	297.320	45.569	161.201
102.628	308	341.934	261.818	161.515	145.794
80.182	79	296.884	266.651	61.650	121.068

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 2023	1	1	3	2	0	2	0	2	2	1
Sept. 2023	1	1	3	2	0	2	0	2	2	1
Dec. 2023	1	1	2	1	0	1	0	1	1	1
March 2024	1	1	3	2	0	2	0	2	2	1
June 2024	2	2	3	2	1	2	1	2	1	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 2023	3	4	3	3	1	2	1	4	2	1
Sept. 2023	3	4	3	3	1	2	2	3	2	1
Dec. 2023	3	3	2	2	1	1	2	2	1	1
March 2024	3	4	3	3	1	2	2	3	3	1
June 2024	3	3	2	3	2	2	2	2	2	2

* 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: 7)

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 2023	183	30	13	184	41	50	139	33	4	186	39	51
Sept. 2023	181	44	13	173	41	50	139	37	4	186	39	51
Dec. 2023	152	36	11	201	42	50	130	21	1	160	33	39
March 2024	182	47	10	230	41	50	148	25	4	155	31	45
June 2024	214	40	11	197	43	48	135	17	8	146	40	32

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2023	59.771	1.468.000
Sept. 2023	71.509	1.873.273
Dec. 2023	66.354	1.772.447
March 2024	89.794	4.510.965
June 2024	106.933	3.097.358

* 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.

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. While the data of the banks were aggregated, the data was not singularized.

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 three-month period.
- 4. The number of managers :** Number of management team members who do not take calls in the related three-month period. ie. Team leaders, supervisors, call center manager
- 5. The number of agents that resigned and fired :** Total number of agents that resigned and laid off in the related three-month period.
- 6. The number of agents that transferred to another department :** Total number of agents that transferred to another department in the related three-month period.
- 7. The number of agents working in the Outsource company on behalf of Bank's call center:** Number of Agents working in the outsource company and giving the service of inbound and outbound calls on behalf of bank's call center.

B. Call Center Employee Profile*

** Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. The data A-7 is not included in this category.*

** Arithmetic mean (for data "greater than zero") is used in calculating the average ratios.*

- 1. Gender :** The distribution by gender of the total number agents, supporting service staff and managers in the related three-month period.
- 2. Academic background :** The distribution by education of the total number of agents, supporting service staff and managers in the related three-month period. Last school graduation was considered for students.
- 3. Geographical location :** The distribution by geographical location of the total number of agents, supporting service staff and managers in the related three-month period.
- 4. Average age :** The average age of agents, supporting service staff and managers in the related three-month period.

Availability of SPK License : Total number of agents, supporting service staff and managers where SPK license is available in the related three-month period.

Foreign language speaking : Total number of agents, supporting service staff and managers who speak foreign language in the related three-month period.

C. Call Profile*

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

** Weighted average is used in average formulas.*

Inbound

- 1. Number of incoming calls received calls by IVR :** All calls answered or ceased in the IVR system. Calls incoming to agents or abandoned by the agents are not included.
- 2. Number of incoming calls answered by agents :** Number of incoming calls answered and abandoned by the agents.
Total number of incoming calls = Number of calls answered by the agents + Number of calls abandoned by the agents.
- 3. Number of abandoned calls from agents**
Answered calls (%) = (Number of incoming calls to agents-Number of agent abandoned calls) / Number of incoming calls to agents
- 4. Average talk time (second)**
- 5. Average after call work time (second)**
- 6. Average ringing time (second)**
- 7. Average speed of answer (second)**
- 8. Average time to abandonment (second)**
- 9. Number of active customers:** Number of customers that has called at least once in the past 3 months

Inbound call services - From the same line / another line

Glossary

Outbound

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

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

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

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

Outbound call services - From the same line / another line

Outbound call profile

13. Number of e-mails received

14. Number of faxes received

15. The number of chat calls

16. The number of IVN calls

17. The number of video calls

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

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

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

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

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

1. Number of seats : Number of seats occupied.

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

3. Number of agents per first manager

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

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

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

E. Financial Transactions*

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

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

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

*Publication Periods of the Report:

March: May 1.Week

June: August 1.Week

September: November 1.Week

December: February 1.Week

This report is prepared from the related statistics of member banks that give call center service to the customers. The data of participation banks is not included.

While the data of the banks were aggregated, the data was not singularized.

Whilst every effort has been made to ensure that the information contained in this book is correct, the Banks Association of Türkiye can not accept any responsibility for any errors or omissions or for any consequences resulting therefrom.

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