



# How to Select & Implement **KEY PERFORMANCE INDICATORS** in Your Call Center

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## *Choosing and Using Key Performance Indicators in Your Call Center*

For a large percentage of call centers, your agents are the face of your brand. Since call center agents are the first point of contact for customers looking for help, it is important that each agent puts their best foot forward at all times and that the call center, as a whole, is running as smoothly as possible. To determine that this is true, call center managers must select Key Performance Indicators (KPIs) to measure and monitor call center activity.

### *Developing Key Performance Indicators*

When developing a set of KPIs, call center managers should focus on the metrics that are most important to their business. It's common for managers to attempt to monitor everything, rather than focusing on the most vital metrics. This causes irrelevant information to muddle and outweigh the pertinent factors.

In order to establish relevant KPIs, managers must determine exactly what their main business objective or call center goal is. If it's sales, the selected KPIs should be very different from those of a customer support focused call center.

### *Common Key Performance Indicators for Call Centers*

- **Average Talk Time:** The average conversation of each call.
- **Average Call Work:** The time agents spend after the call handling data entry related to the call.
- **Average Handling Time:** The average amount of time spent total on each call. This is calculated using the sum of Average Talk Time and After Call Work and dividing that by the total number of calls.
- **Calls Per Hour:** The average number of calls per hour.
- **Average Speed of Answer:** The average amount of time it takes for an agent to answer a call.
- **Service Level:** The percentage of calls answered within a defined amount of time.
- **Abandon Rate:** The percentage of time a caller hangs up before the call is answered.
- **First Call Resolution:** The percentage of calls that resolve the customer's issue within the first point of contact.
- **Average Age of Query:** This metric calculates the average amount of time that a case remains open if the query was not resolved on the first call.
- **Customer Call Frequency:** The amount of repeated calls from the same customer.
- **Conversion Rate:** The ratio of calls to a service or product sold.
- **Agent Turnover:** The percentage of agent positions that need to be refilled during a year.
- **Average Wait Time:** The average combined time a caller is waiting, including the time it takes an agent to answer the phone and the amount time a caller is put on hold.

## *Customizing and Optimizing your Key Performance Indicators for Success*

Depending on your type of call center, managers should decide which metrics to focus on and which metrics are irrelevant to your business. For example, call centers that focus heavily on sales should use the Conversion Rate KPI as one of their main factors for determining success. Similarly, call centers who focus primarily on customer support should utilize KPIs like Average Age of Query and First Call Resolution to determine the performance of their agents.

There are a few metrics that are important to all types of call centers including **Average Wait Time, Average Speed of Answer and Agent Turnover**. These KPIs could indicate the need to hire more agents, cut back on agents or implement programs that enhance employee morale.

*Whether a call center is used for first impressions or account support, implementing KPI monitoring will maximize success and help businesses grow.*