

# BENCHMARKING ROUNDUP

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## SUMMARY OF 2023 CONTACT CENTER BENCHMARKS

# DOWNLOAD THE PRESENTATION

The screenshot shows a video player interface on the BrightTALK website. At the top left is the BrightTALK logo. To its right is a search bar with the text 'Search' and a magnifying glass icon. Further right are navigation links for 'Summits', 'Communities' (with a dropdown arrow), and 'My account' (with a dropdown arrow). The video player area contains a dark blue video thumbnail with the following text: 'BENCHMARKING ROUNDUP' in large white letters, 'SUMMARY OF 2023' in smaller white letters, and 'CONTACT CENTER BENCHMARKS' in blue letters. To the right of the video player are two buttons: 'Watch later' and 'Viewing Certificate'. Below the video player is the MetricNet logo with the tagline 'Performance Benchmarking'. At the bottom left, there is an 'Attachments' button highlighted with a blue border. A large blue arrow points from the right side of the page towards the 'Attachments' button.

# RESPOND TO POLLING QUESTIONS

The screenshot shows a web interface for a poll. At the top left is the BrightTALK logo. To its right is a search bar with the text "Search" and a magnifying glass icon. Further right are navigation links for "Summits", "Communities" (with a dropdown arrow), and "My account" (with a dropdown arrow). The main content area features a large dark blue banner with the text "BENCHMARKING ROUNDUP" in white and "SUMMARY OF 2023 CONTACT CENTER BENCHMARKS" in light blue. To the right of the banner are two buttons: "Watch later" and "Viewing Certificate". Below the banner is the MetricNet logo, which includes a bar chart icon and the text "MetricNet Performance Benchmarking". At the bottom of the interface is a navigation bar with two buttons: "Attachments" and "Vote". The "Vote" button is highlighted with a blue border and a large blue arrow points to it from the right.

# PLEASE SHARE YOUR FEEDBACK WITH US

**B** BrightTALK

Search

Summits Communities My account

Watch later Viewing Certificate

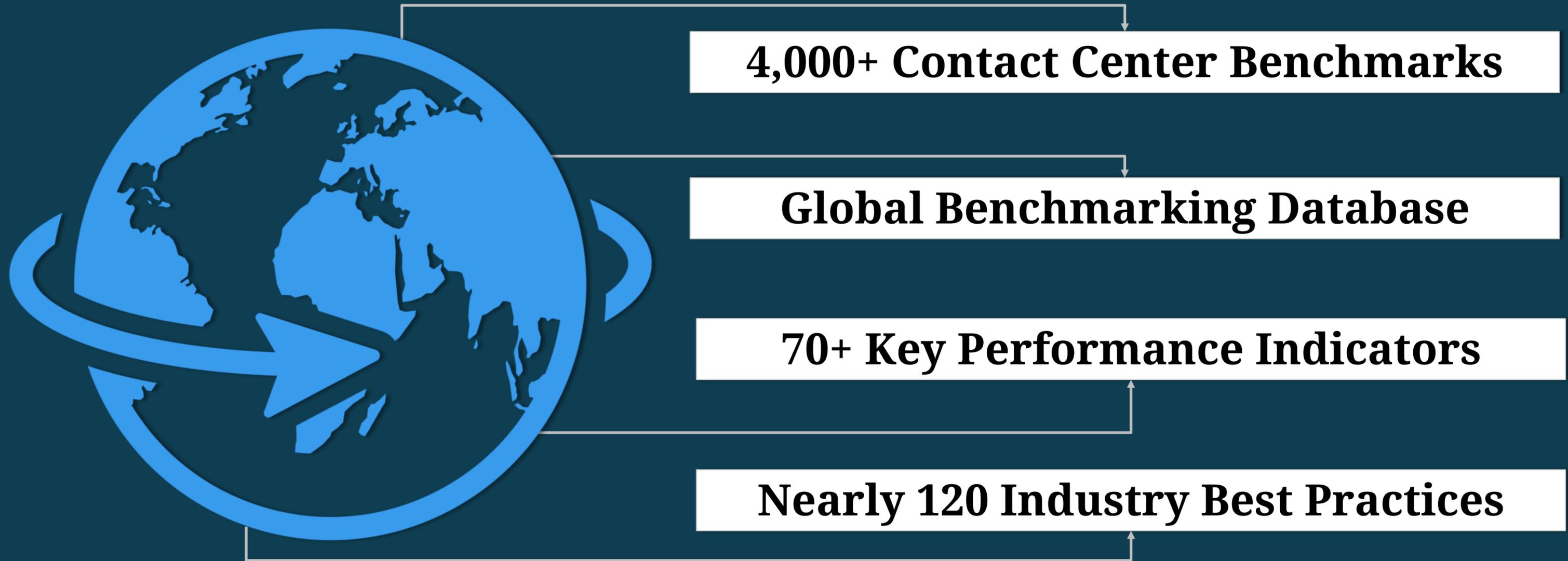
## BENCHMARKING ROUNDUP

### SUMMARY OF 2023 CONTACT CENTER BENCHMARKS

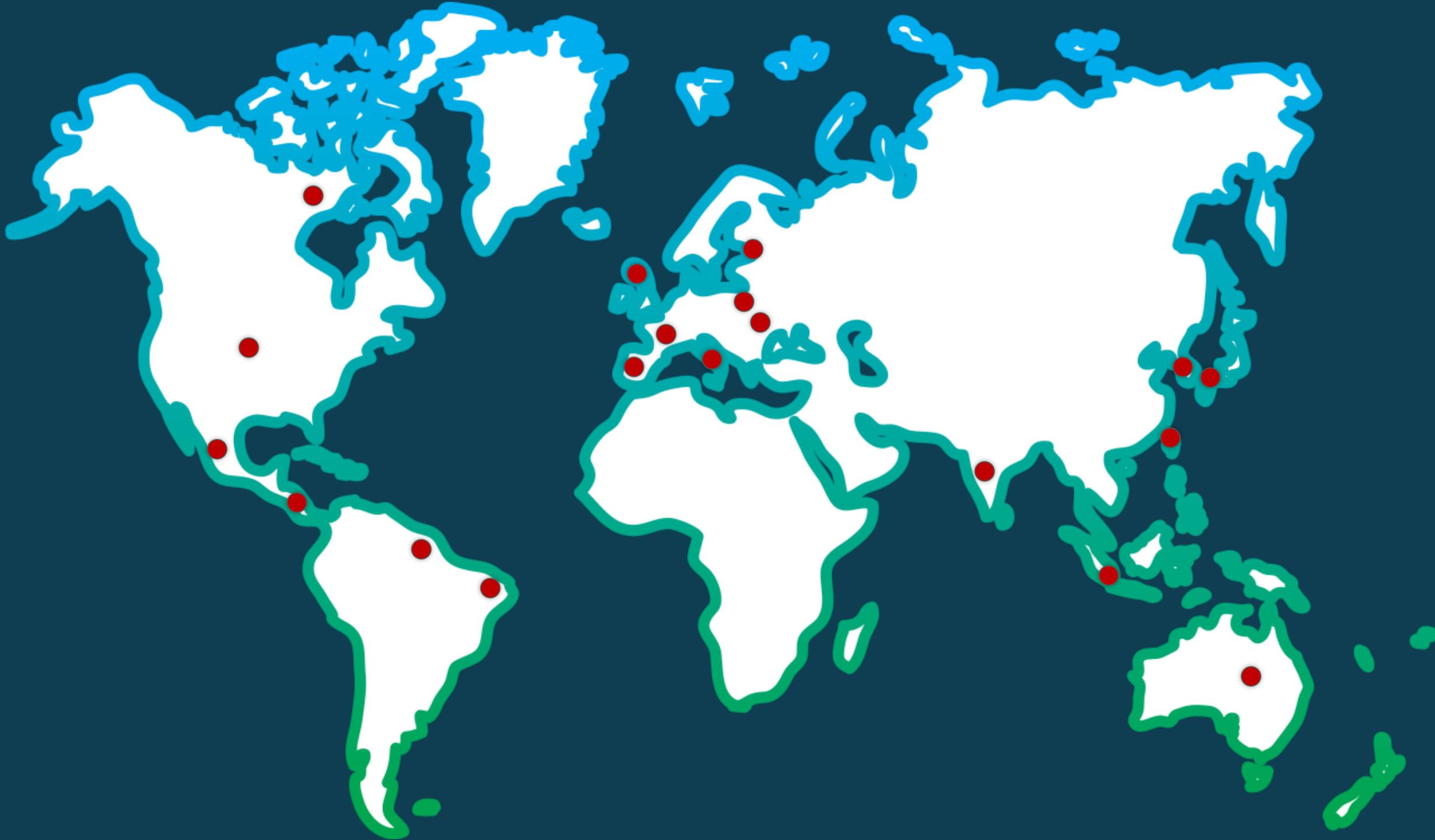
MetricNet<sup>®</sup>  
Performance Benchmarking

Attachments Vote **Rate this**

# 30 YEARS OF CONTACT CENTER BENCHMARKS



# 2023 BENCHMARKING DATA COMES FROM 19 COUNTRIES



# DATA COMES FROM A VARIETY OF CONTACT CENTERS

- More than 4,000 contact centers worldwide
- From MetricNet's Contact Center Benchmarks
- Industries include
  - Banks and financial services
  - Telecommunications
  - Health Care
  - Hospitality
  - Insurance
  - Manufacturing
  - Retail
  - Transportation
  - Utilities
- Best practices are relatively independent of industry
- At least 80% commonality from industry to industry



# POLLING QUESTION #1:

## Which best describes your organization?

Sales Contact Center

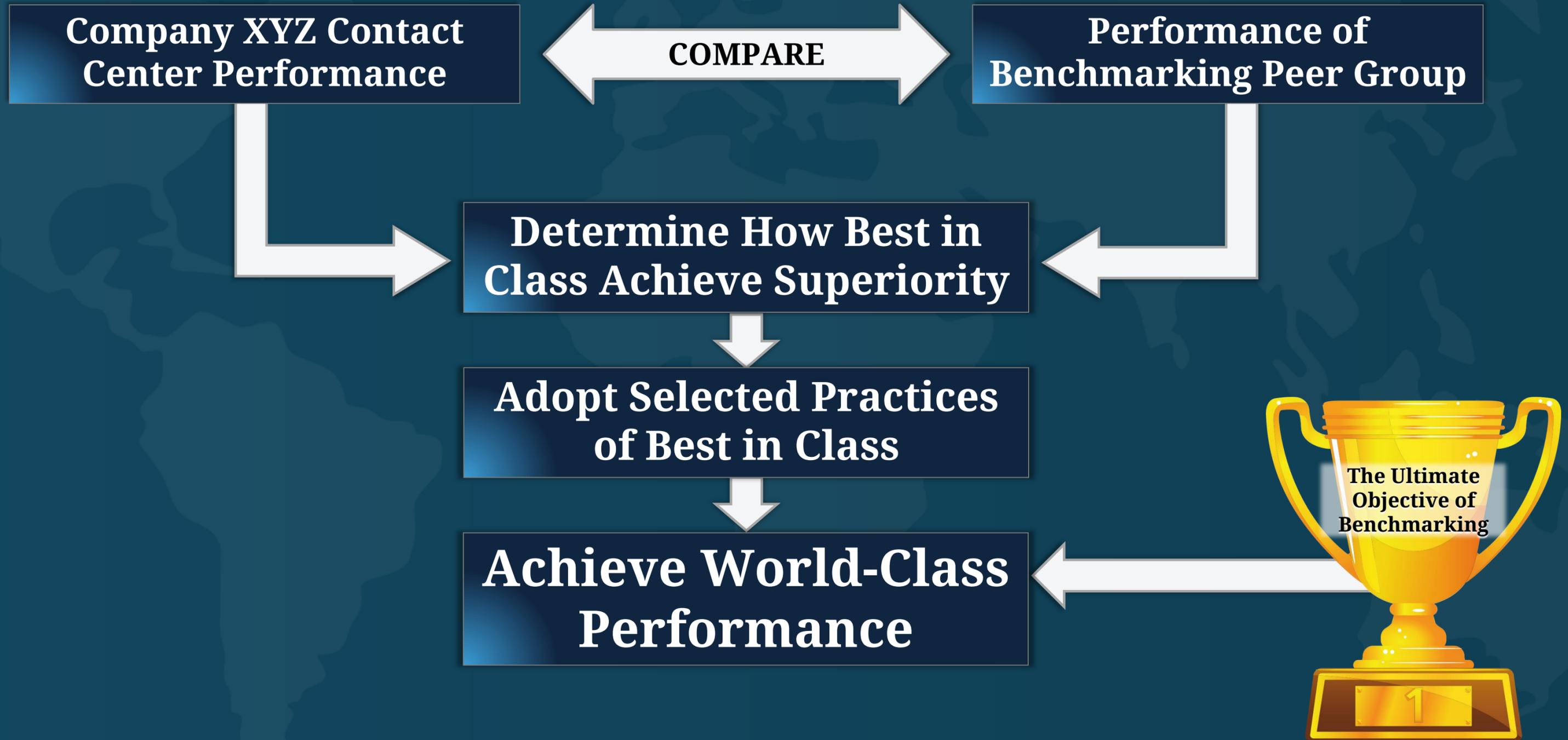
Service Contact Center

Technical Support Service Desk

Other



# BENCHMARKING METHODOLOGY



# KEY MOTIVATORS FOR BENCHMARKING

- ✓ Establish a performance baseline
- ✓ Find improvement opportunities
- ✓ Reduce costs
- ✓ Improve quality of service
- ✓ Adopt industry best practices
- ✓ Establish enterprise credibility
- ✓ Demonstrate management proactivity
- ✓ Track the right metrics
- ✓ Improve performance reporting
- ✓ Drive accountability

- ✓ Implement a Balanced Scorecard
- ✓ Improve process maturity
- ✓ Set performance targets
- ✓ Improve the Customer Experience
- ✓ Demonstrate continuous improvement
- ✓ Right size agent headcount
- ✓ Close technology gaps
- ✓ Optimize channel mix
- ✓ Reduce ticket volumes
- ✓ **Achieve world-class performance**

# BENCHMARKING IMPROVES PERFORMANCE

## BETTER

- ✓ Improve customer satisfaction, NPS, and customer effort scores
- ✓ Improve first contact and first level resolution rates
- ✓ Improve the overall customer experience
- ✓ Mature key processes

## FASTER

- ✓ Improve service levels
- ✓ Reduce ASA for voice, and response time for chat
- ✓ Reduce handle time for all contacts
- ✓ Increase the rate of continuous improvement

## CHEAPER

- ✓ Lower cost per contact
- ✓ Shift left, reduce TCO
- ✓ Reduce contact volumes
- ✓ Increase user self-help
- ✓ Drive volume into lower cost channels
- ✓ Maximize ROI

# ALL WORLD-CLASS CONTACT CENTERS EMPLOY BENCHMARKING

There is a **1:1** Correspondence Between Benchmarking and World-Class Performance.

*Yet fewer than 20% of all contact centers engage in benchmarking!*

Contact Centers that Benchmark Annually have an average ROI of **330%**!

# CHARACTERISTICS OF A WORLD-CLASS CONTACT CENTER

- Top Quartile Quality
  - CSAT or NPS
- Bottom Quartile Cost
  - Cost per contact
- Mature Industry Best Practices
  - Industry best practices are defined and documented
- Every transaction adds value
  - ROI > 100%

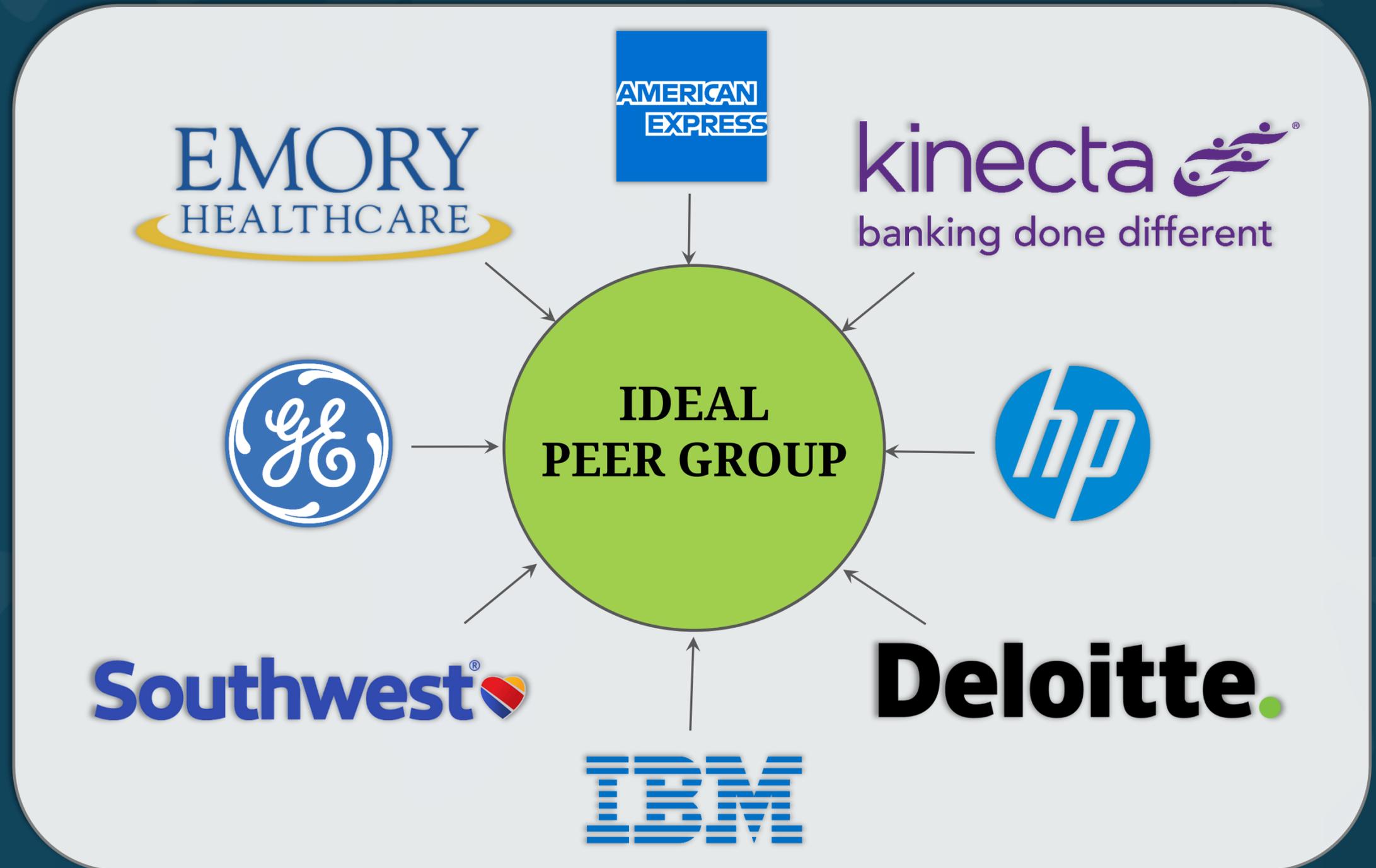
# A NOTE ON VALID BENCHMARKING COMPARISONS

SCOPE

SCALE

COMPLEXITY

GEOGRAPHY



# 2023 CONTACT CENTER BENCHMARKING SUMMARY

Metric Type	Key Performance Indicator (KPI)	Peer Group Statistics			
		Average	Min	Median	Max
Inbound Channel Mix	Voice % of Total	45.3%	12.3%	46.4%	80.2%
	Chat % of Total	17.6%	0.6%	14.1%	49.8%
	IVR % of Total	24.3%	0.0%	16.9%	82.6%
	Web Ticket/Email % of Total	11.3%	0.0%	11.1%	24.8%
	Other % of Total	1.4%	0.0%	1.0%	4.1%
Cost	Average Cost per Voice Contact	\$7.18	\$2.46	\$6.12	\$18.15
	Average Cost per Chat Session	\$11.96	\$4.51	\$10.99	\$31.63
	Average Cost per Web Ticket/Email Contact	\$7.08	\$2.08	\$6.29	\$17.83
	Average Cost per Agent-Assisted Contact	\$8.22	\$3.09	\$7.10	\$23.08
	Average Cost per Contact (incl. IVR)	\$5.54	\$2.80	\$5.44	\$9.86
	Average Cost per Voice Minute	\$0.90	\$0.63	\$0.89	\$1.50
	Average Cost per Chat Minute	\$0.87	\$0.44	\$0.83	\$1.50
	Average Cost per Web Ticket/Email Minute	\$0.89	\$0.60	\$0.87	\$1.47
Handle Time	Voice Handle Time (minutes)	8.03	3.65	6.99	16.51
	Chat Handle Time (minutes)	11.21	3.41	9.81	37.05
	Web/Email Handle Time (minutes)	8.01	3.32	7.07	19.07
Voice Quality	Voice Customer Satisfaction	85.5%	58.5%	86.7%	98.8%
	Net First Contact Resolution Rate	77.1%	66.6%	75.2%	98.6%
	Call Quality	89.5%	71.5%	91.7%	97.4%

# 2023 CONTACT CENTER BENCHMARKING SUMMARY CONTD.

Metric Type	Key Performance Indicator (KPI)	Peer Group Statistics			
		Average	Min	Median	Max
Voice Productivity	Voice Agent Utilization	53.1%	39.1%	52.1%	75.5%
	Inbound Voice Contacts per Agent per Month	771	264	754	2,106
	Voice/Chat/Email Agents as a % of Total Contact Center Headcount	85.4%	74.1%	86.6%	95.5%
Voice SLA	Average Speed of Answer (seconds)	51	18	44	152
	Call Abandonment Rate	6.8%	1.5%	6.2%	17.1%
	% Answered in 30 Seconds	45.0%	9.5%	45.6%	76.7%
Agent	Annual Agent Turnover	33.8%	5.7%	33.4%	64.5%
	Daily Agent Absenteeism	6.3%	2.1%	6.0%	11.7%
	Agent Schedule Adherence	91.9%	82.4%	92.5%	98.0%
	Agent Occupancy	83.8%	67.3%	84.9%	97.1%
	New Agent Training Hours	95	54	89	160
	Annual Agent Training Hours	10	0	8	40
	Agent Tenure (months)	38.3	9.4	30.5	89.8
	Agent Job Satisfaction	80.4%	62.5%	80.8%	97.1%
Chat	% of Contacts Originating in Chat	17.6%	0.6%	14.1%	49.8%
	% of Contacts Resolved in Chat	10.6%	0.5%	10.2%	23.7%
	Chat First Contact Resolution Rate	63.3%	36.3%	64.1%	89.6%
	% Failover Rate from Chat to Voice	36.6%	10.3%	35.9%	63.6%
	Customer Satisfaction in Chat Channel	80.9%	58.1%	82.0%	95.7%
	Average Concurrent Chat Sessions	0.82	0.46	0.80	1.37
	Max Concurrent Chat Sessions	2.2	1.0	2.0	4.0
	Chat Sessions per Chat Agent per Month	473	151	443	1,149

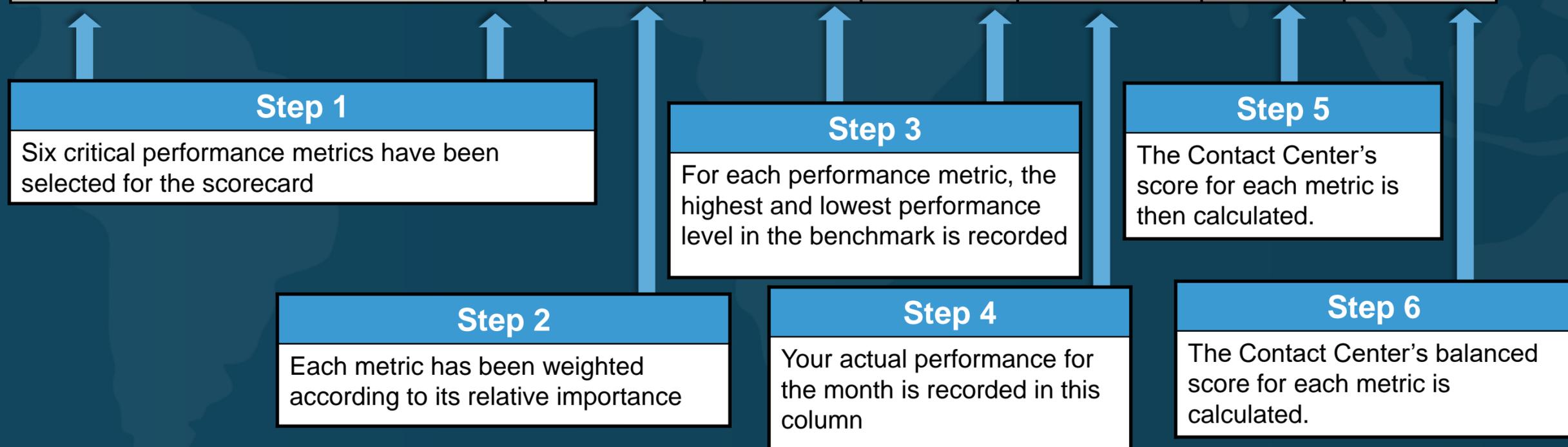
# BENCHMARKING QUARTILES

Voice Quality Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Voice Customer Satisfaction	98.8%	95.2%	86.7%	78.7%
	95.2%	86.7%	78.7%	58.5%
Net First Contact Resolution Rate	98.6%	82.0%	75.2%	71.1%
	82.0%	75.2%	71.1%	66.6%
Call Quality	97.4%	94.7%	91.7%	85.9%
	94.7%	91.7%	85.9%	71.5%

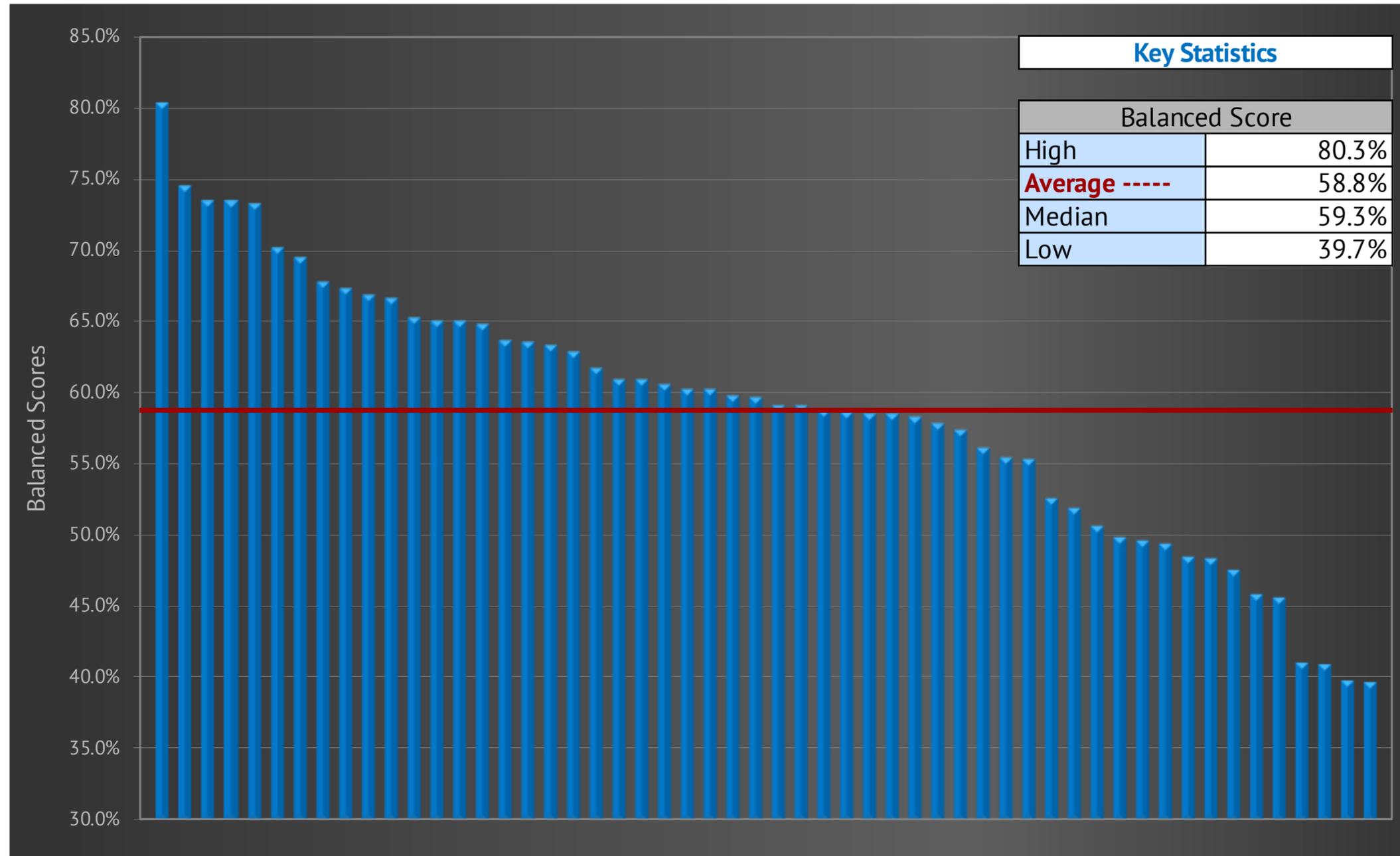
Voice Productivity Metric	Quartile			
	1 (Top)	2	3	4 (Bottom)
Voice Agent Utilization	75.5%	56.9%	52.1%	48.1%
	56.9%	52.1%	48.1%	39.1%
Inbound Voice Contacts per Agent per Month	2,106	921	754	533
	921	754	533	264
Voice/Chat/Email Agents as a % of Total Contact Center Headcount	95.5%	90.4%	86.6%	80.6%
	90.4%	86.6%	80.6%	74.1%

# THE CONTACT CENTER SCORECARD

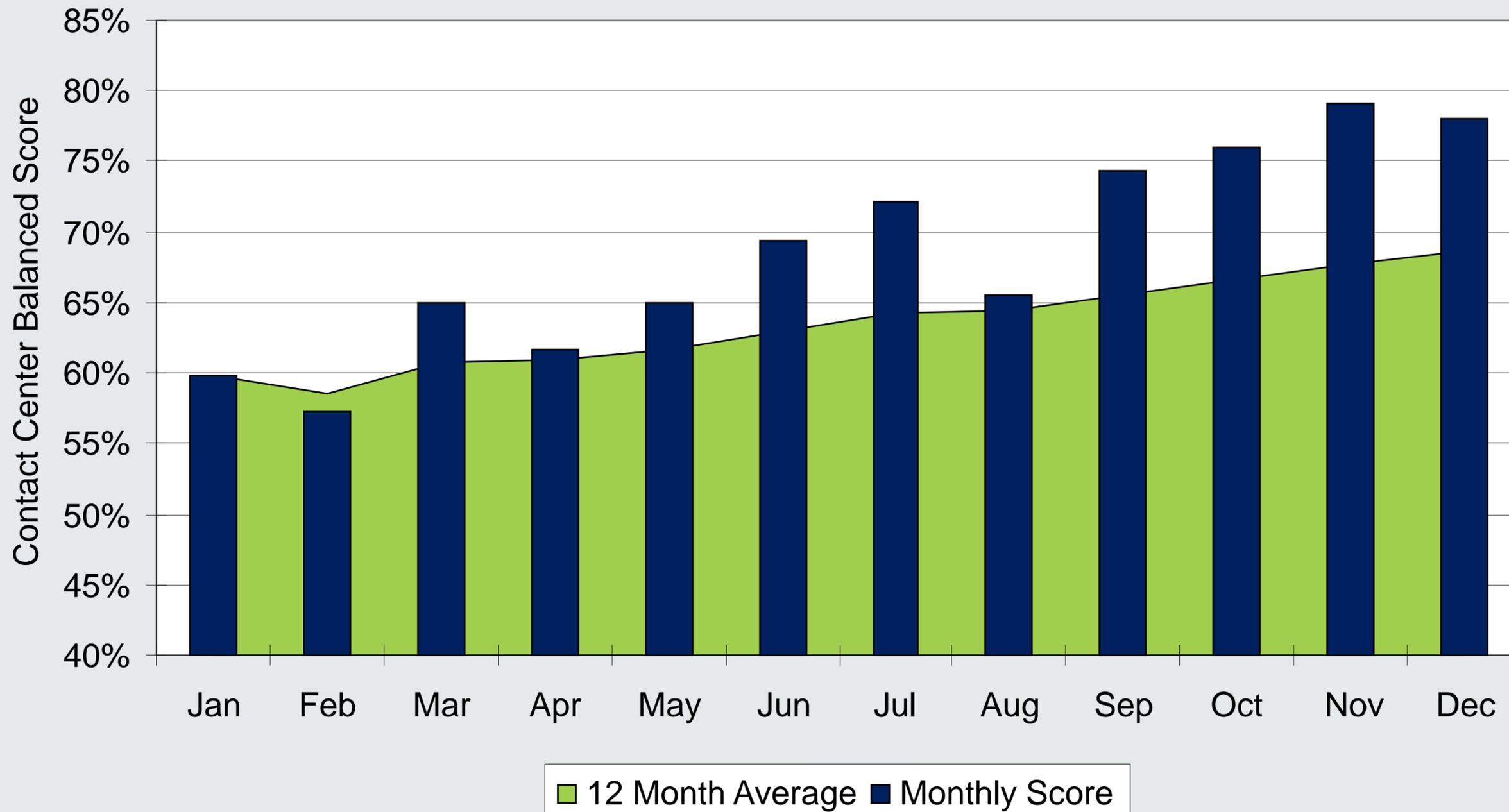
Key Performance Indicator (KPI)	KPI Weighting	Performance Range		Your Performance	KPI Score	Balanced Score
		Worst Case	Best Case			
Average Cost per Agent-Assisted Contact	25.0%	\$23.08	\$3.09	\$8.22	74.3%	18.6%
Voice Customer Satisfaction	25.0%	58.5%	98.8%	85.5%	67.0%	16.8%
Voice Agent Utilization	15.0%	39.1%	75.5%	53.1%	38.4%	5.8%
Net First Contact Resolution Rate	15.0%	66.6%	98.6%	77.1%	32.9%	4.9%
Agent Job Satisfaction	10.0%	62.5%	97.1%	80.4%	51.8%	5.2%
Average Speed of Answer (seconds)	10.0%	152	18	51	75.4%	7.5%
<b>Total</b>	<b>100.0%</b>	n/a	n/a	n/a	n/a	<b>58.8%</b>



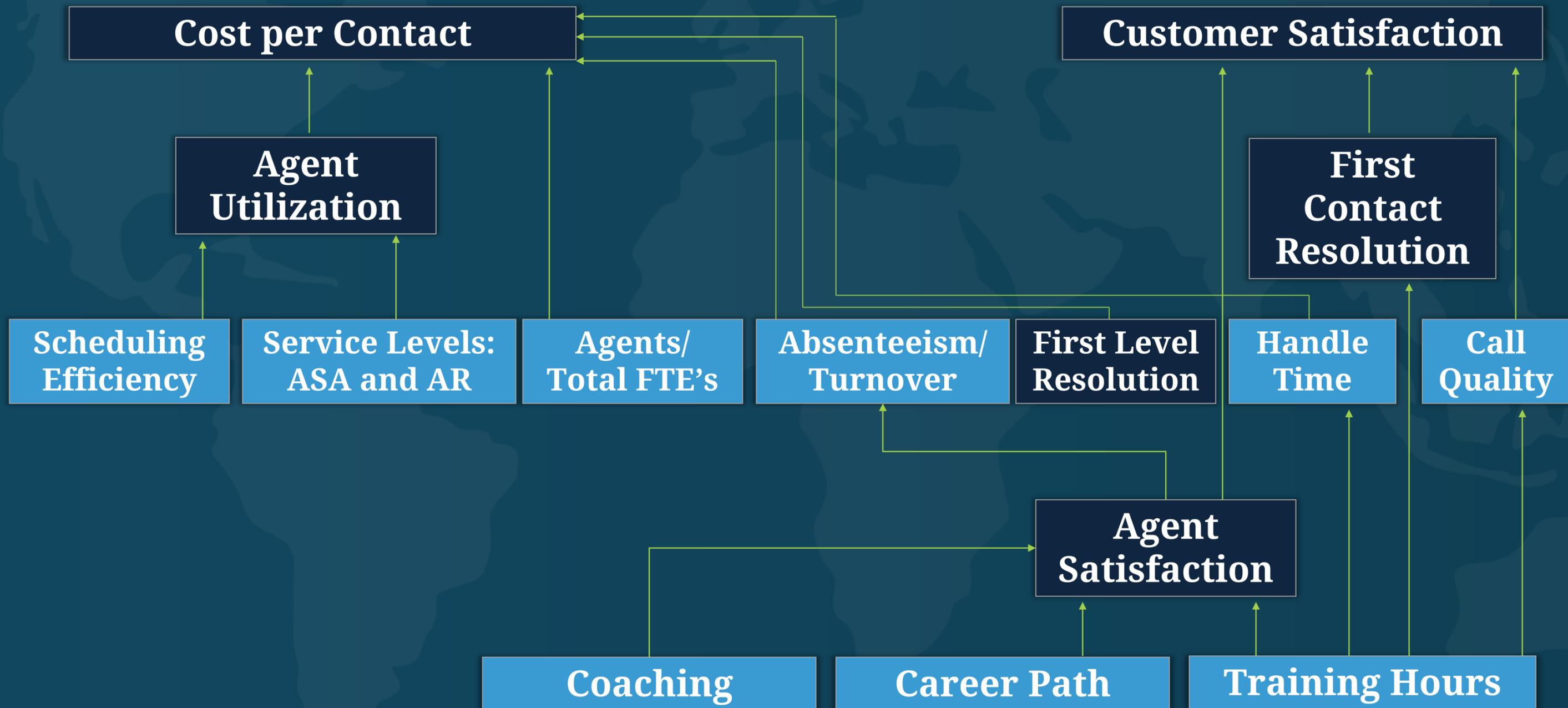
# BENCHMARKING YOUR OVERALL PERFORMANCE



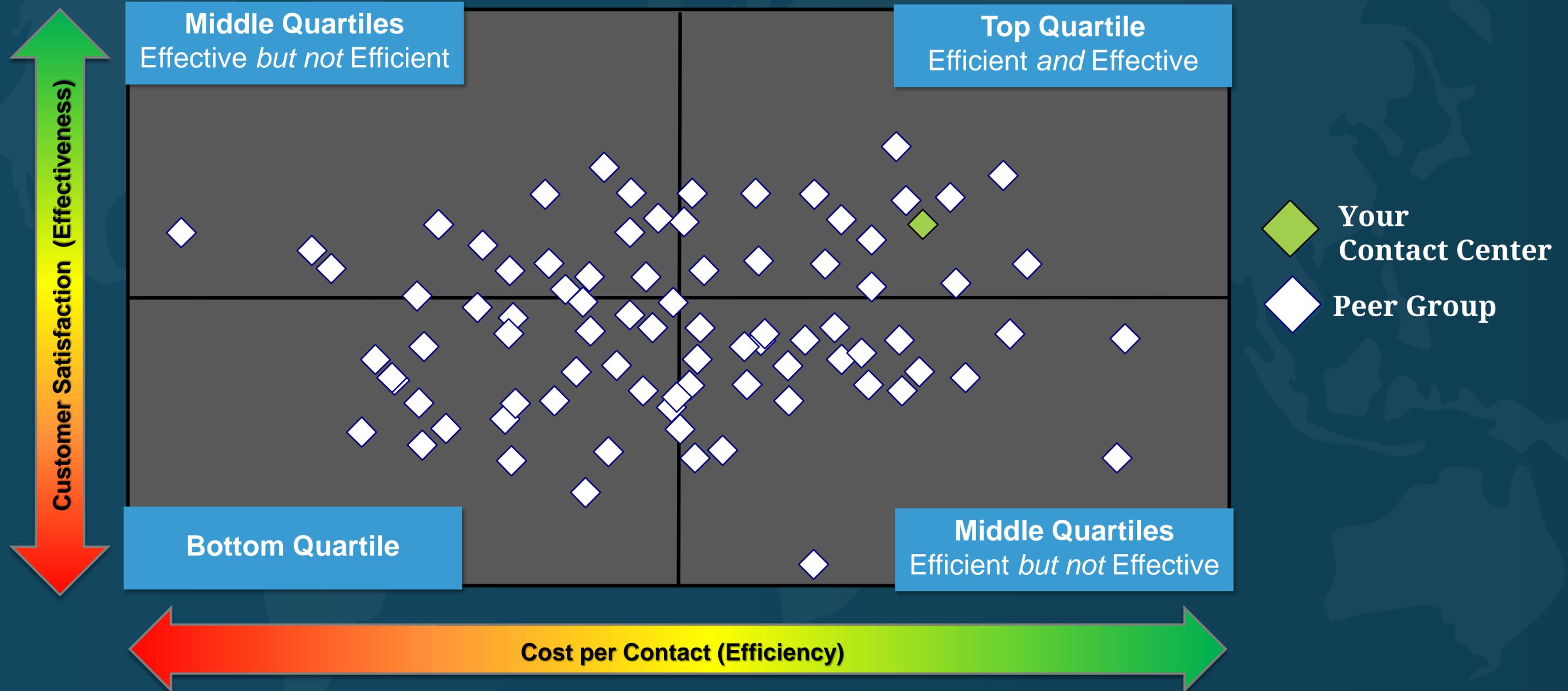
# TRENDING YOUR OVERALL PERFORMANCE



# CONTACT CENTER KPI CAUSE-AND-EFFECT DIAGRAM



# FOUNDATION METRICS: COST VS. QUALITY



# CONTACT CENTER PERFORMANCE TRENDS

Metric Type	Contact Center KPIs	Benchmarking Statistics		
		2011	2023	Change
Cost	Cost per Voice Minute of Handle Time	\$0.99	\$0.90	(\$0.09) ↓
Productivity	Agent Utilization	52.0%	53.1%	1.1% ↑
Quality	Customer Satisfaction	80.6%	85.5%	4.9% ↑
	Net First Contact Resolution Rate	80.8%	77.1%	(-3.7%) ↓
Agent	Agent Job Satisfaction	72.2%	80.4%	8.2% ↑

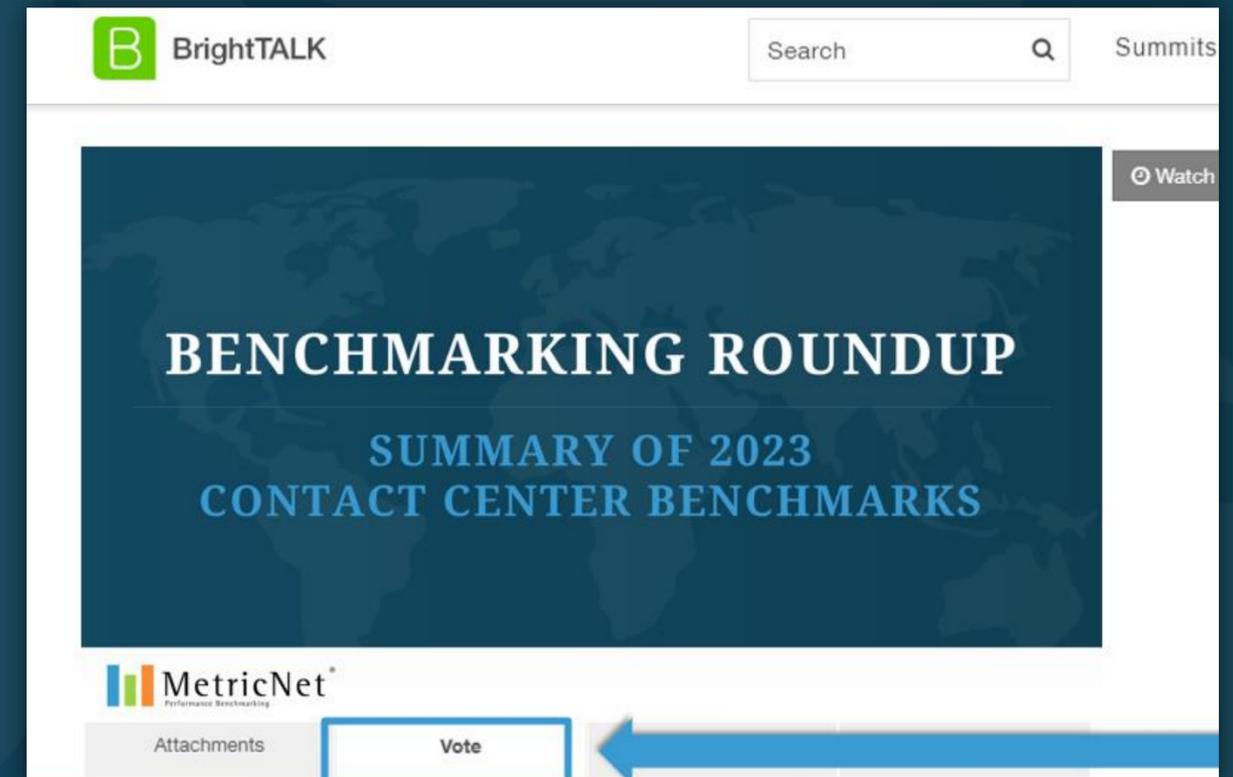
# QUESTIONS?

# POLLING QUESTION #2:

Would you like to schedule a brief consultation call with MetricNet?

Yes – ASAP

Yes – Next Week



# EXCITING NEW PRODUCTS NOW AVAILABLE!




## United States CORE Contact Center Benchmark

In-house/Insourced Contact Centers

Report Number: CC-US-IN-0725-CORE | Updated: June 2023



MetricNet's instantly downloadable Contact Center benchmarks provide valuable industry data that your organization can use to begin improving performance right away!

6 KPIS | \$399

MetricNet Performance Benchmarking  
[www.metricnet.com](http://www.metricnet.com)




## United States PLUS Contact Center Benchmark

In-house/Insourced Contact Centers

Report Number: CC-US-IN-0725-PLUS | Updated: June 2023



MetricNet's instantly downloadable Contact Center benchmarks provide valuable industry data that your organization can use to begin improving performance right away!

22 KPIS | \$1,499

MetricNet Performance Benchmarking  
[www.metricnet.com](http://www.metricnet.com)




## United States PRO Contact Center Benchmark

In-house/Insourced Contact Centers

Report Number: CC-US-IN-0725-PRO | Updated: June 2023



MetricNet's instantly downloadable Contact Center benchmarks provide valuable industry data that your organization can use to begin improving performance right away!

41 KPIS | \$2,999

MetricNet Performance Benchmarking  
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### CONTACT CENTER HEADCOUNT CALCULATOR

Used as a reality check or a planning tool, MetricNet's headcount calculator provides a simple way to plan and forecast headcount for your contact center.

Download Now!  
[MetricNet.com/CCHeadcount](http://MetricNet.com/CCHeadcount)



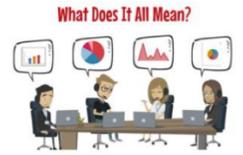
ARE WE STAFFED APPROPRIATELY?



### Contact Center Balanced Scorecard

When tracked over time, the Balanced Scorecard tells you whether your contact center is improving, staying flat, or getting worse!

Download Now!  
[MetricNet.com/CCScorecard](http://MetricNet.com/CCScorecard)



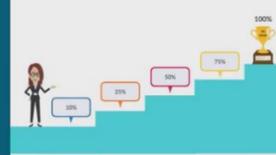
What Does It All Mean?



### CONTACT CENTER PERFORMANCE TARGETS

Using current industry benchmarks, this instantly downloadable calculator will automatically determine a unique set of performance targets designed specifically for your contact center!

Download Now!  
[MetricNet.com/CCTargets](http://MetricNet.com/CCTargets)



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[Benchmarking Roundup: Summary of 2023 IT Service and Support Benchmarks](#)

Register Now!

*Date: November 16, 2023 at 2:00PM EST*

## MetricNet.com/Webcasts

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Performance Benchmarking

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**FOR CONTACT**  
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**PROFESSIONALS**

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SUMMARY OF 2023  
CONTACT CENTER BENCHMARKS

MetricNet<sup>®</sup>  
Performance Benchmarking

Attachments

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## BENCHMARKING ROUNDUP

### SUMMARY OF 2023 CONTACT CENTER BENCHMARKS

 MetricNet<sup>®</sup>  
Performance Benchmarking

Attachments Vote **Rate this**

# QUESTIONS?

**THANK YOU!**



# ABOUT METRICNET

# COMPETITIVE DIFFERENTIATORS

MetricNet offers a portfolio of competitive differentiators including those listed below.

## CREDIBILITY AND EXPERIENCE

MetricNet has conducted benchmarks and assessments for more than half of the Global 2000.

## BENCHMARKING DATABASE

MetricNet has the largest database of process and performance indicators in the industry.

## OBJECTIVITY

MetricNet's clients receive objective recommendations that are free from any vendor bias.



# JEFF RUMBURG

Managing Partner and CEO



# ANGELA IRIZARRY

President and COO



# TIMOTHY COVER

Executive Project Director



## EXECUTIVE TEAM

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# CONNECT WITH US ONLINE



**@METRICNET**

# MEET SOME OF OUR CLIENTS



**THANK YOU!**