



# The Most Important Inbound KPIs

As a long-time contact center expert, Attila will share his knowledge and experiences in how you can calculate and improve your Inbound KPIs using specific metrics. There are a lot of KPIs in the contact center industry, therefore, it is important to highlight some of the most important ones.

## 1. Average Handling Time

equals Total Talk Time plus Total Hold Time plus Total Wrap Up Time divided by all Handled Calls. Average Handling Time is an excellent indicator of performance efficiency and cost.

High Average Handling Time can be the result of:

- High wrap up time
- Lack of call control, lack of system or intranet knowledge
- Agents who do not follow the company processes

## 2. First Call Resolution

measures whether your agents solve your customers' query during the first call. Divide your first Handled Calls by your Resolved Calls and then multiply by one hundred, this will give you the percentage of this KPI.

- Track this information by asking your customers during the call and recording the answer in your CRM system. Another way of measuring FCR is asking customers to complete a feedback survey through the IVR.

## 3. Customer Satisfaction

is also an important metric, as you can increase your revenue and decrease the cost of serving your customers if this KPI is high.

- Statistics show that customers who have a positive emotional connection to your brand are less price sensitive, they tend to tell their friends and family about their positive experiences. So, in other words, they will promote your brand.

## 4. Abandoned Call Rate

in percentages equals Total Calls Offered minus Total Calls Handled divided by Total Calls Offered multiplied by 100.

- Higher abandoned call rates might result in higher frustration.
- Lowering your abandoned call rate will keep customer satisfaction high. Strategy to lower abandoned call rate: let your agents know how many calls are in the queue. If they are aware, they will definitely care.

## 5. Service Level

is the number of calls answered within the service level threshold divided by the number of calls offered. 80 by 20 Service Level is considered to be the industry standard. This means that 80 percent of the calls should be answered within 20 seconds.

- If you want to improve your service level, have more agents seated.
- If there is an unexpected peak in your contact center, you can reschedule some agents from back office activities, or in the case of outbound campaigns, you can schedule some of your agents to the inbound lines as a temporary emergency solution.

## 6. Average Speed of Answer

needs to contain the time spent waiting in the line after an agent was requested, and the ring time as well.

- The longer the Average speed of answer gets, the more impatient customers become.
- To lower Average Speed of Answer, show agents the call queue and they'll speed up, or get extra agent resources.

## 7. Wrap Up Time

is part of Average Handling Time and you have to closely monitor it.

- Wrap Up Time can be improved by creating a worksheet for your agents. With this method, you can decrease Wrap Up Time by at least 20 percent.

## 8. Occupancy / Agent Utilisation

is the percentage of time an agent spends with call handling instead of being available and waiting for the next call.

- Companies need to provide 10 minutes of non-computer activity every hour. This means that the maximum agent utilization per hour is 83,3%. 50 minutes from 60. Short training or feedback sessions also reduce the productive time of your agents.
- If you expect low call volumes in a given period and you can't decrease the number of agents in the shift, then plan your training sessions for this time, or reschedule your agents to some back office activities, and turn available time into productive time.