Inbound Call Handling Metrics

There are so many different metrics in the contact center business that you can easily feel lost. Do you want to understand your inbound call flow better?

As a long-time contact center expert, Attila will share his knowledge and experiences in some of the most important inbound call handling metrics within the industry.

1. Inbound call journey

- The first call: The call goes unanswered for a couple of minutes, so the client hangs up.
- The second call: The client hangs up almost immediately, because he forgot the documents necessary for the call.
- The third call: The conversation ends on good terms, the client is satisfied and hangs up the phone.
- Using the CRM system of the contact center, the agent solves the client's issue.
- After Call Work or Wrap Up Time: The agent administers the call.

2. What's happening in the background of a call?

- The first thing we're able to measure is when the call lands in the IVR. This means that the call is connected. During this time, our contact center system tries to connect the call with an agent.
- After the customer hangs up, we have a ***lost call***. The related KPI is ***lost call percentage***: The number of lost calls divided by the sum of lost calls and answered calls.
- ***All Calls:*** All incoming calls, not just the ones answered by your agents.

- ***Speed of Answer:*** How fast a client is connected to an agent from the moment that the client expresses this intention. Speed of answer will influence our customers' opinion about our services.Therefore, we should always keep it as low as possible.
- ***Ring Time:*** After the system detects an available agent, the call will be routed to them, and in some systems, the call will start to ring on the agent side. The amount of time that clients are in this queue is called Ring Time.
- ***Talk Time:*** The time when the agent and the client have a live conversation.The length of a conversation depends on many things: the complexity of the question, the preparedness of the agent, how efficient your CRM system is, and so on.
- ***Hold Time:*** When the agent puts the client on hold. Hold Time is not Talk Time, but it's also part of the Call Handling Time.
- ***Wrap Up Time*** is mainly call administration in your CRM system after an agent has finished a call with a client. After the call, the customer care agent might need to open a ticket or finalize an order through an inbound sales line. Closely monitoring your agents will help you decrease your Wrap Up Time.
- Agents usually close the call by pushing the "next call", "available" or "save" button after choosing the right disposition code. From that moment ***Available Time*** will start.

3. Call flow related definitions

- ***Handled Calls*** are the calls where the caller requests to be connected to an agent and the call is answered.
- If the lines are busy and the waiting time is too long, some customers will give up and hang up. These are your ***Lost Calls***.
- There is another type of lost call when the caller terminates the call, but within a very short waiting time – usually in less than 5 seconds. These are ***Short Calls.***
- ***Calls handled in your IVR:*** With a well-structured IVR, you'll be able to deal with a large number of incoming contacts without involving an agent. You can use it to answer easy questions or give general information. This way, your agents have less calls to answer and you can save time and money.
- ***Logged Time*** is the amount of time when the agent is logged into the system. There might be logouts during their shifts as well for various reasons, therefore you should deduct these logouts from the Logged Time.

- This is the time agents spend waiting for the next call. You should analyze the ***Average Available Time*** at least every hour.
  - If the Available Time is too high, it means you're either overstaffed or do not have enough calls.
  - If your Available Time is too low, it means you either have high call volume or not enough agents.
  - You can check Total Available Time, Average Available Time, or monitor the Highest Available Time – this might help you identify non-peak or overstaffed periods.
- ***Talk Time*** is the period of time your agents spend talking to a customer. Sometimes, that talk time consists of two parts with Hold Time in between.
- ***Hold Time*** is when the customer waits in the line while your agent collects the necessary information on the subject of the call.
- ***Call Handling Time*** is the period of time agents spend answering and completing the call. It measures the following: Talk time, Hold time, and Wrap Up Time.
  - Reducing your Wrap Up Time: Sit behind your agents one by one, and start recording some data. Track the length of calls, what the call is about, and how much Wrap Up Time your agent needs. After 5 or 6 calls, you'll see that Wrap Up Time will be shorter as your agent realises that you're monitoring them. Compare this with data from previous calls when the agents weren't monitored and you will see the difference.